

IMPACT OF CLIENT PREFERENCE ON C2C BUSIENSS MODEL
ADAPTATION: THE CASE OF EBAY AND TAobao IN CHINA

Prof. D'Alessandro Giuseppe

Prof. De Vecchi Luigi

Fang Xiaojuan

711721

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ABSTRACT

With the opening of internet for commercial use and increase of internet penetration rate worldwide, Customer to Customer e-commerce won foothold in economy. Many researches about C2C has been done, but not much of them are about impact of client's preference on C2C business model adaptation. DeLone and McLean proposed Information System Success Model in 1992, and then furtherly updated the model in 2003 to make it suitable for e-commerce measurement. Authors of this paper used quality measurements of 2003 DeLone and McLean Information System Success Model, 7Ps and Trustworthiness to measure client's preference toward C2C third-party platform (3PP) and furtherly analyze what kind of impact client's preference could have to C2C business model adaptation. 12 dimensions were examined in this paper. Those dimensions are System Quality, Service Quality, Information Quality, Trustworthiness, Product, Price, Place, Promotion, People, Process, Physical Environment and Client Preference/Satisfaction respectively. The proposed model was measured by data collected from 150 respondents via WeChat. Descriptive, frequency and correlation analysis were conducted to analyze collected data, case study about the company of Taobao and eBay was conducted as well. The results show client prefer C2C platform with better System Quality, Service Quality, Information Quality, Trustworthiness and 7Ps. The survey results also show better the platform can understand client's problems, less the client likes about the platform etc.

INTRODUCTION

The history of internet could date back till 1950s with the development of electronic computers. In 1991, the internet was opened for commercial use. Businesses started to go online, and e-commerce became possible in this year. Scholars and organizations intended to define e-commerce since it emerged, but no well accepted definition was established till now. In this research, the definition of Philip Kotler (2014): e-commerce is buying and selling with support of electronic means is adapted. The development of e-commerce is facilitated by the widely use of internet worldwide. The world internet users increased from 1024 million to 3894 million from 2005 to 2018 (Statista, 2018). Beside the increasing of net citizen numbers, the average internet surfing time increased as well. The average cost of browsing online become cheaper over time. All those factors are beneficial for e-commerce development.

As an important subset of e-commerce, e-retail experienced big development since the opening of internet for commercial use as well. Ruo Huang, former COO of dangdang.com and founder of tmall.com thinks there are two basic e-retailing models: one is called Platform Model, and another is called Buy and Sell Model (2016). With Buy and Sell Model, the online platform owns the product/service sold to customers; with Platform Model, the online platform only provides online trading place for buyers and sellers to meet, and it does not own the product on sell. In e-retail, big B2C businesses can use both Platform Model and Buy and Sell Model, but C2C businesses are restricted by its size and trade volume, it would be too expensive for them to build up their own trading website. Thus, C2C businesses usually adapt Platform Model.

As C2C sellers are restricted by their size and trade volume, it is not economical for them to build up their own trading channel, while the C2C 3PP acts as a bridge for the seller and the client (or the buyer), facilitates the seller and client to locate each other. The existence and quality of such platform is important for both individual seller and client. Without a famous and trustworthiness platform, seller and client are difficult to locate each other, they'll miss a lot of opportunities while searching online aimlessly. Besides, the C2C 3PP will monitor and control users activities to prevent malicious actions such as fraud, seller and client's interest will be protected. Furthermore, the C2C 3PP will provide technological support service to both seller and client to facilitate their trading.

Overall, the platform plays a key role in C2C business. But it must bear evaluation from both seller and client side. Either the seller or client is more important for a C2C 3PP is a chicken and egg question. It's undoubtful that seller comes to the C2C 3PP to make sells due to the high traffic of the platform, and client come to the C2C 3PP to make purchase due to its attractive product on listing. Seller and client are two interrelated and inseparable components for the success of a C2C 3PP.

As retain existing clients is less expensive than attract new ones, the C2C 3PP must understand client's preference and try to meet their expectations to avoid client defections. Preference is a term which means individual ranks something over another. When a client in C2C 3PP prefer one item over another, means the

preferred item gives client more of satisfaction. Understand client's preference and what gives client more satisfaction is important for client retention, and the total number of retained client is essential for platform's attractiveness for seller. In order to help C2C 3PPs to understand client's preference, and furtherly adjust its business model according to client's preference, and provide products/services which can satisfy client's better, this research is conducted.

The **object** of this research is the general C2C business model. The **subject** is the impact of client preferences on C2C business model adaptation. The **goal** is to reveal client's preferences about C2C 3PPs through Taobao and eBay in China, and furtherly provide references information for C2C 3PPs to increase their competency by adopt their business model accordingly to client's preferences. One of the possible ways for the C2C 3PP to retain client is to make client prefer to trade in it by increase client's satisfaction. As satisfaction level is positively related with client's preference, so satisfaction is used as an interchangeable measurement in this research. Previous researches show Trustworthiness, quality of the Information System and the 7Ps is important attributes to client's satisfaction. The author wants to figure out is those measurement valid for client's satisfaction in C2C context.

Research model and hypothesis were made based on how platform's Trustworthiness, quality of Information System, 7Ps relate with Client Preference/Satisfaction. Client's preferences toward a C2C 3PP in those aspects were expected to be find out.

Trust and Privacy are attributes of Trustworthiness. As there are uncertainty to purchase from unknown seller in a C2C 3PP, it is relevant for the platform to establish trust in order to decrease client's concern of committing transaction in it. Client worries about their privacy while operating online. If his privacy is well protected in the C2C 3PP, the client is more likely to return to the website, and his satisfaction level will be higher than without proper privacy protection. Thus, the first hypothesis was made:

Hypothesis 1: Trustworthiness is positively related with client's preference toward a C2C 3PP.

In the Information System research field, there is still no exact definition for Information System Success, but several research models were developed. The Information System Success Model of DeLone and McLean is accepted as a comprehensive Information System Assessment model. It is widely applied to assess e-commerce system success as well. The author believes the 3 information system quality measurements in this model, namely System Quality, Information Quality and Service Quality attribute to client's preference toward the platform. Thus, the following 3 hypotheses were made:

Hypothesis 2: C2C 3PP's System Quality is positively related with client's preference toward it;

Hypothesis 3: C2C 3PP's Information Quality is positively related with the client's preference toward it;

Hypothesis 4: C2C 3PP's Service Quality is positively related with the client's preference toward it.

Marketing Mix is a framework which helps to configure managers decision to suit with consumers' needs (Goi, 2009). With the help of Marketing Mix, client's satisfaction/preference could be developed. One of the most influential Marketing Mix framework is 4Ps from McCarthy. As the development of technology and economics, 7Ps (Wirtz, Chew, & Lovelock, 2012) was proposed due to widely criticized of 4Ps appeared. The 7Ps are Product, Price, Place, Promotion, People, Process, and Physical Environment respectively. Client satisfaction is a hot research topic in marketing sphere. Thus, the following hypothesis were made:

Hypothesis 5: C2C 3PP's Marketing Mix (7Ps) is positively related with client's preference toward it.

In this research, a questionnaire contains 106 questions about Taobao and eBay based on research measurements were formed. The questionnaire was conducted via WeChat to Chinese citizens. As the logic of questionnaire was set to shows different sections to respondents who have different knowledge, and more in front a question is, more respondents can answer it. Thus, less respondents will see, and answer questions located in the end of the questionnaire than questions located in the beginning of the questionnaire. The survey is designed for furtherly reflect how Taobao and eBay has to adjust its business model in order to better meet client's preference. Beside data from the survey, information from internet (such as zhihu.com, ixueshu.com, Passport, Statista etc.) and printed materials (such as books and magazines) were also analyzed as a complementary to further illustrate how C2C 3PP adapt its business model according to client preference.

I. THEORETICAL ASPECTS

1.1 Business model

1.1.1 Business model definition

In many scientific papers, the authors tried to define business model. There are many different opinions and insights about it (DaSilva & Peter Trkman, 2014), and a general definition has not yet emerged (Zott, Amit, & Massa, 2011) (Morrison, Schindehutte, & Allen, 2005), the common opinion about exact components of a business model has not been reached neither (Gassmann, Frankenberger, & Csik, 2014). Here below the Table 1 shows the definition of business model from different scholars.

Table 1
Definitions of business model (ordered by year)

Business model is an architecture of the product, service and information flows (Timmers, 1998).
A business model is a statement of how a firm will make money and sustain its profit stream over time (Zhao & Stewart, 2000).
The business model depicts the content, structure, and governance of transactions designed of the business (Amit & Zott, 2001).
Business models explain how enterprises work. Good business model depicts the customer, customer value, profit model and how to deliver value to customer clearly (Magretta, 2002).
Business model shows how to deal with decision variables of a business (such as economics, architecture, strategy etc.) to create sustainable competitiveness in a specific market (Morrison, Schindehutte, & Allen, 2005).
Business model is a conceptual tool to depict the logic of a business (Gordijn, Osterwalder, Pigneur, 2005).
Business model has four components, namely, value proposition, profit formula, key resources, and key process. The four elements together, create and deliver value (Johnson, Christensen, & Kagermann, 2008).
Business model is a trading system for stakeholders (Wei & Zhu, 2009, p. 10).
Business model describes the rationale of how an organization creates, deliver and captures value (Osterwalder & Pigneur, 2010).
Business model defines how the enterprise creates and delivers value to customers, and then converts payments received to profits (Teece, 2010).
Business model is the design of organizational structure (resource structure, transactive structure and value structure) to enact a commercial opportunity (George & Bock, 2011).
A business model describes that value logic of an organization in terms of how it creates and captures customer value (Felt, 2013).
Business model is the intra-organizational and extra-organizational relations and activities configuration of a firm, which aims to create, deliver and capture value (Saebi, 2014).

Source: compiled by author

There are many different definitions for business model. As different scholars showed, a business model consists of several components. Those components interact with each other and with the outside environment to create, deliver and capture value. Compared the above definitions proposed by different scholars, the business model in this research paper is defined as: the logic about how a company use its resources to interact with the external and internal environment to create, deliver and capture value.

1.1.2 Business model dynamics

A business model is not static, it changes over time. Use the established business model permanently would cause mismatch with the constantly changing external environment (Knokar & Stalbrand, 2016). Business model should over the time in response to external threats and opportunities, and achieve alignment with the external environment (Saebi, Lien, & Foss, 2017). The external factors such as the legal structure, regulation, technology, competitor, supplier etc. would change over time. Thus, adjust business' activities and its business model is important for a firm stay competitive. The alignment between firm's business model and the environment it operates in can influence the profitability, timely response to the environmental changes (Saebi, Lien, & Foss, 2017). Firm's business model adjustment applied differs in different environmental conditions.

Businesses constantly adjust their business models to fit with the environment, but dynamic view of business model only replaced previous static view recently. Business model dynamics research is still in the stage of beginning, there is no unified typology of business model changes formed (Saebi, 2014). Tina Saebi reviewed business model dynamics literatures and divided the changes of business model into three categories, namely Business Model Innovation¹, Business Model Evolution², and Business Model Adaptation³. In the paper published later, the authors define all the changes occurring over time in an existing business model as business model adaptation (Saebi, Lien, & Foss, 2017), which means business model evolution has been integrated into business model adaptation. The Table 2 illustrated the new concept those authors developed.

Table 2
Business model innovation and business model adaptation

	Business model innovation	Business model adaptation
Definition	Innovative change, which is disruptive and radical. It could be creating a distinct business model or applying changes which will affect various business components simultaneously.	Changes occurring in an existing business model over time in response to external triggers. The aim of business model adaptation is to align the business model of the firm to the changing environment.
Object to achieve	Disrupt market conditions	Apply adjustments to align with the environment
Drivers	Internal and external factors	External factors
Area affected	Wider	Narrower

¹ Business Model Innovation applies disruptive and radical innovative change. It proposes a completely new business model for the industry, and it does not happen frequently.

² Business Model Evolution applies minor, natural, continues and incremental adjustment of company's business model. The area affected by the evolution is comparatively narrow comparing with innovation.

³ Business Adaptation applies purposeful and periodically changes to align with the external environment. the area affected by the adaptation could be wide or narrow.

Frequency of change	Infrequently	More frequently
Degree of novelty	New for the industry	To be new is not a must.

Source: compiled by author

Business model innovation refers create a completely new and disruptive business model for certain industry, it happens infrequently. Business model adaptation involves in firm’s daily operations, aims to adjust the existing model in order to align with the environment and enhance the firm’s competitive advantage. Thus, it is essential for businesses with established business model to understand what drives the business model adaptation. Good understanding of it can help those firms to overcome the organizational inertia and transform their business model accordingly, timely, and effectively to achieve competitiveness. According to a research conducted in 2014, the external stakeholder groups can shape changes of a business model (Miller, Mcadam, & Mcadam, 2014). Client is an important external stakeholder of a business. Thus, to understand his preferences and further provide products/services which satisfy his preference is essential for the competency of a business.

1.2 C2C

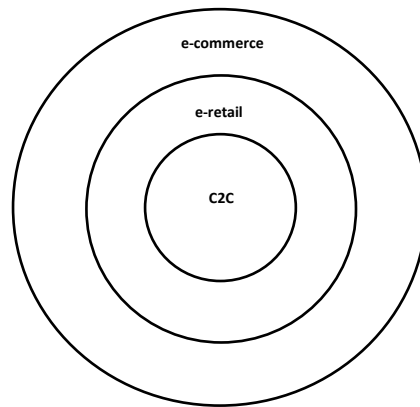
1.2.1 e-commerce, e-retail and C2C

e-commerce has developed for decades since 1991, the opening of internet for commercial use. Scholars and organizations intended to define e-commerce since then, but there is no well accepted definition about this specific term till now. Mourya & Gupta said e-commerce was defined as a general term for a buying and selling process with supports of electronic means by Philip Kotler, but they believe e-commerce is the process of buying and selling or exchange products, services, and information via computer including the internet (Mourya & Gupta, 2014, p. 23, p.24). The definition proposed by Mourya and Gupta has a wider scope comparing with Philip Kotler’s. e-commerce is defined as a technical application concerning business and workflow automation using electronic methods (Ye & Ma, 2018, p. 3) as well.

Retailing refers selling products or services to final customers. An organization sells to final consumers is doing retailing, despite it is a retailer, wholesaler or manufacturer (Kotler & Keller, 2012, p. 447). As the appearing of e-commerce, retail also went online (e-retail), and became an important component of e-commerce. E-retail is selling goods or services to final consumers through internet. It could be divided into B2C and C2C (Yu, 2009). B2C is transaction between a business and customers (Nagaty, 2010, p. 350); C2C is online transactional behavior among individuals, and the transactional behavior is empowered by third party platforms (Ye & Ma, 2018, p. 15). Usually individual users register as a member on the third-party platform first, then they can become either seller or client. As mentioned above, the relationships among e-commerce, e-retail and C2C are superset and subset. Graph 1 illustrated the relationship among e-commerce, e-retail, and C2C.

Graph 1

e-commerce, e-retail and C2C relationship



Source: Created by author

1.2.2 C2C 3PP (third-party platform)

Ruo Huang⁴ thinks e-retail could be categorized into two basic models depending on the trading platform owns the product/service sold to customers or not. The two basic models are platform model and buy and sell model (2016)⁵. There are advantages for a business having its own website: firstly, the company has more control over the website; secondly, decrease the dependency to third party selling platforms; thirdly, the business can operate with more flexibilities since make changes on the tech platform does not require permission from third party etc. There are also drawbacks to have its own websites: first, costs incurred in sites development and maintenance is relatively high; second, hard and expensive to attract visitors to the site etc. In e-retailing, a big B2C business can use both platform model and buy and sell model. It's a common practice for big B2C businesses to build their own selling website. But for C2C businesses is the opposite.

C2C businesses have small scope and size, usually they go to third party platforms to bypass website development cost and maintenance cost. Besides, the high traffic in the third-party platform can bring client to the e-shop. In one word, it is beneficial and economical for C2C businesses to conduct businesses in third-party platform. In a C2C platform, an individual seller can start their business with relatively low enter cost. As the seller pushes the business and become more and more active in selling, and the size of the business grows, the C2C business can develop into a B2C. But it's hard to draw a line to indicate when the activity turns into B2C. The boarder between B2C and C2C is blurred, Graph 2 illustrated this concept. In this research, it is assumed all sellers in C2C 3PP, especially in Taobao⁶, are individuals.

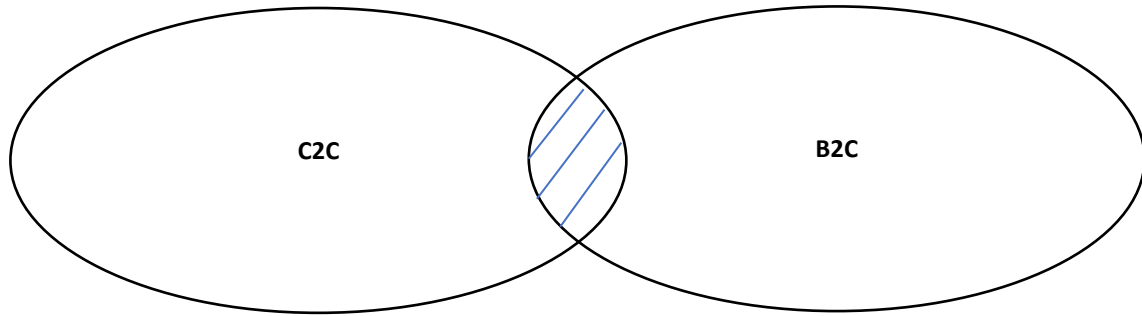
⁴ One of the Tmall's founder (named Taobao mall previously, changed its name to Tmall officially by Alibaba group in 11th January 2012) and previous COO of Dangdang.com (first online book retailer in China)

⁵ Ruo Huang said in his book *How I Perceive e-commerce I* that the Platform Model is the main e-retail model in the Peoples Republic of China, while the Buy and Sell Model is more widely applied in the world (2016).

⁶ Usually when a C2C upgraded into B2C in Taobao, it will immigrant to the B2C third party platform Tmall.

Graph 2

C2C and B2C



Source: Created by author

1.2.3 C2C BM and client preference

The business model of an existing C2C 3PP is not static, it has to be dynamic in order to align with the changing external environment to gain competitiveness in the market. Many external factors could shape the business model of a C2C platform, such as governmental policies, the economic situation, technological development, client preference etc. Factors, such as image of the seller, the user experience on the third-party platform, the convenience and safety of the payment system, and the service quality of delivery company are all evaluated by the client, and they all can influence the channel preference of the client toward a C2C 3PP. The success of a C2C 3PP is largely depend on its client, and the platform itself has to adapt its business model according to client's preferences.

Client preference refers that client ranks one collection of goods or services over another. When client prefers on collection of goods or services over another, it is assumed that the collection of goods or services chose has bigger amount of satisfaction, or utility afforded (Anojan & Subaskaran, 2015)⁷. Thus, client's satisfaction is positively related with client's preference toward a product or service: if client's satisfaction toward certain product/service is high, client's preference toward the product/service is high as well; if client's satisfaction toward certain product/service increases, client's preference toward the product/service increases as well. The level of client's satisfaction is an important indicator for client's preference.

Companies have to enhance client's preference toward them for competency in the market. To obtain this object, it is essential to increase client's satisfaction. Thus, client's preference and client's satisfaction are used as interchangeable measurements in this research. Wide range of factors influence client's satisfaction. Deep understanding of those factors will help businesses adjust and adapt their business model, and to provide goods or services which meet client requirements better. Scholars did extensive researches on client satisfaction, their researches show that client's satisfaction is strongly related with his/her loyalty and repurchase intentions (Lu, Wang, & Hayes, 2012). According to Yi's study, customer satisfaction in marketing

⁷ This definition assumes that consumer's rank goods or services by the amount of satisfaction, or utility, afforded.

and service field could be classified into two categories, namely transaction specific satisfaction and general overall satisfaction (2011). The transaction specific satisfaction is the evaluation after a specific transaction is completed, while general overall satisfaction does not focus on a specific purchase experience, it is the combination of all previous purchase experiences feelings. In this research, author did not focus on transaction specific satisfaction since some clients purchased more than one time online. The general overall satisfaction perspective is adopted.

Client's preference is not born by nature. Instead, it is a result from client's previous experiences. Little evidence show client has preference toward new products, his will make specific choices as he gets to know the products (Geyskens & Steenkamp, 2000). This principle applies to the choose of C2C 3PP as well. As the experience of online purchase increases, buyers tend to prefer the platform which meet their expectation better or satisfy them better. In order to retain users and overperform competitors, the platform should make clients believe that, they will have better satisfaction making transaction in this platform than in other alternative channels. When clients are satisfied with the third-party platform, they are more likely to stay loyal than unsatisfied clients (Lu, Wang, & Hayes, 2012). Client's channel preference is affected by many factors, such as time saving, convenience, competitive price and good service or interaction from buyer's side (Geyskens & Steenkamp, 2000), product information, customized information, well designed interface (Chong, Cates, & Rauniar, 2010) etc.

1.3 Factors influence client preference

In traditional business, client's trust is built upon face to face interaction or personal relationship with the seller; but in e-commerce, client's trust is built upon his/her confident toward the online merchandise mechanism. Trust affects client's willingness to transact with internet vendors (Kim, Ferrin, & Rao, 2009). The 3PP itself is not the internet vendor (seller), but client's trust toward the platform would affect his willingness to make online transaction. In other words, if a specific C2C platform is perceived as trustworthy by client, the client will be more at ease to buy on it. The author perceives the trustworthiness of a C2C 3PP is an important attribute to client's preferences.

Besides, client's satisfaction has been a popular topic in Information System and Marketing fields, but the used perspective of these two fields are different (Lu, Wang, & Hayes, 2012). In Information System literature, user satisfaction was typically defined as user's overall attitude toward various factors of an information system. While satisfaction in marketing literatures has different definition. Westbrook & Oliver argue that satisfaction is the overall response toward the usage of a product or service (1991). Oliver believes that satisfaction is specific experience-based affect, and his Expectation Disconfirmation Theory depicted satisfaction as a result of received benefits are equal to or greater than expected benefits (1980).

As an information system, C2C 3PP has to accept client's assessment and meet client's expectations. The quality of the information system influence client's experience of use. Client's experience of use furtherly

contributes to his preference toward the C2C 3PP. It is relevant for a C2C 3PP to understand client's satisfaction toward its information system and furtherly improve it. DeLone and McLean Information System Success Model proposed information system quality measurements, and this model is generally accepted as comprehensive Information System Assessment Model (Brown & Jayakody, 2008). Thus, information system measurements from DeLone and McLean's model will be used in this research. Marketing Mix is helpful for clients' satisfaction development (Khan, 2014), and it highly determines the preference of clients (Anojan & Subaskaran, 2015). As a marketplace provider, the 3PP has to use Marketing Mix framework to make its offers align with client's needs to maintain competitiveness in the market. For this reason, one of the most influential Marketing Mix nowadays, 7Ps is chosen.

1.3.1 Trustworthiness

When transacting online, the information insufficiency enables the realization of malicious actions (Wu, Li, & Kuo, 2011). Fraud has become client's concern. For example, client may concern about if the seller will adhere to the transactional obligations. Besides, products in a C2C marketplace are often unknown brands, or from unknown seller. The uncertain about trustworthiness of the product and seller make client hard to judge the product quality, furtherly hard to make purchase decision (Zhao, Huang, & Su, 2019). Internet transactions will become a hard choice for customers if there is not enough trust. It is essential for e-commerce players to create an environment, in which client feels safe to make online transaction.

Trust is a significant issue in online transaction, especially in regions where integrity system is not well established. Some scholars think the reliability of the Information System is important for client trust as well (Barkhi, Belanger, & Hicks, 2008). For C2C 3PP, trust is user's perception about the competency, integrity and benevolence of the C2C platform (Deng, Lu, Wei, & Zhang, 2010). When a user has trust toward a C2C platform, he believes there is enough mechanism to secure transaction on it (Pavlou & Gefen, 2004). As personal information has to be provided to use the C2C 3PP, privacy protection became particularly important for user's personal information security and satisfaction.

Overall, trustworthiness of a platform is important for client's trust building and it is significant attribute for client's willingness to trade in it. Thus, the following hypothesis was proposed:

Hypothesis 1: Trustworthiness is positively related with client's preference toward a C2C 3PP.

1.3.2 Quality of information system

As the development of e-commerce, challenges emerge. In traditional offline businesses, client interacts with the seller directly, and product could be checked physically. While in e-commerce, client interacts with the seller and knows about the products through information system. Thus, online businesses are dependent on the website quality to attract and retain clients (Ali, Samsuri, Seman, Brohi, & Shah, 2018). In order to understand economy conducted online better, large number of researches were made in the area of Information System Success, but there was no exact Information System Success definition were agreed or found (Ali,

Samsuri, Seman, Brohi, & Shah, 2018). Several research models were developed and grounded in well-established model named Information System Success Model developed by DeLone and McLean.

DeLone and McLean proposed Information System Success Model in 1992 and updated it in 2003 to make it suitable for measuring e-commerce information system. There are six interrelated dimensions in the updated model, namely, System Quality, Information Quality, Service Quality, Usage/Intension to Use, User Satisfaction and Net Benefit. The updated model is based on following assumption: even e-commerce brings new business models, though the fundamental role of Information Technology has not changed, methodology for measuring Information System success should not change neither (Molla & Licker, 2001). In Information System literature, this model has been generally accepted as a comprehensive model for assessment of information system (Brown & Jayakody, 2008). This model has comprehensive understanding about information system success factors, and it has been widely used (Ali, Samsuri, Seman, Brohi, & Shah, 2018).

DeLone and McLean stated that e-commerce process fits well into the updated D&M IS Success Model (DeLone & McLean, 2003). Information Quality in e-commerce context measures the content of the e-commerce site. In order to retain users, the content of the website should be personalized, complete, relevant, easy to understand and secure (DeLone & McLean, 2003). The System Quality in e-commerce context measures the desired characteristics of an e-commerce system, such as usability, availability, reliability, download time etc. (DeLone & McLean, 2003). The Service Quality measures the overall support from the service provider. In e-commerce context, the importance of service quality increases since nowadays users are customers⁸, poor user support will cause loss of customers and sales (DeLone & McLean, 2004). The quality of an information system is important for user's satisfaction. Thus, the following hypothesis were made:

Hypothesis 2: C2C 3PP's System Quality is positively related with client's preference toward it;

Hypothesis 3: C2C 3PP's Information Quality is positively related with the client's preference toward it;

Hypothesis 4: C2C 3PP's Service Quality is positively related with the client's preference toward it.

1.3.3 Marketing mix

Marketing Mix is a conceptual framework. This framework helps to identify the principal decisions managers make in configuring their offering to suit consumers' needs (Goi, 2009). McCarthy proposed 4Ps⁹ Marketing Mix in 1964. It worked as the pillar of the traditional marketing management. Some scholar indicates that the traditional 4Ps model is "product centric", and the 4Ps does fit well into services industry. Researchers proposed many new frameworks, but no one can fully substitute the 4Ps Marketing Mix (Dominici,

⁸ The user of information system could be company employees previously. Those employees have to use the information system even they prefer not to. But in e-commerce, the main user of the information system are clients, who are not forced to use it.

⁹ The 4Ps refers Product, Price, Place and Promotion.

2009). Considering the special characteristics of services industry, another 3 “Ps” were added into the marketing mix. Nowadays the new Marketing Mix is known as 7Ps (abbreviation of Product, Price, Place, Promotion, People, Process, Physical environment) and sometimes is called as the Marketing Mix (Wirtz, Chew, & Lovelock, 2012).

The Product refers both physical products and services. In electronic commerce, client’s perception about the product is majorly influenced by the information provided online, but the satisfaction is achieved in similar way as in traditional businesses: if the actual quality perceived is equal to or higher than the expected quality, client will be satisfied; in contrast, clients will be disappointed/unsatisfied. The price does not only refer money gave for obtain a product, it refers everything given such as time and effort etc. (Yudelson, 1999). With internet, price become more and more transparent, client can find price information and make comparison in effective and economical way. Price of product needs to be competitive but not necessary the cheapest in internet era.

The Place is the location where the product is available to the customer (Khan, 2014). It is essential to ensure the products are in the place where clients have easy access to. Good accessibility of the product will increase the probability of purchase from client’s side. In the digital context, purchase place is virtual, and the transaction is intangible (Dominici, 2009). Buyers can buy at any place, at any moment via internet. The Promotion is about how business communicates its products to consumer. Usually it is related with information providing, persuading and teaching customers.

The People factor refers to the employees who participated in the production and delivery of service (Khan, 2014). Customers sometimes do not separate the product/service from the staff member who provides it (CIM, 2015). Thus, the people factor will have significant effect on customer satisfaction. Online transaction is virtual and risky, it is necessary to use Physical Environment to show customers what they are buying indirectly. Feedback from old customers could be reference material of the new customers, well designed homepage could also provide confidence to customer about the product and services on sell. Besides, Client evaluates the whole purchase process, not only the product/service. The pace of Process forms the basis of clients’ satisfaction with the purchase (Khan, 2014).

Marketing Mix is helpful for developing client’s satisfaction (Khan, 2014), and it determines the preference of clients (Anojan & Subaskaran, 2015) as well. Thus, one way to understand client’s preference is through their satisfaction toward the Marketing Mix provided. Thus, the following hypothesis was made:

Hypothesis 5: C2C 3PP’s Marketing Mix (7Ps) is positively related with client’s preference toward it.

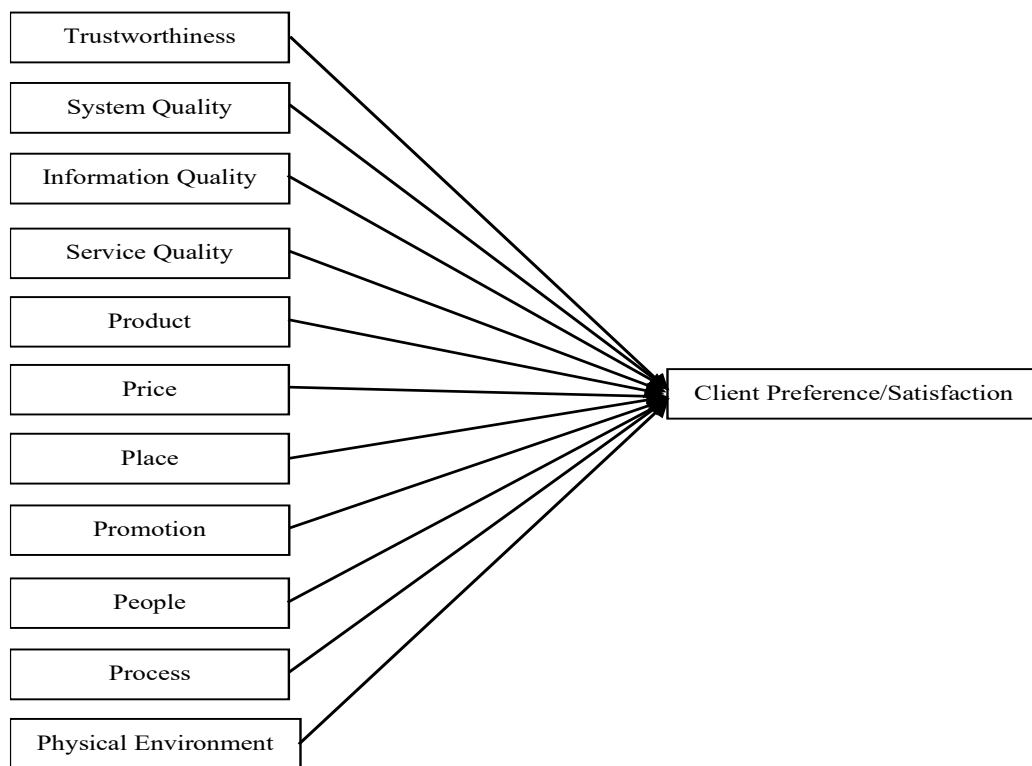
II. EMPIRICAL STUDY

2.1 Proposed research model, methodology and the questionnaire

2.1.1 Proposed research model

Meet client's preference is essential for the success of a C2C 3PP. But there are not that many researches about impact of client's preference on C2C business model adaptation have been done. In this research, Information quality measurements of DeLone and McLean Information System Success Model was used to measure client's preference about the quality of the information system. C2C 3PP is not only an information system, it is a marketplace for client as well. Thus, 7Ps was added into the research model to check how it influences client's satisfaction. Trustworthiness is one of client's core concern when doing internet transaction. Trustworthiness is added into the research model as one of client preference measurements as well.

Graph 3
Proposed Research Model



Source: Created by author

2.1.2 Methodology

In this research, both qualitative and quantitative method were adapted. In the empirical study, collected information from internet (such as zhihu.com, ixueshu.com, Passport and Statista) and printed materials (such as books and magazines) were used to illustrate general C2C business model adaptation. To further understand client's preference in C2C marketplace, and get more up to date data, a survey was conducted. Survey questions was designed based on the research model and previous researches about components of the research model. Considering all citizens are potential clients of a C2C 3PP, but those who can surf online are more likely to commit online transaction, the author decided to collect sample from netizens. Thus, the survey was

conducted to Chinese citizens via WeChat¹⁰ group chats. During the sample collection process, Simple Random Sampling method was used. The authors didn't intend to emphasis on samples with specific demographic features, and all samples were filled out voluntarily by random netizens on WeChat.

2.1.3 Design of the questionnaire

The questionnaire is composed of three main sections. The first section is the respondents' demographic profile. Such profile includes respondents' gender, age, educational background, income, profession and if they can make online purchase. The second section test respondents' knowledge of using Taobao and eBay. The third section test respondents' satisfaction toward Taobao and eBay based on research model build in previous chapters. For recording respondents' satisfaction more precisely, five level Likert Scale is used instead of dichotomous "Yes" and "No". The number 5 represents strongly agree with the statement in a question, the number 1 represents Strongly Disagree with the statement in a question.

Table 3
Questionnaire design

Questions marked in red are negatively worded, in black are positively worded.							
Measurement	Demographic						
Questions about Taobao/eBay	Q1	Q2	Q3	Q4	Q5		
Measurement	Online purchase knowledge						
Questions about Taobao	Q6	Q7	Q8	Q9			
Questions about eBay		Q55/59	Q56/60	Q57/61			
Measurement	Trustworthiness						
Questions about Taobao	Q10	Q11	Q12	Q13	Q14	Q15	
Questions about eBay	Q58/Q62	Q63	Q64	Q65	Q66	Q67	
Measurement	System Quality						
Questions about Taobao	Q16	Q17	Q18	Q19	Q20	Q21	Q22
Questions about eBay	Q68	Q69	Q70	Q71	Q72	Q73	Q74
Measurement	Service Quality						
Questions about Taobao	Q23	Q24	Q25	Q26	Q27	Q28	Q29
Questions about eBay	Q75	Q76	Q77	Q78	Q79	Q80	Q81
							Q82
Measurement	Information Quality						
Questions about Taobao	Q31	Q32	Q33	Q34	Q35	Q36	
Questions about eBay	Q83	Q84	Q85	Q86	Q87	Q88	
Measurement	Client Satisfaction/Preference			Product		Price	
Questions about Taobao	Q37	Q38	Q39	Q40	Q41	Q42	Q43
Questions about eBay	Q89	Q90	Q91	Q92	Q93	Q94	Q95
Measurement	Promotion			Place		Process	
Questions about Taobao	Q44	Q45	Q46	Q47	Q48	Q49	Q50
Questions about eBay	Q96	Q97	Q98	Q99	Q100	Q101	Q102
Measurement	People		Physical environment				
Questions about Taobao	Q51	Q52	Q53	Q54			
Questions about eBay	Q103	Q104	Q105	Q106			

Source: created by author

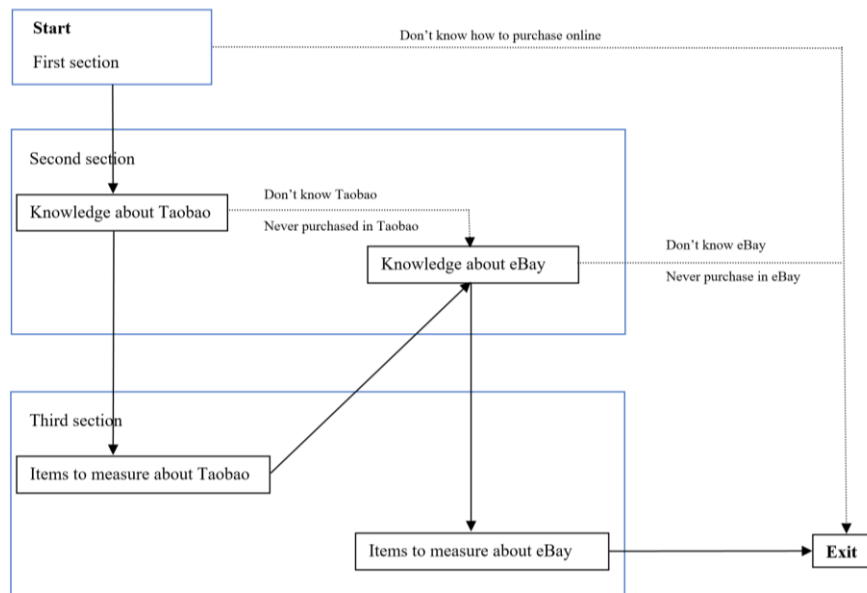
Questionnaire logic

The questionnaire is customized according to respondents' online purchase ability, knowledge about eBay and Taobao. For example, if respondents chose don't know how to make purchase online in the first

¹⁰ WeChat is a Chinese multi-purpose mobile app developed by Tencent. WeChat could be used as a messaging, mobile payment, social media, online purchase etc. application.

section, the system will end the process and exit automatically; if respondents' chose don't know about Taobao or never made purchase on Taobao, the system will switch to questions about eBay; in case of the respondents never heard about eBay or never made purchase on eBay, the survey will be finished; in case the respondents answered know Taobao and purchased in Taobao, the system will display all Taobao related questions. Thus, questions appear later in the questionnaire, lesser respondents will provide answer. Diagram 4 illustrated the logic of questionnaire design.

Graph 4
Questionnaire logic



Source: Created by author

2.2 General aspects of C2C

2.2.1 The expansion of internet use world wide

From data available, 2005 to 2018, internet user increased from 1024 million to 3893 million worldwide. Businesses went online since 1991, the increasement of net citizens largely expanded online businesses audience. The widely use and development of internet helps sellers to connect buyers without geographic restriction and with a relatively low cost.

Table 4
World Internet user (2005-2018)

Year	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Internet user	1024	1147	1367	1547	1729	1991	2184	2424	2631	2880	3170	3417	3650	3896

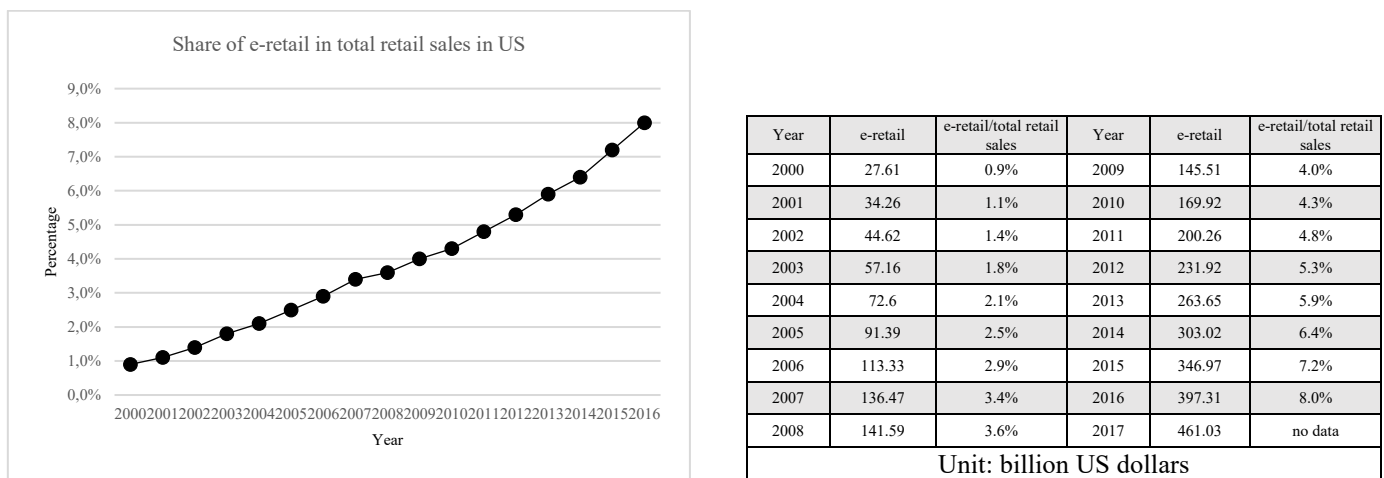
Unit: million

Source: (Statista, 2018)

2.2.2 The development of e-retail

The explosive expansion of internet users busted the development of e-commerce. E-retail as a subset of e-commerce, experienced benefits brined by the internet boom as well. According to the data founded, from 2000 to 2016, e-retail as percentage on total retail sales in United States increased to 8% from 0.9%. The online retail sales in 2000, 2005, 2010, 2016 are 27.61 billion dollars, 91.39 billion dollars, 169.92 billion dollars and 461.03 dollars respectively. The percentage on total retail sales are 0.9%, 2.5%, 4.3% and 8% respectively.

Graph 6
US e-retail/total sale



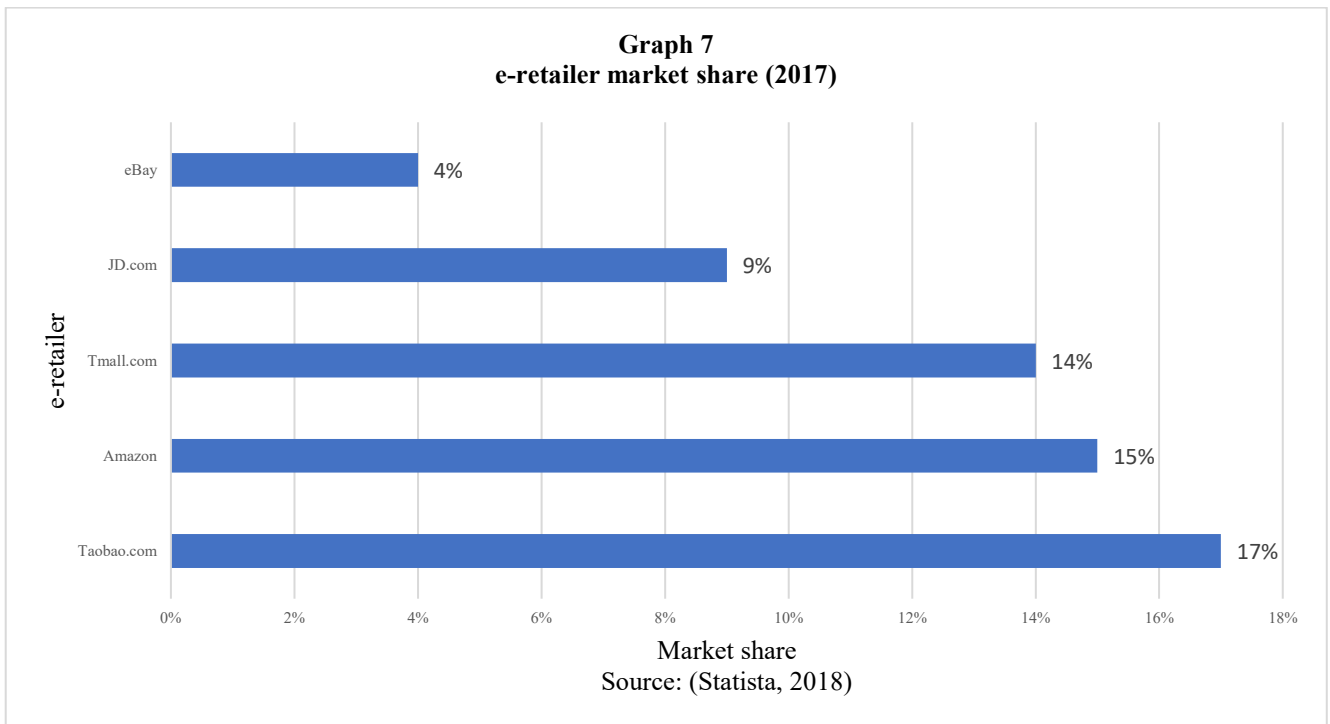
Source: (Statista, 2019), (Statista, 2018)

The top five online retailers in the world in 2017 are Taobao¹¹, Amazon, Tmall¹², JD.com¹³ and eBay (Statista, 2018). Taobao C2C marketplace occupied the biggest market share in e-retailing, 17%. Followed by Amazon, 15%. The B2C third party platform Tmall ranked at the third place with 14% of the market share. JD.com is at the fourth place with 9% of market share, and eBay is at the fifth place with 4% of market share.

¹¹ Taobao.com, biggest C2C third-party platform in China. Founded by Alibaba Group in 2003.

¹² Tmall.com is Alibaba Group's B2C platform. It is founded in 2008 (previously named as Taobao Mall), it is an offshoot of taobao.com.

¹³ JD.com is one of the two massive B2C e-retailer in China. JD.com went online in 2004 (previously was named as 360buy.com). It is the major competitor of Tmall.



2.2.3 C2C worldwide

In the year 1995, Pierre Omidyar created one of the earliest and most influential C2C marketplace, eBay, in California, United States. eBay was formerly named as AuctionWeb. It changed to the current name officially in 1997. C2C online auction have become increasingly popular since eBay founded. Online auction became an important channel to obtain goods, but meanwhile, online auction is associated with number of problems, such as psychological distress, negative impacts on financial status and regrets of overpaid for an item (Park, Keil, Bock, & Kim, 2016).

The concept of electronic auction will continue to generate economic gains for both buyers and seller is widely believed, but a study in 2002 shows that in 60% of C2C online auctions, clients paid more for a given product than the minimal fixed price observed in the market (Oh, W.). Ariely and Simonson's research conducted in 2003 shows more dramatic result. The two scholars tracked 500 auctions occurred on internet auction site. They observed that only 1.2% of the auction result the cheapest, and 98.8% of the auctions end up more expensive compare with the lowest fixed price. Their study showed that client paid on average 15.3% more in auction compared with the lowest regular online retail prices they found. Auctions helps seller to find the client who will pay the highest price (Wang, Montgomery, & Srinivasan, 2008). Schneider said in his research in 2016, with similar products, the price paid for auction always exceeds fixed price. Schneider also joked that auction allows seller to find the "fool" who is ready to pay more. Thus, auction is a helpful tool for sellers to maximize the profitability of a single item for sell (Seideman, 2016), but "Buy-it-Now" may be a better choice for client.

eBay adapted "Buy-it-Now" in 2000. This function allows client to bypass the auction process and buy the goods with fixed price directly (Wang, Montgomery, & Srinivasan, 2008). Although "Buy-it-Now" put

restrictions to the amount of money a seller can make with a specific product, but it has been widely adopted by sellers since its introduction. In December 2000, 45% of the listings on eBay U.S are “Buy-it-Now” offers (CNET, 2002), and in 2018, 89% total gross merchandise volume of eBay’s comes from fixed price listings (Marketplace Pulse, 2018). Fixed price listing is the most popular practice in the biggest Chinese C2C platform Taobao.com as well.

2.3 C2C in China

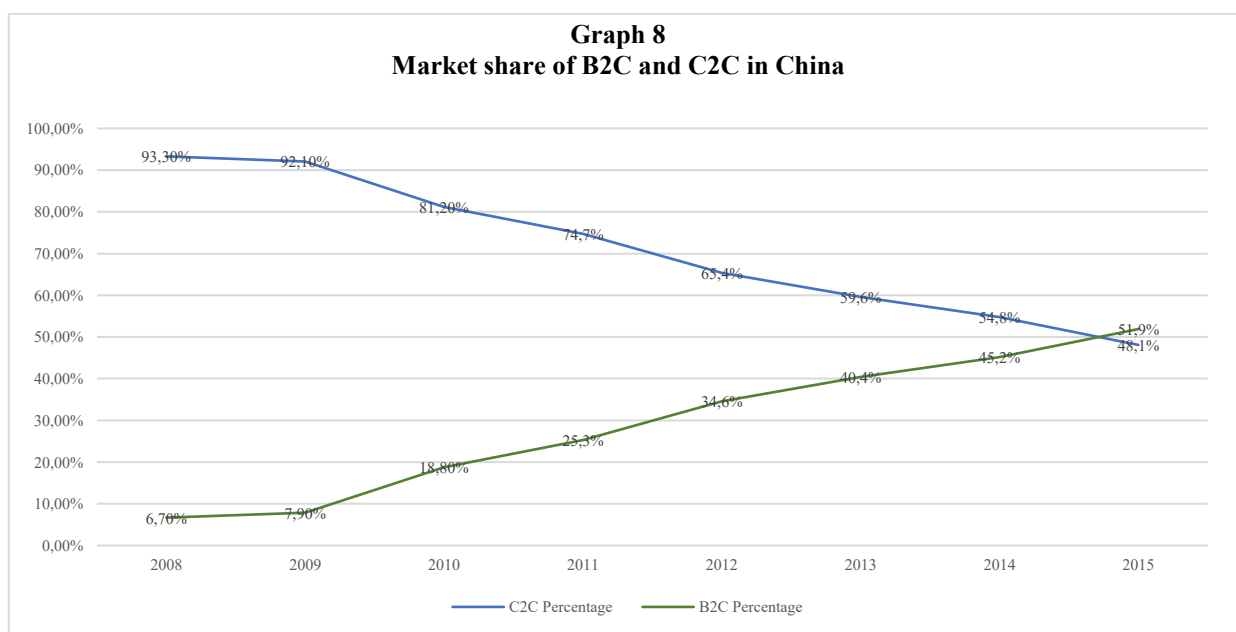
The expanding of C2C online trading in China is empowered by the wide use of internet. From 2000 to 2018, the number of internet users increased from 22.5 million to 828.51 million. The large number of netizens makes china a promising e-commerce and online auction market (Fang, Wang, Yu, & Du, 2012).

Table 5
Netizen scale in China

Year	2000	2001	2002	2003	2004	2005	
Netizen scale	22 500 000	33 700 000	59 100 000	79 500 000	94 000 000	111 000 000	
Year	2006	2007	2008	2009	2010	2011	
Netizen scale	137 000 000	210 000 000	298 000 000	384 000 000	457 300 000	513 100 000	
Year	2012	2013	2014	2015	2016	2017	2018
Netizen scale	564 000 000	617 580 000	648 750 000	688 260 000	731 250 000	771 980 000	828 510 000

Data source:
(CNNIC, 2006) (CNNIC, 2014) (CNNIC, 2018)

Different from the global situation, the C2C trading volume of in China overweight the trading volume of B2C in the beginning phase of online retailing. According to analysis by Xiaoxing Wang (2016), B2C trading volume surpass C2C for the first time in 2015. The percentage of C2C trading volume to online retailing continue to glide. Some scholars think that C2C in China entered recession phase. Despite the continues down trend, C2C still plays an important role in Chinas’ e-retailing marketplace.



Data source: (Wang X. , 2016)

The online marketplaces business was developing slow at first in China, because the online commerce was completely foreign (Thompson, 2006), and people in China was not used of it. The first Chinese successful C2C platform EachNet was founded in August 1999 in Shanghai by a Harvard graduate, whose name is Yibo Shao. EachNet is the abbreviation of “each person’s net”, the Chinese version of website name literally means “Joy of Trading”. There were more than 100 online auction platform back that time, coolbid.com.cn, 1515.com.cn and EachNet was the famous sites among them (Wang, 2008). In the begging of 2000, EachNet defeated other peers and became the dominator. The initial business model of EachNet is similar with eBay’s: profit comes from product listing fee and commission; the platform forbids and introduce mechanisms to stop sellers and buyers contact with each other directly before order was placed. Due to the high degree of similarity between eBay and EachNet, some scholars said that EachNet is the Chinese eBay. Beside EachNet (predecessor of eBay EachNet), Taobao¹⁴ and Paipai¹⁵ are also important figures in the early phase of online C2C world.

Table 6
Important events in Chinese C2C history

August 1999	EachNet was founded
July 2000	EachNet introduced setting up online shop services
July 2001	EachNet started to charge product listing fee
March 2002	eBay paid 30 million dollars to acquire one third of EachNet’s stake
September 2002	EachNet started to charge commission fee for completed deals occurred by the assist of the platform
May 2003	EachNet’s biggest rival Taobao went online, Taobao announced to provide service for free
June 2003	eBay bought the rest of EachNet’s stock with 150 million dollars.
October 2003	Taobao launched Alipay service to facilitate and improve online payment activity for the first time
September 2003	The online platform of EachNet and eBay completed their global integration
2004	eBay EachNet reduced the listing fee and online shop monthly rent
June 2004	Taobao launched instant messenger Taobao Wangwang to facilitate communications between seller and buyer
October 2004	eBay EachNet introduced payment mechanism – PayPal to secure online transaction
2005	EachNet reduced the listing fee and online shop monthly rent again
July 2005	PayPal China started its service
October 2005	Taobao declare it will maintain the free of charge service for another 3 years
May 2005	Taobao Mall was founded, bigger sellers in Taobao started to immigrant to Taobao Mall.
January 2006	eBay EachNet allow seller add Skype buttons on the listings to facilitate seller and buyer communication
December 2006	eBay formed a joint venture with Tom Online as a way to retreat from Chinese C2C market
April 2012	eBay exit Chinese market. EachNet became wholly owned by Tom Online

Source: compiled by author

2.3.1 eBay EachNet

In 2002, eBay paid 30 million dollars for entering the Chinese market by bought 33% of EachNet’s share, the Chinese website changed its name to eBay EachNet after receiving the investment. The biggest C2C player worldwide (eBay) and the biggest C2C player in China (EachNet) of that time formed strategic alliance. The next year, eBay further acquired the rest 67% of EachNet shares with 150 million dollars and turned the dominator in Chinese C2C market as its wholly owned subsidiary (36Kr, 2017). Till this time, eBay EachNet

¹⁴ www.taobao.com, founded by Alibaba Group, is the biggest C2C online market place in China.

¹⁵ www.paipai.com

already accumulated 3.5 million registered users, products sold via this platform by fixed price or by bidding reached 2.35 million pieces. In this year, the market share of eBay EachNet reached its peak, 90% (Yin, 2007). However, eBay seem to have difficulties to adapt the Chinese environment (Li, Li, & Lin, 2008).

eBay EachNet’s quick failure

After the whole-stock acquisition, eBay EachNet market share experienced continues decline. By the end of 2004, its market share dropped from 90% to 53%, next year further dropped to 36.4%. In 2006, eBay EachNet decided to corporate with local partners to better adapt its business to the Chinese market, and formed a joint venture with Tom Online Inc. Unfortunately, the corporation with Tom Online Inc. didn’t reverse the down trend, EachNet lose its market share to 0.4% in 2011, the company’s impact in the C2C market can be ignored. In 2012, eBay exited the Chinese market completely.

Table 7
eBay EachNet and Taobao market share

Year	eBay EachNet		Taobao	
	Market share	Data source	Market share	Data source
2003	90%	(Yin, 2007)	7.8%	(Xu, 2013)
2004	53%	(Du, 2006)	41%	(Du, 2006)
2005	36.4%	(Xu, 2013)	58.6%	(Xu, 2013)
2006	36.51%	(<i>商务周刊</i> , 2007)	55.29%	(<i>商务周刊</i> , 2007)
2007	7.2%	(Song & Huang, 2016)	83.6%	(Hu, 2008)
2008	6.6%	(Chen, 2015)	86%	(Chen, 2015)
2009	6.95%	(Liu & Sun, 2015)	82.49%	(Liu & Sun, 2015)
2010	4.4%	(Xiong, 2013)	83.5%	(Xiong, 2013)
2011	0.6%	(CNET News, 2011)	90.5%	(CNET News, 2011)

Source: compiled by author

The quick failure of eBay EachNet has been a hot topic in all Chinese social circles. Some research papers, news available online, previous EachNet users’ comments from in Zhihu.com¹⁶ were used to analyzed the reasons for eBay EachNet’s sunk. The author thinks the fundamental reason for eBay EachNet’s quick decline is the bad localization of the company. eBay simply “transplant” it’s US business model into China without considering the market peculiarities, which caused major adaptation problems.

Firstly, eBay plugged the local website into eBay’s global network (Xu, 2013). The intention of such action is to enable users in China trade freely with users in US. But serious consequences were caused. On the one hand, the times and resources eBay and EachNet spend before, during, and after the tech platform “migration” slowed down the entity in the race with its rival Taobao; on the other hand, many technical and managerial problems occurred after the platform “migration”. According to the founder of EachNet Shao Yibo, “on the day of the move, the traffic of eBay EachNet dropped by half”. Chinese users experience slow and unstable access due to the bad internet infrastructure between US and China back that time. The “immigration” integrated the platform into the sophisticated global system, this made even minor adjustment take too long time, EachNet lost its flexibility in confronting with competitors (Yin, 2007).

¹⁶ Zhihu.com was launched on January, 2011. It’s a Chinese question and answer website, which is similar to Quora.

Second, heavy blow brought by Taobao's free policy, but eBay EachNet was not reacting timely. After Taobao announced free policy, many sellers closed their shop on eBay EachNet and switched to Taobao.com. The number of listed products on eBay EachNet dropped from 0.78 million to 0.25 million in two years after the acquisition (Xiang, 2006). As Xiang said in his article, eBay EachNet postponed its schedule to making profit due to the free policy competitors in the market (Xiang, 2006). eBay EachNet down adjusted its listing fee and commissions several times in order to confront the competition and retain the user base. The PR Director of the company said, Chinese users are more price sensitive comparing with US users (New Marketing Journal, 2006). Free policy contributed a lot to Taobao's success.

Third, the change of management. After the acquisition, EachNet's local executives were not giving enough power (Einhorn, 2011), majority of the funding team members retailed from daily operation (Li D., 2005). Instead, expatriates replaced them, for example, the general manager was a German, the chief technology officer was an American. Those expatriates maybe perform good outside of China, but they don't understand the Chinese market (Lee, 2018). There are gaps between old EachNeters and new commers, and they are hard to work in synergy (Xu, 2013). Another important change in management beside executive changes is all suggestions must submit to the US headquarter, and all the decisions will be made in the US as well. All those factors dragged eBay EachNet down in its confrontation with Taobao.

2.3.2 Taobao

The competition of C2C platforms in China is basically the competition between eBay EachNet and Taobao. As eBay EachNet declines, Taobao expanded its market share quickly. In first year of funding, Taobao gained 7.8% of market share. In two years, market share of Taobao surplus eBay EachNet, reach 58.6%. Taobao is a Chinese C2C website headquartered in Hangzhou, Zhejiang province. The website was founded in May 2003 by Alibaba Group¹⁷. Taobao literally means "digging treasure" in Chinese. The initial intention of funding was to stop eBay expanding in Chinese market. The Alibaba Group was mainly work in B2B sphere; eBay wanted to explore C2C business in China. Two companies work in different areas and has no direct competition with each other, but Alibaba Group position eBay as their future rival (Erisman, 2012). Alibaba's former Vice President Porter Erisman said to media that, Jack Ma¹⁸ have been aware of the threats from eBay, if let eBay developing in China, it will convert Alibaba's customers sooner or later (Cao, 2017).

To knock down eBay's dominance and aggressive expansion, Taobao adopt several strategies. Such as free policy to attract seller to set up e-shops on the platform; employ instant messenger Taobao Wangwang to facilitate communication between seller and client; make use of escrow-based payment mechanism, Alipay,

¹⁷ Alibaba Group was founded in 1999. It became famous as a wholesale platform. Now the wholesale platform was divided into two, namely 1688.com and Alibaba.com. 1688.com is for wholesale in China, and the Alibaba.com is for wholesale internationally.

¹⁸ Jack Ma is the co-founder and former executive chair of Alibaba Group.

to ensure the transaction security etc. As a newcomer, Taobao didn't compete for eBay EachNet for existing C2C marketplace users. Instead, Taobao aims to "harvest" new users which was growing explosively, and use the concept of "free" and "convenience" to attract users. One of Taobao's success factor is, Taobao knows the Chinese market better than its competitor eBay EachNet. Launched escrow payment mechanism – Alipay and did not focus on secondhand item auction are good evidences for its understanding of the Chinese market. In the first decade of 20 centuries, the credit mechanism in China was not well developed, fraud is one of the major concerns for online transaction. To overcome this drawback, Taobao launched Alipay to bypass the possible problems and form a safer trading environment; the economic situation in China was not as developed as nowadays, with low domestic consumption level, second hand item was short of supply, thus, Taobao didn't focus on secondhand item auction.

Taobao defeat eBay EachNet with its special model, but the model itself have drawbacks as well. For example, sellers must pay listing fee to poste products online under eBay model. Thus, seller has to be caution about which products are going to list. Listing product was free in Taobao, sellers upload all products without selection. They even listing same products repetitively for potential exposure increasement. Taobao declared there were 1 billion of listing products on the website (Huang, 2013). This number sounds great, but Ruo Huang criticized that this glitzy number discredited Taobao, because the actual number of unique products only about several millions. In other words, too much junk information in Taobao's website. Huge amount of junk information decreased client's user experience. This is bad for seller as well. Basically, seller has no chance to gain exposure without paying for advertisement since there are too many listed products.

2.4 Overview of the survey

The questionnaire was viewed 263 times by potential respondents. 150 valid filled questionnaires were recovered. The recovery rate is 57%, and the average time used to fill the questionnaire is 4 minutes and 49 seconds. 33% of the respondents are from Chongqing, 15% of them from Zhejiang province, and 9% are from Guangdong province. The other 43% of respondents are from other provinces of China. Besides, 97% of the respondents used mobile devices to fill the questionnaire (67% with Android system, and 31% with iOS system), and 3% of the respondents used desktop devices to fill the questionnaire. 93% of the recovered questionnaires are from WeChat, and the another 7% are from other channels. As the logic of design of the questionnaire, questions display later in the survey, respondents grew gradually less. There were 150 respondents in the beginning of the survey; 130 out of 150 respondents have purchase experience in Taobao, thus, there are 130 respondents (87% to total respondents) participated the survey of section 3 from Q10-54; There are only 10 out of 150 respondents have purchase experience in eBay, thus, there are only 10 respondents (7% to total respondents) participated the survey of section 3 from Q58-Q106. Due to insufficient valid samples about eBay collected, there will be no data analysis for Q58-Q106.

2.4.1 Respondents' demographic profile and online purchase ability

Table 8 is the demographic profile of respondents. There were 63 (42%) male respondents and 87 (58%) female respondents. The percentage of female is 16% higher than male. Majority of the respondents are young and middle-aged netizens, 77.3% of them are from 18-40 years old. Besides, there are also respondents under 18 years old and over 51 years old, the age coverage of the samples is quite wide. 66% of respondent's hold specialist qualification or under, the other 34% of respondent's hold bachelor or higher qualification. The result of the survey shows that 90.7% of respondents know how to purchase online, and 9.3% of them don't. 89% of the respondents heard about Taobao and 87% of them made purchase on this third-party platform previously. Same items to measured eBay show worse result comparing with Taobao. There are 22% respondents know about eBay and only 7% of them purchased in eBay previously.

Table 8
Respondents demographic profile

Item to measure	Variable	Frequency	Percentage															
Q1. Gender	Male	63	42%															
	Female	87	58%															
Q2. Age	Under 18 years old	11	7.3%															
	18-30 years old	90	60%															
	31-40 years old	26	17.3%															
	41-50 years old	11	7.3%															
	Over 51 years old	12	8%															
Q3. Highest education degree	Senor high and under	65	43.3%															
	Specialist qualification	34	22.7%															
	Bachelor	34	22.7%															
	Master	13	8.7%															
	PhD	4	2.7%															
Q4. Average monthly income (or pocket money)	Under 1000 RMB	24	16%															
	1000-3000 RMB	25	16.7%															
	3000-6000 RMB	54	36%															
	6000-10000 RMB	33	22%															
	More than 10000 RMB	14	9.3%															
Q5. Profession	Farmer	19	12.7%															
	Employee	29	19.3%															
	Self-employed	12	8%															
	Student	24	16%															
	Others	66	44%															
Q6. Able to purchase online	Yes	136	90.7%	Item to measure	Variable	Frequency	Percentage	Frequency/total respondent number	Item to measure	Variable	Frequency	Percentage	Frequency/total respondent number	Item to measure	Variable	Frequency	Percentage	Frequency/total respondent number
				Q7. Know Taobao	Yes	134	98.5%	89%	Q8. Purchased in Taobao	Yes	130	97%	87%	Q9. Sale experience in Taobao	Yes	36	22.7%	24%
					No	2	1.5%	1%		No	4	3%	3%		No	94	72.3%	63%
				Q55/Q59. Know eBay	Yes	33	24.3%	22%	Q56/Q60. Purchase in eBay	Yes	10	30.3%	7%	Q57/Q61. Sale experience in eBay	Yes	4	40%	3%
					No	103	75.7%	69%		No	23	69.7%	15%		No	6	60%	4%
	No	14	9.3%															

Source: created by author

2.4.2 Reliability of measurement factors

In section 3 of the questionnaire, research model components about Taobao and eBay were measured separately. In order to test the reliability of the questionnaire, Cronbach's Alpha of the questions were calculated. Result shows the Cronbach Alpha index of questions which measure Taobao is 0.952. The value is higher than 0.80, thus the data of the survey is highly reliable, and could be used for further analysis.

Table 9
Cronbach reliability analysis

Company Factors	Item	Taobao		Cronbach α	
		Corrected Item-Total Correlation (CITC)	Cronbach's Alpha if Item Deleted		
Trustworthiness	Q10	0,599	0,95	0,952	
	Q11	0,597	0,951		
	Q12	0,291	0,953		
	Q13	0,606	0,95		
	Q14	0,48	0,951		
	Q15	0,222	0,953		
System quality	Q16	0,563	0,951		
	Q17	0,488	0,951		
	Q18	0,298	0,952		
	Q19	0,653	0,95		
	Q20	0,657	0,95		
	Q21	0,603	0,95		
	Q22	0,336	0,952		
Service quality	Q23	0,665	0,95		
	Q24	0,596	0,95		
	Q25	0,657	0,95		
	Q26	0,673	0,95		
	Q27	0,239	0,953		
	Q28	0,7	0,95		
	Q29	0,591	0,951		
	Q30	0,332	0,952		
	Information quality	Q31	0,685		0,95
		Q32	0,647		0,95
Q33		0,293	0,952		
Q34		0,677	0,95		
Q35		0,71	0,95		
Q36		0,717	0,95		
Q37		0,682	0,95		
Client Preference/Satisfaction	Q38	0,718	0,95		
	Q39	0,243	0,953		
Product	Q40	0,693	0,95		
	Q41	0,655	0,95		
Price	Q42	0,679	0,95		
	Q43	0,445	0,951		
Promotion	Q44	0,616	0,95		
	Q45	0,506	0,951		
	Q46	0,394	0,952		
Place	Q47	0,631	0,95		
	Q48	0,559	0,951		
Process	Q49	0,643	0,95		
	Q50	0,287	0,952		
People	Q51	0,704	0,95		
	Q52	0,66	0,95		
Physical Environment	Q53	0,675	0,95		
	Q54	0,649	0,95		

Source: created by author
Calculations were done with SPSSAU

III. RESULTS AND DISCUSSION

3.1 Descriptive and frequency analysis

Descriptive analysis

Table 10
Descriptive Analysis-Basic metrics - Taobao

Questions	N. of sample	Min	Max	Mean	Std. Deviation	Median	Variance	Percentiles 25	Median	Percentiles 75
Q10	130	1	5	3,82	1,03	4,00	1,07	3,00	4,00	5,00
Q11	130	1	5	3,95	0,91	4,00	0,83	3,00	4,00	5,00
Q12	130	1	5	2,79	1,39	3,00	1,92	1,00	3,00	4,00
Q13	130	1	5	3,59	1,03	3,00	1,05	3,00	3,00	4,00
Q14	130	1	5	3,48	1,29	4,00	1,66	3,00	4,00	5,00
Q15	130	1	5	2,86	1,34	3,00	1,80	2,00	3,00	4,00
Q16	130	1	5	4,00	1,06	4,00	1,13	3,00	4,00	5,00
Q17	130	1	5	4,07	1,01	4,00	1,01	3,00	4,00	5,00
Q18	130	1	5	2,27	1,23	2,00	1,52	1,00	2,00	3,00
Q19	130	1	5	3,67	1,00	4,00	1,00	3,00	4,00	5,00

Q20	130	1	5	3,64	1,11	4,00	1,23	3,00	4,00	5,00
Q21	130	1	5	3,50	1,05	3,00	1,11	3,00	3,00	4,00
Q22	130	1	5	3,56	1,11	3,00	1,24	3,00	3,00	5,00
Q23	130	1	5	3,79	1,05	4,00	1,11	3,00	4,00	5,00
Q24	130	1	5	3,32	1,19	3,00	1,41	3,00	3,00	4,00
Q25	130	1	5	3,42	1,14	3,00	1,30	3,00	3,00	4,00
Q26	130	1	5	3,61	0,99	4,00	0,98	3,00	4,00	4,00
Q27	130	1	5	2,55	1,24	3,00	1,54	1,00	3,00	3,00
Q28	130	1	5	3,54	1,03	3,00	1,06	3,00	3,00	4,00
Q29	130	1	5	3,75	1,04	4,00	1,08	3,00	4,00	5,00
Q30	130	1	5	3,49	1,22	3,00	1,49	3,00	3,00	5,00
Q31	130	1	5	3,76	1,06	4,00	1,11	3,00	4,00	5,00
Q32	130	1	5	3,74	1,05	4,00	1,11	3,00	4,00	5,00
Q33	130	1	5	3,41	1,27	3,00	1,62	3,00	3,00	5,00
Q34	130	1	5	3,81	0,95	4,00	0,90	3,00	4,00	5,00
Q35	130	1	5	3,75	0,96	4,00	0,92	3,00	4,00	5,00
Q36	130	1	5	3,49	1,01	3,00	1,03	3,00	3,00	4,00
Q37	130	1	5	3,92	0,99	4,00	0,99	3,00	4,00	5,00
Q38	130	1	5	4,00	0,94	4,00	0,88	3,00	4,00	5,00
Q39	130	1	5	2,32	1,28	2,00	1,65	1,00	2,00	3,00
Q40	130	1	5	3,79	1,03	4,00	1,07	3,00	4,00	5,00
Q41	130	1	5	3,58	1,07	4,00	1,15	3,00	4,00	4,00
Q42	130	1	5	3,64	1,04	4,00	1,09	3,00	4,00	4,00
Q43	130	1	5	3,70	1,15	4,00	1,33	3,00	4,00	5,00
Q44	130	1	5	3,22	1,17	3,00	1,37	3,00	3,00	4,00
Q45	130	1	5	2,90	1,29	3,00	1,67	2,00	3,00	4,00
Q46	130	1	5	3,22	1,14	3,00	1,31	3,00	3,00	4,00
Q47	130	1	5	3,98	1,05	4,00	1,09	3,00	4,00	5,00
Q48	130	1	5	4,05	1,05	4,00	1,11	3,00	4,00	5,00
Q49	130	1	5	4,09	0,96	4,00	0,92	3,00	4,00	5,00
Q50	130	1	5	2,71	1,29	3,00	1,67	2,00	3,00	3,00
Q51	130	1	5	3,52	1,02	3,00	1,04	3,00	3,00	4,00
Q52	130	1	5	3,49	1,01	3,00	1,03	3,00	3,00	4,00
Q53	130	1	5	3,62	1,01	3,50	1,01	3,00	3,50	4,00
Q54	130	1	5	3,49	1,06	3,00	1,12	3,00	3,00	4,00

Source: created by author

Calculations were done with SPSSAU

Frequency analysis

Table 11
Result of frequency analysis Taobao (respondent number: 130)

Questions marked in red are negatively worded, in black are positively worded					
Factor	Question	Option	Frequency	Percentage (%)	Percentage/Total respondent number (%)
Trustworthiness	Q10	1	4	3,08	2,67
		2	8	6,15	5,33
		3	35	26,92	23,33
		4	44	33,85	29,33
		5	39	30	26,00
		Average			
	Q11	1	2	1,54	1,33
		2	5	3,85	3,33
		3	30	23,08	20,00
		4	54	41,54	36,00
		5	39	30	26,00
		Average			
	Q12	1	34	26,15	22,67
		2	19	14,62	12,67
		3	38	29,23	25,33
		4	19	14,62	12,67
		5	20	15,38	13,33
		Average			
	Q13	1	4	3,08	2,67
		2	9	6,92	6,00
		3	55	42,31	36,67
		4	31	23,85	20,67
		5	31	23,85	20,67
		Average			
	Q14	1	14	10,77	9,33
		2	14	10,77	9,33
		3	33	25,38	22,00
		4	34	26,15	22,67
		5	35	26,92	23,33
		Average			
Q15	1	30	23,08	20,00	
	2	17	13,08	11,33	
	3	43	33,08	28,67	
	4	21	16,15	14,00	
	5	19	14,62	12,67	
	Average				2,86
Overall Trustworthiness	Q10-15	Average			3,41
Overall Trustworthiness	Q12, 15	Average			2,82
Overall Trustworthiness	Q10, 11, 13,14	Average			3,71
System Quality	Q16	1	5	3,85	3,33
		2	5	3,85	3,33
		3	28	21,54	18,67
		4	39	30	26,00
		5	53	40,77	35,33
		Average			
	Q17	1	4	3,08	2,67
		2	4	3,08	2,67
		3	25	19,23	16,67
		4	43	33,08	28,67
5		54	41,54	36,00	

		Average	4,07		
	Q18	1	42	32,31	28,00
		2	43	33,08	28,67
		3	24	18,46	16,00
		4	10	7,69	6,67
		5	11	8,46	7,33
		Average	2,27		
	Q19	1	2	1,54	1,33
		2	11	8,46	7,33
		3	48	36,92	32,00
		4	36	27,69	24,00
		5	33	25,38	22,00
		Average	3,67		
	Q20	1	7	5,38	4,67
		2	9	6,92	6,00
		3	42	32,31	28,00
		4	38	29,23	25,33
		5	34	26,15	22,67
		Average	3,64		
	Q21	1	5	3,85	3,33
		2	14	10,77	9,33
		3	48	36,92	32,00
		4	37	28,46	24,67
		5	26	20	17,33
		Average	3,5		
	Q22	1	7	5,38	4,67
		2	10	7,69	6,67
		3	49	37,69	32,67
		4	31	23,85	20,67
		5	33	25,38	22,00
		Average	3,56		
	Q16-22	Average	3,53		
Overall System Quality	Q18, 22	Average	2,92		
Overall System Quality	Q16, 17, 19, 20, 21	Average	3,78		
Service Quality	Q23	1	5	3,85	3,33
		2	6	4,62	4,00
		3	40	30,77	26,67
		4	39	30	26,00
		5	40	30,77	26,67
		Average	3,79		
	Q24	1	13	10	8,67
		2	12	9,23	8,00
		3	52	40	34,67
		4	27	20,77	18,00
		5	26	20	17,33
		Average	3,32		
	Q25	1	10	7,69	6,67
		2	12	9,23	8,00
		3	47	36,15	31,33
		4	35	26,92	23,33
		5	26	20	17,33
		Average	3,42		
	Q26	1	3	2,31	2,00
		2	10	7,69	6,67
		3	51	39,23	34,00
		4	37	28,46	24,67
		5	29	22,31	19,33
		Average	3,61		
	Q27	1	33	25,38	22,00
		2	28	21,54	18,67
		3	47	36,15	31,33
		4	8	6,15	5,33
		5	14	10,77	9,33
		Average	2,55		
Q28	1	6	4,62	4,00	
	2	8	6,15	5,33	
	3	52	40	34,67	
	4	38	29,23	25,33	
	5	26	20	17,33	
	Average	3,54			
Q29	1	5	3,85	3,33	
	2	5	3,85	3,33	
	3	45	34,62	30,00	
	4	38	29,23	25,33	
	5	37	28,46	24,67	
	Average	3,75			
Q30	1	10	7,69	6,67	
	2	13	10	8,67	
	3	47	36,15	31,33	
	4	23	17,69	15,33	
	5	37	28,46	24,67	
	Average	3,49			
	Q23-30	Average	3,43		
Overall Service Quality	Q27, 30	Average	3,02		
Overall Service Quality	Q23, 24, 25, 26, 28, 29	Average	3,57		
Information Quality	Q31	1	6	4,62	4,00
		2	5	3,85	3,33
		3	40	30,77	26,67
		4	42	32,31	28,00
		5	37	28,46	24,67
		Average	3,76		
	Q32	1	7	5,38	4,67
		2	4	3,08	2,67
		3	39	30	26,00
		4	46	35,38	30,67
		5	34	26,15	22,67
		Average	3,74		
Q33	1	12	9,23	8,00	
	2	17	13,08	11,33	
	3	43	33,08	28,67	

		4	22	16,92	14,67
		5	36	27,69	24,00
		Average			3,41
	Q34	1	3	2,31	2,00
		2	3	2,31	2,00
		3	46	35,38	30,67
		4	42	32,31	28,00
		5	36	27,69	24,00
		Average			3,81
	Q35	1	3	2,31	2,00
		2	4	3,08	2,67
		3	49	37,69	32,67
		4	40	30,77	26,67
		5	34	26,15	22,67
		Average			3,75
	Q36	1	6	4,62	4,00
		2	8	6,15	5,33
		3	56	43,08	37,33
		4	36	27,69	24,00
		5	24	18,46	16,00
		Average			3,49
Overall Information Quality	Q31-36	Average			3,66
Overall Information Quality	Q33	Average			3,41
Overall Information Quality	Q31, 32, 34, 35, 36	Average			3,71
Overall quality measures of Information system	Q16-36	Average			3,54
Overall quality measures of Information system	Q18, 22, 27, 30, 33	Average			3,12
Overall quality measures of Information system	Q16-17, 19-21, 23-26, 28-29, 31-32, 34-36	Average			3,69
Client Preference/ Satisfaction	Q37	1	4	3,08	2,67
		2	1	0,77	0,67
		3	42	32,31	28,00
		4	37	28,46	24,67
		5	46	35,38	30,67
		Average			3,92
	Q38	1	2	1,54	1,33
		2	3	2,31	2,00
		3	36	27,69	24,00
		4	41	31,54	27,33
		5	48	36,92	32,00
		Average			4
	Q39	1	44	33,85	29,33
		2	35	26,92	23,33
		3	29	22,31	19,33
		4	9	6,92	6,00
		5	13	10	8,67
		Average			2,32
Overall Client Preference/Satisfaction	Q37-39	Average			3,42
Overall Client Preference/Satisfaction	Q39	Average			2,32
Overall Client Preference/Satisfaction	Q37, 38	Average			3,96
Product	Q40	1	4	3,08	2,67
		2	7	5,38	4,67
		3	41	31,54	27,33
		4	39	30	26,00
		5	39	30	26,00
		Average			3,78
	Q41	1	7	5,38	4,67
		2	10	7,69	6,67
		3	41	31,54	27,33
		4	45	34,62	30,00
		5	27	20,77	18,00
		Average			3,58
Overall Product	Q40-41	Average			3,68
Price	Q42	1	4	3,08	2,67
		2	13	10	8,67
		3	39	30	26,00
		4	44	33,85	29,33
		5	30	23,08	20,00
		Average			3,64
	Q43	1	6	4,62	4,00
		2	10	7,69	6,67
		3	45	34,62	30,00
		4	25	19,23	16,67
		5	44	33,85	29,33
		Average			3,7
Overall Price	Q42-43	Average			3,67
Promotion	Q44	1	14	10,77	9,33
		2	13	10	8,67
		3	55	42,31	36,67
		4	26	20	17,33
		5	22	16,92	14,67
		Average			3,22
	Q45	1	25	19,23	16,67
		2	21	16,15	14,00
		3	45	34,62	30,00
		4	20	15,38	13,33
		5	19	14,62	12,67
		Average			2,9
	Q46	1	10	7,69	6,67
		2	20	15,38	13,33
		3	54	41,54	36,00
		4	23	17,69	15,33
		5	23	17,69	15,33
		Average			3,22
Overall Promotion	Q44-46	Average			3,12
Overall Promotion	Q46	Average			3,22
Overall Promotion	Q44, 45	Average			3,06
Place	Q47	1	4	3,08	2,67
		2	5	3,85	3,33
		3	33	25,38	22,00
		4	36	27,69	24,00
		5	52	40	34,67

		Average	3,98			
	Q48	1	4	3,08	2,67	
		2	4	3,08	2,67	
		3	32	24,62	21,33	
		4	31	23,85	20,67	
		5	59	45,38	39,33	
		Average	4,05			
	Q47-48	Average	4,02			
Process	Q49	1	3	2,31	2,00	
		2	1	0,77	0,67	
		3	33	25,38	22,00	
		4	37	28,46	24,67	
		5	56	43,08	37,33	
		Average	4,09			
	Q50	1	31	23,85	20,67	
		2	23	17,69	15,33	
		3	45	34,62	30,00	
		4	15	11,54	10,00	
		5	16	12,31	10,67	
		Average	2,71			
		Q49-50	Average	3,4		
	People	Q51	1	6	4,62	4,00
			2	8	6,15	5,33
3			53	40,77	35,33	
4			38	29,23	25,33	
5			25	19,23	16,67	
		Average	3,52			
Q52		1	4	3,08	2,67	
		2	12	9,23	8,00	
		3	57	43,85	38,00	
		4	31	23,85	20,67	
		5	26	20	17,33	
		Average	3,48			
		Q51-52	Average	3,5		
Physical Environment		Q53	1	4	3,08	2,67
			2	7	5,38	4,67
	3		54	41,54	36,00	
	4		34	26,15	22,67	
	5		31	23,85	20,67	
		Average	3,62			
	Q54	1	7	5,38	4,67	
		2	9	6,92	6,00	
		3	54	41,54	36,00	
		4	34	26,15	22,67	
		5	26	20	17,33	
		Average	3,48			
		Q53-54	Average	3,55		
	Overall 7Ps	Q40-54	Average	3,26		
	Overall 7Ps	Q46, 50	Average	2,97		
Overall 7Ps	Q40-45, 47-49, 51-54	Average	3,65			

Source: created by author
Calculations were done with SPSSAU

The mean of positive worded questions of Trustworthiness Q10, Q11, Q13, Q14 is 3.71, all the medians of above questions are at 3 or higher; the mean of negatively worded questions of Trust and Privacy Q12, Q15 is 2.82, the medians of those questions are at 3. From the results, the following conclusion were made: clients do trust Taobao and believe that their privacy is protected in Taobao in general. The mean of Q12 (I feel insecure to commit transaction in Taobao) is 2.78, and the mean of Q15 (I think Taobao would use my personal information illegally) is 2.86. The means of negative worded questions of trustworthiness are not high, but client is concerned about his personal information security when making transaction in Taobao. In conclusion, clients are satisfied about Taobao's trustworthiness in general, but Taobao should improve clients' personal information security, and give clients better personal information protection.

The mean of positively worded questions of System Quality Q16, 17, 19, 20, 21 is 3.78. The medias of Q16, 17, 19, 20 are at 4, only the media of Q21 is at 3. Which means client is satisfied with the Usability, User friendliness, Reliability and Response time of the e-commerce platform in general. The mean of negatively worded questions of System Quality Q18, 22 is 2.92. The median of Q18 (I feel mentally exhausted when I have to use Taobao) is 2, the mean of Q18 is 2.27; the median of Q22 (I think Taobao has to improve its Information Retrieval System) is 3, the mean of Q22 is 3.56. Beside Q22, the mean of respondents' evaluation

of Q21 about Information Retrieval System is lower than the average of all positively worded questions about System Quality. The survey result shows that client has good user experience when use Taobao in general, but they are not satisfied with Taobao's Information Retrieval System. In conclusion, the Information Retrieval System is a weakness of Taobao's information system quality.

The mean of positively worded questions of Service Quality Q23, 24, 25, 26, 28, 29 is 3.57. The median of all those questions are equal to or higher than 3. Respondents' evaluation of Q24 (Taobao can understand the problems I face), Q25 (Taobao can solve my problems) and Q28 (Taobao's delivery speed meet my requirements) is lower than the average. This indicate, client is satisfied with the Service Quality of Taobao in general, but Taobao has to improve its understanding about problems client faces, it has to increase its problem-solving skills, and it has shorter the delivery time for better client satisfaction. The mean of negative worded questions of Service Quality Q27, 30 is 3.02, the median of those two questions are at 3. The mean of Q27, 30 is the highest among negative worded questions of System Quality, Information Quality and Service Quality. Higher value (negative worded question) indicate higher level of client's dissatisfaction. The average of respondents' evaluation of Q27 (Taobao's service quality is bad) is 2.55, and the average of respondents' evaluation of Q30 (Taobao has to improve its delivery service) is 3.49. Thus, client's dissatisfaction about Taobao's delivery service is quite high.

The mean of positively worded questions of Information Quality Q31, 32, 34, 35, 36 is 3.71. The median of Q31, 32, 34, 35 are at 4. The result shows client is satisfied with the completeness, ease of understanding, personalization, timeliness, and relevance of the Information Quality in general. The median of Q36 (Information provided by Taobao fit my taste) is at 3, and the mean is 3.49, it is the lowest evaluation about positive worded questions of Information Quality from respondents. Thus, comparing with client's satisfaction toward information completeness, ease of understanding, timeliness and relevance, satisfaction toward information personalization is relatively low. The mean of the negative question of Information Quality Q33 (There is too much irrelevant information in Taobao) is 3.42, the median is at 3. This indicates that client is aware of irrelevant information in Taobao. This result corresponds with the comparatively low result of Q36 well. In conclusion, client is satisfied with the information quality of Taobao in general, but information personalization and relevance could be improved.

The mean of positive worded question of Client Preference/Satisfaction Q37, 38 is 3.96, which is relatively high. The high value indicate client's is satisfied with the using Taobao in general. The median of Q37, 38 are at 4. The mean of negative worded question of User Satisfaction Q39 is 2.32, which is comparatively low. The low value shows client's satisfaction with the using of Taobao as well. The median of the negative item Q39 is at 2.

The mean of respondents' overall evaluation about positive worded questions of 7Ps Q40-45, 47-49,51-54 is 3.65, which is relatively high. The mean of overall evaluation about negative worded questions of 7Ps

Q46, 50 is 2.97. Those values indicate that client is satisfied with the 7Ps factors in general. The mean of positively worded questions measure Product, Price, Place and Process is higher than the overall average, but the mean of positively worded questions measure Promotion, People and Physical Environment is lower than the average. This information indicates that Taobao could increase client's satisfaction by improving client's satisfaction toward the Promotion, People and Physical Environment factors. Among Promotion, People and Physical Environment, positively worded questions measure Promotion have the lowest mean. Taobao should put specially more effort in improving the promotion factor. From the research questions Q44, 45, client found Taobao's advertisement not that interesting. It is suggested for Taobao to improve its advertisement content. The mean of negative item Q47 (I think in Taobao, the real product is way different from its advertisement) is 3.22. This value is relatively high. This high value reflected client's awareness of difference between the real product and its online depiction. It is recommended for Taobao to make product on listing coincide with its online description, and avoid exaggeration.

The mean of respondents' evaluation about People factor and Physical Environment factor are greater than 3.5. For Physical Environment, generally speaking, client has a good impression about Taobao's web design and reputation. Comparing with the web design, client has lower satisfaction level with the reputation. It is recommended for Taobao make more effort in reputation building.

The mean of respondents' overall evaluation about positively worded questions of Product Q40, 41 is 3.68, the medians of the items are at 4. Those results are relatively high. The high value of the results means client is satisfied with Products sells in Taobao in general. The result shows client's satisfaction about product range (the mean is 3.78) in Taobao is comparatively higher than client's satisfaction about product quality (the mean is 3.58). Thus, comparing client's satisfaction about product variety with product quality, satisfaction toward product quality is lower.

The mean of respondents' overall evaluation about positive worded questions of Price Q42, 43 is 3.67, the medians are at 4. Those values show that client is satisfied with Taobao's price in general. In this survey, the author only measured client's satisfaction toward monetary costs, but other factors such as time spending during purchasing is considered as Price as well. For further research, the author suggests to make more complete measurement.

The Place and Process factor have the best results. The mean of respondents' overall evaluation about positive worded questions of Place Q47, 48 is 4.02, the medians are at 4. This result shows client is satisfied with Taobao's Place factor in general. The result of Q47 shows clients can easily get access to make online purchase on Taobao. The result of Q48 shows clients prefer to browse/purchase via mobile phone over other channels. (PC & Tablets). Questions Q28, 29 and 30 from Service Quality section evaluate client's satisfaction toward the delivery service. Q28, 29 and 30 could be treated as sub-questions of Place as well. The results of those questions are not as good as Q47 and 48. The mean of Q28 (Taobao's delivery speed meet my

requirements) is 3.54, the mean of Q29 (It's convenient to pick up parcels from Taobao) is 3.75. The mean of negative worded question Q30 (Taobao has to improve its delivery service) is 3.49. Logistics has become the weak side of Place factor of Taobao. It is recommended to improve its logistic service, specially to shorter delivery time for better client satisfaction.

The mean of respondents' overall evaluation about positive worded question of Process Q49 is 4.09, the median is at 4. The mean of respondents' overall evaluation about negatively worded questions of Process Q50 2.71, and the median is at 3, and the percentile 75 is at 3 as well. Q49 measures the simplicity of Taobao's purchase process. This result shows that client thinks that the purchase process in Taobao is quite simple, and client's is satisfied with the Process factor in general. Q50 evaluate how likely client is going to exit in the middle due to the complexity of purchase process. The result shows that the possibility of Q50 described scenario to happen is not high.

3.2 Correlation analysis

Correlation analysis of respondents' demographic profile and online purchase knowledge

Table 12
Pearson correlation coefficient – Demographic profile

		Q1. Gender	Q2. Age	Q3. Educational background	Q4. Income	Q5. Profession
Q6. Able to purchase online	C.C.	-0,006	-0,414**	-0,141	-0,122	0,152
	P.V.	0,946	0	0,085	0,136	0,063
Q7. Know Taobao	C.C.	-0,144	-0,086	-0,057	-0,082	0,043
	P.V.	0,095	0,318	0,509	0,34	0,619
Q8. Purchased in Taobao	C.C.	0,057	-0,127	-0,026	-0,084	-0,04
	P.V.	0,511	0,144	0,763	0,333	0,643
Q55. Know eBay	C.C.	0,005	-0,146	-0,13	-0,026	0,052
	P.V.	0,959	0,097	0,142	0,767	0,557
Q56. Purchased in eBay	C.C.	-0,027	0,507**	0,193	0,073	-0,187
	P.V.	0,885	0,004	0,299	0,697	0,313

C.C.: Correlation Coefficient
P.V.: P Value
* p<0.05 ** p<0.01

Source: created by author

Calculations were done with SPSSAU

The correlation coefficient value of “Gender” with “Know how to purchase online”, “Know Taobao”, “Purchased in Taobao”, “Know eBay” and “Purchased in eBay” is -0.006, -0.144, 0.057, 0.005, -0.027 respectively, all of those values are close to 0. Beside the correlation coefficient value, the P values are all greater than 0.05. Thus, “Gender” shows no correlation with “Know how to purchase online”, “Know Taobao”, “Purchased in Taobao”, “Know eBay” and “Purchased in eBay”.

While “Age” with “Know how to purchase online” and “Have purchased in eBay” shows correlation. The correlation coefficient value of “Age” and “Know how to purchase online” is -0.4141, the P value is less than 0.01 (0). Thus, “Age” and “Know how to purchase online” have negative correlation. The older the respondent is, the more likely he is not able to make online purchase. “Age” and “Have purchased in eBay” shows positive correlation. Besides, “Age” does not show correlation with “Know Taobao”, “Have purchased in Taobao” and “Know eBay”.

Respondents' education level does not show correlation with “Know how to purchase online”, “Know Taobao”, “Have been purchased in Taobao”, “Know eBay” and “Have been purchased in eBay”. Except

education, “Average monthly income” and “Profession” does not show correlation with the above-mentioned items neither.

Correlation analysis of Client Preference/Satisfaction with Trustworthiness, information system quality and 7Ps

Table 13
Pearson Correlation coefficient - Taobao

		Q37	Q38	Q39
Q10	C.C.	0.583**	0.559**	-0.101
	P.V.	0	0	0.253
Q11	C.C.	0.571**	0.580**	-0.085
	P.V.	0	0	0.338
Q12	C.C.	-0.035	-0.006	0.514**
	P.V.	0.696	0.946	0
Q13	C.C.	0.486**	0.515**	0.032
	P.V.	0	0	0.717
Q14	C.C.	0.392**	0.448**	-0.056
	P.V.	0	0	0.524
Q15	C.C.	-0.008	-0.037	0.468**
	P.V.	0.927	0.677	0
Q16	C.C.	0.514**	0.589**	-0.091
	P.V.	0	0	0.304
Q17	C.C.	0.502**	0.468**	-0.042
	P.V.	0	0	0.639
Q18	C.C.	-0.053	-0.1	0.592**
	P.V.	0.552	0.255	0
Q19	C.C.	0.498**	0.611**	0.06
	P.V.	0	0	0.499
Q20	C.C.	0.616**	0.566**	0.006
	P.V.	0	0	0.942
Q21	C.C.	0.490**	0.439**	0.126
	P.V.	0	0	0.152
Q22	C.C.	0.151	0.230**	0.328**
	P.V.	0.085	0.009	0
Q23	C.C.	0.592**	0.555**	0.021
	P.V.	0	0	0.81
Q24	C.C.	0.376**	0.437**	0.202**
	P.V.	0	0	0.021
Q25	C.C.	0.467**	0.542**	0.081
	P.V.	0	0	0.361
Q26	C.C.	0.473**	0.598**	0.07
	P.V.	0	0	0.43
Q27	C.C.	-0.116	-0.113	0.671**
	P.V.	0.188	0.2	0
Q28	C.C.	0.641**	0.529**	0.073
	P.V.	0	0	0.411
Q29	C.C.	0.538**	0.525**	0.004
	P.V.	0	0	0.965
Q30	C.C.	0.044	0.135	0.353**
	P.V.	0.617	0.126	0
Q31	C.C.	0.648**	0.625**	0.006
	P.V.	0	0	0.948
Q32	C.C.	0.573**	0.548**	0.12
	P.V.	0	0	0.173
Q33	C.C.	0.08	0.168	0.388**
	P.V.	0.365	0.056	0
Q34	C.C.	0.675**	0.712**	-0.057
	P.V.	0	0	0.521
Q35	C.C.	0.649**	0.595**	0.059
	P.V.	0	0	0.505
Q36	C.C.	0.669**	0.602**	0.056
	P.V.	0	0	0.53
Q40	C.C.	0.588**	0.670**	-0.023
	P.V.	0	0	0.794
Q41	C.C.	0.560**	0.478**	0.112
	P.V.	0	0	0.206
Q42	C.C.	0.460**	0.514**	0.14
	P.V.	0	0	0.112
Q43	C.C.	0.264**	0.358**	0.129
	P.V.	0.002	0	0.144
Q44	C.C.	0.409**	0.430**	0.153
	P.V.	0	0	0.082
Q45	C.C.	0.247**	0.261**	0.356**
	P.V.	0.005	0.003	0
Q46	C.C.	0.227**	0.216**	0.458**
	P.V.	0.009	0.013	0
Q47	C.C.	0.641**	0.718**	-0.162
	P.V.	0	0	0.066
Q48	C.C.	0.583**	0.635**	-0.226**
	P.V.	0	0	0.01
Q49	C.C.	0.650**	0.747**	-0.194**
	P.V.	0	0	0.027
Q50	C.C.	-0.096	-0.019	0.577**
	P.V.	0.276	0.829	0
Q51	C.C.	0.483**	0.444**	0.195**
	P.V.	0	0	0.026
Q52	C.C.	0.407**	0.480**	0.224**
	P.V.	0	0	0.01
Q53	C.C.	0.444**	0.500**	0.143
	P.V.	0	0	0.104
Q54	C.C.	0.508**	0.475**	0.135
	P.V.	0	0	0.126

Source: created by author
Calculations were done with SPSSAU

Table 14
Correlation types - Taobao

		Client Preference/Satisfaction			
		Q37 Repurchase	Q38 Revisit	Q39	
Trustworthiness	Q10	Positive correlation	Positive correlation	No correlation	
	Q11	Positive correlation	Positive correlation	No correlation	
	Q12	No correlation	No correlation	Positive correlation	
	Q13	Positive correlation	Positive correlation	No correlation	
	Q14	Positive correlation	Positive correlation	No correlation	
	Q15	No correlation	No correlation	Positive correlation	
System quality	Q16	Positive correlation	Positive correlation	No correlation	
	Q17	Positive correlation	Positive correlation	No correlation	
	Q18	No correlation	No correlation	Positive correlation	
	Q19	Positive correlation	Positive correlation	No correlation	
	Q20	Positive correlation	Positive correlation	No correlation	
	Q21	Positive correlation	Positive correlation	No correlation	
	Q22	No correlation	Positive correlation	Positive correlation	
	Q23	Positive correlation	Positive correlation	No correlation	
Service quality	Q24 Understand the problem I face	Positive correlation	Positive correlation	Positive correlation	
	Q25	Positive correlation	Positive correlation	No correlation	
	Q26	Positive correlation	Positive correlation	No correlation	
	Q27	No correlation	No correlation	Positive correlation	
	Q28	Positive correlation	Positive correlation	No correlation	
	Q29	Positive correlation	Positive correlation	No correlation	
	Q30	No correlation	No correlation	Positive correlation	
	Information quality	Q31	Positive correlation	Positive correlation	No correlation
		Q32	Positive correlation	Positive correlation	No correlation
Q33		No correlation	No correlation	Positive correlation	
Q34		Positive correlation	Positive correlation	No correlation	
Q35		Positive correlation	Positive correlation	No correlation	
Q36		Positive correlation	Positive correlation	No correlation	
Q37		Positive correlation	Positive correlation	No correlation	
Product	Q40	Positive correlation	Positive correlation	No correlation	
	Q41	Positive correlation	Positive correlation	No correlation	
Price	Q42	Positive correlation	Positive correlation	No correlation	
	Q43	Positive correlation	Positive correlation	No correlation	
Promotion	Q44	Positive correlation	Positive correlation	No correlation	
	Q45	Positive correlation	Positive correlation	Positive correlation	
	Q46	Positive correlation	Positive correlation	Positive correlation	
Place	Q47	Positive correlation	Positive correlation	No correlation	
	Q48 Mobile phone	Positive correlation	Positive correlation	Negative correlation	
Process	Q49 Process is simple	Positive correlation	Positive correlation	Negative correlation	
	Q50	No correlation	No correlation	Positive correlation	
People	Q51 Worker – Good impression	Positive correlation	Positive correlation	Positive correlation	
	Q52 Worker - professional	Positive correlation	Positive correlation	Positive correlation	
Physical environment	Q53	Positive correlation	Positive correlation	No correlation	
	Q54	Positive correlation	Positive correlation	No correlation	

Source: created by author

Correlation analysis data show Q37 (I'd like to repurchase on Taobao) does not have correlation with the following 8 questions: Q12, Q15, Q18, Q22, Q27, Q30, Q33, Q50, while Q37 shows positive correlation with the other 34 questions: Q10, Q11, Q13, Q14, Q16, Q17, Q19, Q20, Q21, Q23, Q24, Q25, Q26, Q28, Q29, Q31, Q32, Q34, Q35, Q36, Q40, Q41, Q42, Q43, Q44, Q45, Q46, Q47, Q48, Q49, Q51, Q52, Q53, Q54. Q38 (I will continue to visit Taobao) does not show correlation with the following 7 questions: Q12, Q15, Q18, Q27, Q30, Q33, Q50, while Q38 shows positive correlation with the other 35 questions: Q10, Q11, Q13, Q14, Q16, Q17, Q19, Q20, Q21, Q22, Q23, Q24, Q25, Q26, Q28, Q29, Q31, Q32, Q34, Q35, Q36, Q40, Q41, Q42, Q43, Q44, Q45, Q46, Q47, Q48, Q49, Q51, Q52, Q53, Q54. The correlation result of Q37 and Q38 almost identical. The only difference is that Q37 shows no correlation with Q22, while Q38 shows positive correlation with Q22. Q39 does not show correlation with the following 27 questions: Q10, Q11, Q13, Q14, Q16, Q17,

Q19, Q20, Q21, Q23, Q25, Q26, Q28, Q29, Q31, Q32, Q34, Q35, Q36, Q40, Q41, Q42, Q43, Q44, Q47, Q53, Q54; it shows positive correlation with the following 13 questions: Q12, Q15, Q18, Q22, Q24, Q27, Q30, Q33, Q45, Q46, Q50, Q51, Q52; it shows negative correlation with the following 2 items: Q48, Q49.

Q37 (I'd like to repurchase on Taobao) shows no correlation with all negatively worded questions except Q46 (I think in Taobao, the real product is way different from its advertisement). Q37 has positive correlation with Q46, which means respondents' willing to repurchase on Taobao is not affected by the mismatch between real product and its advertisement. Q37 shows positive correlation with all positively worded questions, according to this result, the Trustworthiness, System Quality, Service Quality, Information Quality and 7Ps of the platform have positive impact on respondents repurchase willing. Q38 (I will continue to visit Taobao) shows no correlation with all negatively worded questions except Q46 (I think in Taobao, the real product is way different from its advertisement) and Q22 (I think Taobao has to improve its Information Retrieval System). Q38 has positive correlation with Q46, which means respondents' willing to revisit Taobao is not affected by the mismatch between real product and its advertisement. Q38 has positive correlation with Q22 as well, which means respondents likes to revisit Taobao more are more likely to request Taobao to improve its information retrieval system. Q38 shows positive correlation with all positively worded questions, according to this result, the Trustworthiness, System Quality, Service Quality, Information Quality and 7Ps of the platform have positive impact on respondents' platform revisit willing.

Q39, "I dislike Taobao in general" has negative correlation with Q48 "I prefer to access Taobao from mobile phone" and Q49 "Taobao Purchase process is simple". Thus, respondents who dislike Taobao more are less likely to access Taobao via mobile phone, and they are less likely to agree that Taobao's purchase process is simple. If the respondent more tends to agree with the idea that Taobao can understand the problem he faces, he is more likely to dislike Taobao (Q24). Furthermore, respondents' dislike level of Taobao is positively related with their good impression of Taobao workers (Q51. 52). In other words, respondents dislike Taobao more tend to have better impression about Taobao's worker. Q39 shows positive correlation with negative worded questions (Q12, Q15, Q18, Q22, Q27, Q30, Q33, Q46, Q50). Since Q39 is also negative worded question, so, respondents' low evaluation about Taobao's Trustworthiness, System Quality, Information Quality, Service Quality, Purchase Procedure simplicity and Product contributes to their dislike feeling of the platform.

From the correlation analysis result of Q37-39: Q37 shows positive correlation with all positively worded questions, according to this result, the Trustworthiness, System Quality, Service Quality, Information Quality and 7Ps of the platform have positive impact on respondents repurchase willing; Q38 shows positive correlation with all positively worded questions, according to this result, the Trustworthiness, System Quality, Service Quality, Information Quality and 7Ps of the platform have positive impact on respondents' platform revisit willing; Q39 shows respondents' low evaluation about Taobao's Trustworthiness, System Quality, Information Quality, Service Quality, Purchase Procedure simplicity and Product contributes to their dislike

feeling of the platform. Thus, Client Preference/Satisfaction is positively related with Trustworthiness, Information Quality, System Quality, Service Quality and 7Ps in general. All hypotheses are confirmed.

Comparing all three questions which measure Taobao client's preference/satisfaction, Q22 "I think Taobao has to improve its Information Retrieval System" has no correlation with Q37 "I'd like to repurchase on Taobao", but Q22 has positive correlation with both Q38 "I will continue to visit Taobao" and Q39 "I dislike Taobao in general". Which means if respondent more willing to continue to visit Taobao, he is more likely to wish Taobao improve its information retrieval system; worse respondents think the Information Retrieval System is, they are more likely to dislike Taobao; respondents' willing to repurchase on the platform is not influenced by the quality of Information Retrieval System. The analysis result shows information retrieval system quality of a third-party platform is essential for its client's satisfaction and client retention. It is important keep the balance of client's expectation and real status of Information Retrieval System quality, because if client's evaluation about Information Retrieval System is too bad, he is more likely to dislike the platform. If a product does not match its description in the platform, respondent will dislike the platform even the platform itself is not the direct product seller.

There are contradictory correlation analysis results as well. Q51 "In general, workers in Taobao give me positive impression", Q52 "I think workers in Taobao are professional" have positive correlation with Q37 "I'd like to repurchase on Taobao", Q38 "I will continue to visit Taobao" and Q39 "I dislike Taobao in general". It will be interesting to find out why the People factor is positively correlated with respondent's dislike level of Taobao, and is positively correlated with respondent's willingness to revisit and repurchase as well.

IV. CONCLUSION

4.1 Summary

Businesses started to go online with the opening of internet for commercial use in 1991. The widely use of internet worldwide furtherly accelerated the development of e-commerce. E-retail as a subset of e-commerce, experienced big development as well. e-retail could be categorized into buy and sell model and platform model according to if the platform owns the products on list or not (Huang, 2016). Theoretically, big B2C seller could adapt both platform model and buy and sell model, but C2C seller usually adapt platform model due to the size and volume of the business. As it's not economical for C2C sellers/clients to build their own internet platform for transaction, the existence of C2C 3PP is essential. The author decided to make research and provide references for C2C 3PPs to fulfill client's preferences better by adapt their business model accordingly. C2C 3PPs will be benefited by create competency in the market by give better satisfaction to clients.

The author opened up the theoretical part with business model definition. Many definitions co-exist in academic papers. The author compiled definitions from different scholars, and decided to define business model as: the logic about how a company use its resources to interact with the external and internal

environment to create, deliver and capture value. A business model does not stay static, it changes over time to align with the external environment. It is critical for businesses to realize that their established business models need to be modified as time goes by due to the environment businesses face changes.

Client of a C2C 3PP evaluate all aspects of the platform such as the image of sellers, the user experience, the convenience, the safety of transact online etc. Client's opinion can influence the success of a platform. Thus, it's indispensable for a C2C 3PP to adapt its business model according to client's preferences.

According to previous research, trust affects client's willingness to make transaction with online sellers (Kim, Ferrin, & Rao, 2009). If client perceives a platform trustworthy, he will be more at ease to buy on it. Thus, the author comprehends trustworthiness of C2C 3PP as an important attribute to client's preference. The author believes the quality of information system, the 7Ps provided by 3PP is significantly associated with client's preference as well. For those reasons, trustworthiness, information system quality and 7Ps was analyzed and used as research model components, and the author made hypothesizes that those components are positively correlated with client's preference/satisfaction.

Questionnaire based on the proposed research model were created. It contains 106 questions. The first 5 questions are demographic questions such as gender, age, income, educational background etc. Question 6-9, 55-57, 59-61 measure respondents' online purchase ability. Question 10-54 measure respondents' preferences and satisfaction about Taobao, the rest of the questions measure respondents' preferences and satisfaction about eBay. The questionnaire was created online at wj.qq.com, and was distributed via WeChat randomly by the author. 150 filled samples were recovered, the recovery rate is 57%. As there are questions for respondents' knowledge checking related to specific themes, questions are designed to display only to respondents who have required information. Thus, only 130 out of 150 respondents answered Taobao related questions, and only 10 out of 150 respondents answered eBay related questions. Considering the samples about eBay is too small, the author decided to eliminate data analysis for eBay related questions.

From the information collected online and offline, the researcher concluded that one of the biggest changes in the C2C business model is that the Auction Price Model lost its dominance to Fixed Price Model. There are a lot of previous researches about the quick failure of eBay in Chinese market. The author studied some of the existing academic researches, news and user comments available online and tried to find out the reasons for eBay EachNet's failure. The author believes that the fundamental reason for eBay EachNet's failure is the bad localization in the Chinese market, it just transplanted its American business model to China. The serious consequences of eBay's bad localization are alerts for all C2C 3PPs which are operating/planning to operate abroad: building a standardized, intergraded global platform may be important, but the degree of standardization and integration for each market should be controlled according to the market peculiarities. It is recommended for C2C 3PPs to understand and emphasize client's preference and serve the client accordingly.

The data collected from survey gave relevant aspects as well.

The descriptive and frequency analysis shows that respondents are satisfied with Taobao's Trustworthiness, System Quality, Service Quality, Information Quality and 7Ps in general. At the meantime, respondents show following needs and it is recommended for C2C 3PPs to pay more attention to those needs and to try to improve accordingly:

- 1) Better personal information security protection;
- 2) Receive more personalized information from the platform side and better Information Retrieval System;
- 3) Faster shipment service;
- 4) Better product quality;
- 5) Better platform reputation;

From the correlation analysis of respondents' demographic profile and online purchase knowledge, the researcher found out that Gender, Educational Background, Income and Profession do not show correlation with online purchase ability. Age shows negative correlation with online purchase ability (the older a respondent's age is, the more likely he doesn't know how to make online purchases); it shows positive correlation with eBay purchase experience, which means older respondents are more likely to have purchase experience in eBay.

The correlation analysis shows that a platform's Trustworthiness, System Quality, Service Quality, Information Quality and 7Ps is positively related with Client Preference/Satisfaction, and that a client's low evaluation of those measurements will increase his dislike level of the platform. All 5 hypothesis are confirmed. Besides, the researcher also made the following findings:

- 1) A client's willing to repurchase and reuse the platform is not affected by the mismatch between real product and its online advertisement. This is a noteworthy finding, but the author doesn't know why this is happening. Further researches are needed to find out the reasons.
- 2) The more the client likes the advertisement in the platform, the more he tends to dislike the platform itself. The author speculates that attractive advertisement will rise the client's expectation and make him harder to satisfy. Even if our speculation has no solid evidence, but from the results of survey data, it is recommendable for C2C 3PPs not to make advertisement in them too attractive.
- 3) The higher evaluation the client has about the platform's workers, the better the platform shows its understanding about problems the client faced, the more he tends to dislike the platform. The author has a hypothesis about it. She believes that since the purchase process in C2C platform is automatized, the client usually addresses the platform's employees when some problem

interrupted the self-service process. Thus, the more important and efficient the employees are in problem solving, the worse the information system is, as a result, the client dislikes the platform more.

- 4) The client shows preference to better Information Retrieval System.

4.2 Limitations and suggestions for future researches

There are several limitations of this research. Firstly, the research is mainly focused on C2C of China, there are limited global aspects. Secondly, the valid sample collected about eBay is unexpectedly small. The data available for this research are not sufficient for the development of further analysis. Thirdly, the scope of measurements is wide, it was not possible to make a detailed survey about each measurement. Fourthly, the boarder of B2C and C2C businesses in C2C 3PPs are blurred, the author did notice this ambiguity but was not able to find an effective way to distinguish one from another.

For further researches needed to conduct survey about eBay in China, it is suggested to target specific audiences for data collection effectiveness. This research revealed some client's preferences towards C2C 3PPs, but there are still more findings needed to be made. Scholars can further explore this field.

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Appendix 1

Survey questions

The survey consist of 106 questions. The website used to edit the questionnaire and collect data is wj.qq.com. The survey was distributed to random respondents via WeChat.



- Q1 My gender is
- Q2 My age is
- Q3 My educational background is
- Q4 My average monthly income (if you don't have fixed income, please use the amount of disposable allowance)
- Q5 My profession is
- Q6 I know how to make purchase online
- Q7 I know Taobao
- Q8 I purchased in Taobao
- Q9 I have been selling items in Taobao
- Q10 I trust Taobao.
- Q11 I think Taobao keeps its commitments.
- Q12 I feel insecure to commit transaction in Taobao.
- Q13 I think Taobao takes client's interest into consideration.
- Q14 I believe Taobao provides good protection of my privacy.
- Q15 I think Taobao would use my personal information illegally.
- Q16 Taobao is user friendly.
- Q17 It's easy to master the functions of Taobao.
- Q18 I feel mentally exhausted when I have to use Taobao.
- Q19 The system of Taobao is reliable.
- Q20 Taobao's webpage loading time is reasonable.
- Q21 Taobao's information retrieval system give me precise information.
- Q22 I think Taobao has to improve its Information Retrieval System.
- Q23 Taobao provides support when I need it.
- Q24 Taobao can understand the problems I face.
- Q25 Taobao can solve my problems.
- Q26 I'm satisfied with how fast Taobao solves my problems.
- Q27 Taobao's service quality is bad.
- Q28 Taobao's delivery speed meet my requirements.
- Q29 It's convenient to pick up parcels from Taobao.
- Q30 Taobao has to improve its delivery service.
- Q31 I can easily find precise information I need in Taobao.
- Q32 For me, there is enough information in Taobao.
- Q33 There is too much irrelevant information in Taobao.
- Q34 Information provided in Taobao is easy to understand.
- Q35 Information in Taobao is timely updated.
- Q36 Information provided by Taobao fit my taste.
- Q37 I'd like to repurchase on Taobao.
- Q38 I will continue to visit Taobao.
- Q39 I dislike Taobao in general.
- Q40 I can find product I want in Taobao.
- Q41 I'm satisfied with the product quality in Taobao in general.
- Q42 Generally speaking, the product price in Taobao is reasonable.
- Q43 I'd like the price in Taobao to be cheaper.
- Q44 Taobao always show advertisement about things I'm interested in.
- Q45 I found Taobao advertisement interesting.
- Q46 I think in Taobao, the real product is way different from its advertisement.
- Q47 I can access Taobao smoothly from any devices (PC, Pad, Mobile phone).
- Q48 I prefer to access Taobao from mobile phone.
- Q49 Taobao's purchase process is simple.
- Q50 Taobao's purchase complexity encourage me to exit in the middle.
- Q51 In general, workers in Taobao give me positive impression.

- Q52 I think workers in Taobao are professional.
- Q53 I like Taobao's web design.
- Q54 Taobao has good reputation.
- Q55 I know eBay
- Q56 I made purchase on eBay
- Q57 I have been selling items in eBay
- Q58 I trust eBay.
- Q59 I know eBay
- Q60 I made purchase on eBay
- Q61 I have been selling items in eBay
- Q62 I trust eBay.
- Q63 I think eBay keeps its commitments.
- Q64 I feel insecure to commit transaction in eBay.
- Q65 I think eBay takes client's interest into consideration.
- Q66 I believe eBay provides good protection of my privacy.
- Q67 I think eBay would use my personal information illegally.
- Q68 eBay is user friendly.
- Q69 It's easy to master the functions of eBay.
- Q70 I feel mentally exhausted when I have to use eBay.
- Q71 The system of eBay is reliable.
- Q72 eBay's webpage loading time is reasonable.
- Q73 eBay's information retrieval system gives me precise information.
- Q74 I think eBay has to improve its Information Retrieval System.
- Q75 eBay provides support when I need it.
- Q76 eBay can understand the problems I face.
- Q77 eBay can solve my problems.
- Q78 I'm satisfied with how fast eBay solves my problems.
- Q79 eBay's service quality is bad.
- Q80 eBay's delivery speed meets my requirements.
- Q81 It's convenient to pick up parcels from eBay.
- Q82 eBay has to improve its delivery service.
- Q83 I can easily find precise information I need in eBay.
- Q84 For me, there is enough information in eBay.
- Q85 There is too much irrelevant information in eBay.
- Q86 Information provided in eBay is easy to understand.
- Q87 Information in eBay is timely updated.
- Q88 Information provided by eBay fit my taste.
- Q89 I'd like to repurchase on eBay.
- Q90 I will continue to visit eBay.
- Q91 I dislike eBay in general.
- Q92 I can find product I want in eBay.
- Q93 I'm satisfied with the product quality in eBay in general.
- Q94 Generally speaking, the product price in eBay is reasonable.
- Q95 I'd like the price in eBay to be cheaper.
- Q96 eBay always show advertisement about things I'm interested in.
- Q97 I found eBay advertisement interesting.
- Q98 I think in eBay, the real product is way different from its advertisement.
- Q99 I can access eBay smoothly from any devices (PC, Pad, Mobile phone).
- Q100 I prefer to access eBay from mobile phone.
- Q101 eBay's purchase process is simple.
- Q102 eBay's purchase complexity encourages me to exit in the middle.
- Q103 In general, workers in eBay give me positive impression.
- Q104 I think workers in eBay are professional.
- Q105 I like eBay's web design.
- Q106 eBay has good reputation.

Appendix 2

Respondents' demographic and online purchase knowledge

No.	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q55	Q56	Q57	Q59	Q60	Q61
1	Male	Over 51	Senior high and below	6000-10000 RMB	Farmer	No									
2	Female	Over 51	Senior high and below	1000-3000 RMB	Farmer	No									
3	Female	18—30	Master	3000-6000 RMB	Student	Yes	Yes	Yes	No	Yes	No				
4	Female	18—30	Bachelor	3000-6000 RMB	Employee	Yes	Yes	Yes	No	Yes	No				
5	Female	18—30	Bachelor	6000-10000 RMB	Others	Yes	Yes	Yes	No	No					
6	Female	41—50	Senior high and below	Under 1000 RMB	Farmer	Yes	Yes	Yes	Yes	No					
7	Female	18—30	Bachelor	3000-6000 RMB	Others	Yes	Yes	Yes	No	No					
8	Male	18—30	Specialist qualification	6000-10000 RMB	Employee	Yes	Yes	Yes	No	No					
9	Female	18—30	Senior high and below	3000-6000 RMB	Others	Yes	Yes	Yes	No	No					
10	Female	31—40	Senior high and below	3000-6000 RMB	Farmer	Yes	Yes	Yes	No	Yes	Yes	No			
11	Male	18—30	Bachelor	6000-10000 RMB	Employee	Yes	Yes	Yes	No	No					
12	Male	31—40	Bachelor	6000-10000 RMB	Others	Yes	Yes	Yes	Yes	No					
13	Female	Under 18	Senior high and below	Under 1000 RMB	Student	Yes	Yes	Yes	No	No					
14	Female	18—30	Senior high and below	3000-6000 RMB	Others	Yes	Yes	Yes	No	No					
15	Female	Under 18	Senior high and below	Under 1000 RMB	Student	Yes	Yes	Yes	No	No					
16	Female	Under 18	Senior high and below	Under 1000 RMB	Student	Yes	Yes	Yes	No	No					
17	Male	Under 18	Senior high and below	Under 1000 RMB	Student	Yes	Yes	Yes	No	No					
18	Female	18—30	Senior high and below	3000-6000 RMB	Self-employed	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
19	Female	31—40	Master	Over 10000 RMB	Employee	Yes	Yes	Yes	Yes	Yes	Yes	No			
20	Male	Under 18	Senior high and below	Under 1000 RMB	Student	Yes	Yes	Yes	No	No					
21	Female	Under 18	Senior high and below	Under 1000 RMB	Student	Yes	Yes	No					No		
22	Female	31—40	Senior high and below	1000-3000 RMB	Others	Yes	Yes	Yes	No	No					
23	Male	18—30	Senior high and below	Over 10000 RMB	Others	Yes	Yes	Yes	No	Yes	No				
24	Female	18—30	Bachelor	Over 10000 RMB	Employee	Yes	Yes	Yes	No	Yes	No				
25	Male	18—30	Senior high and below	6000-10000 RMB	Others	Yes	Yes	Yes	No	No					
26	Male	18—30	Bachelor	1000-3000 RMB	Student	Yes	Yes	Yes	No	No					
27	Male	18—30	Senior high and below	6000-10000 RMB	Others	Yes	Yes	Yes	Yes	No					
28	Male	18—30	Bachelor	6000-10000 RMB	Employee	Yes	Yes	Yes	No	No					
29	Male	31—40	Master	6000-10000 RMB	Others	Yes	Yes	Yes	Yes	No					
30	Female	18—30	Bachelor	6000-10000 RMB	Employee	Yes	Yes	Yes	Yes	No					
31	Female	18—30	Bachelor	3000-6000 RMB	Employee	Yes	Yes	Yes	No	No					
32	Male	18—30	Bachelor	3000-6000 RMB	Employee	Yes	Yes	No					Yes	No	
33	Female	18—30	Specialist qualification	Under 1000 RMB	Others	Yes	Yes	Yes	No	Yes	No				
34	Female	41—50	Bachelor	3000-6000 RMB	Others	Yes	Yes	Yes	Yes	Yes	Yes	Yes			
35	Male	Under 18	Senior high and below	Under 1000 RMB	Student	No									
36	Female	18—30	Bachelor	3000-6000 RMB	Others	Yes	Yes	Yes	Yes	No					
37	Female	Under 18	Senior high and below	Under 1000 RMB	Student	Yes	Yes	Yes	No	No					
38	Female	Over 51	Senior high and below	Under 1000 RMB	Employee	No									
39	Male	18—30	Specialist qualification	3000-6000 RMB	Others	Yes	Yes	Yes	Yes	No					
40	Male	18—30	Senior high and below	3000-6000 RMB	Self-employed	Yes	Yes	Yes	No	No					
41	Female	Under 18	Senior high and below	Under 1000 RMB	Student	Yes	Yes	Yes	No	No					
42	Female	18—30	Senior high and below	3000-6000 RMB	Others	Yes	Yes	Yes	No	No					
43	Male	Over 51	PhD	Over 10000 RMB	Farmer	Yes	No						Yes	No	
44	Female	18—30	Bachelor	3000-6000 RMB	Others	Yes	Yes	Yes	No	No					
45	Male	41—50	Senior high and below	3000-6000 RMB	Others	Yes	Yes	Yes	Yes	Yes	No				
46	Female	31—40	Senior high and below	3000-6000 RMB	Self-employed	Yes	Yes	Yes	No	No					
47	Male	18—30	Senior high and below	3000-6000 RMB	Others	Yes	Yes	Yes	No	No					
48	Female	Over 51	Senior high and below	Under 1000 RMB	Employee	No									
49	Female	18—30	Specialist qualification	6000-10000 RMB	Others	Yes	Yes	Yes	No	No					
50	Female	31—40	Senior high and below	1000-3000 RMB	Farmer	Yes	Yes	Yes	No	No					
51	Male	18—30	Specialist qualification	1000-3000 RMB	Self-employed	No									
52	Male	18—30	Senior high and below	1000-3000 RMB	Others	Yes	Yes	Yes	Yes	No					
53	Male	41—50	Bachelor	Over 10000 RMB	Others	Yes	Yes	Yes	No	No					
54	Female	18—30	Specialist qualification	6000-10000 RMB	Others	Yes	Yes	Yes	No	No					
55	Female	18—30	Bachelor	3000-6000 RMB	Others	Yes	Yes	Yes	No	Yes	No				
56	Female	41—50	Senior high and below	Under 1000 RMB	Farmer	Yes	Yes	Yes	No	No					
57	Female	18—30	Specialist qualification	1000-3000 RMB	Others	Yes	Yes	Yes	No	No					
58	Male	18—30	Specialist qualification	3000-6000 RMB	Employee	Yes	Yes	Yes	No	No					
59	Male	31—40	Senior high and below	3000-6000 RMB	Self-employed	Yes	Yes	Yes	Yes	No					
60	Male	Over 51	Senior high and below	3000-6000 RMB	Others	Yes	Yes	Yes	Yes	Yes	Yes	No			
61	Male	Over 51	Senior high and below	3000-6000 RMB	Self-employed	Yes	Yes	Yes	Yes	No					
62	Female	41—50	Senior high and below	6000-10000 RMB	Others	Yes	Yes	No					No		
63	Female	18—30	Master	Over 10000 RMB	Student	Yes	Yes	Yes	Yes	Yes	No				
64	Male	18—30	Bachelor	6000-10000 RMB	Employee	Yes	Yes	Yes	No	No					
65	Female	18—30	Senior high and below	Under 1000 RMB	Farmer	Yes	Yes	Yes	Yes	No					
66	Female	Over 51	Senior high and below	Under 1000 RMB	Farmer	No									
67	Male	18—30	Senior high and below	3000-6000 RMB	Farmer	Yes	Yes	Yes	No	No					
68	Male	31—40	Senior high and below	6000-10000 RMB	Others	Yes	Yes	Yes	No	No					
69	Female	31—40	Senior high and below	1000-3000 RMB	Others	Yes	Yes	Yes	No	No					

70	Female	18—30	Bachelor	1000-3000 RMB	Employee	Yes	Yes	Yes	Yes	No							
71	Male	31—40	Specialist qualification	6000-10000 RMB	Employee	Yes	Yes	Yes	No	No							
72	Female	18—30	Specialist qualification	3000-6000 RMB	Employee	Yes	Yes	Yes	No	Yes	No						
73	Female	31—40	Bachelor	6000-10000 RMB	Employee	Yes	Yes	Yes	Yes	No							
74	Female	18—30	Bachelor	6000-10000 RMB	Employee	Yes	Yes	Yes	Yes	No							
75	Female	Under 18	PhD	Over 10000 RMB	Farmer	No											
76	Female	31—40	Senior high and below	3000-6000 RMB	Others	Yes	Yes	Yes	No	No							
77	Female	18—30	Bachelor	3000-6000 RMB	Others	Yes	Yes	Yes	No	Yes	No						
78	Female	18—30	Specialist qualification	3000-6000 RMB	Self-employed	Yes	Yes	Yes	No	No							
79	Male	18—30	Bachelor	Over 10000 RMB	Others	Yes	Yes	Yes	No	Yes	Yes	No					
80	Female	18—30	Specialist qualification	1000-3000 RMB	Others	Yes	Yes	Yes	Yes	No							
81	Male	31—40	Bachelor	Over 10000 RMB	Others	Yes	Yes	Yes	Yes	No							
82	Female	18—30	Bachelor	6000-10000 RMB	Self-employed	Yes	Yes	Yes	Yes	No							
83	Female	41—50	Senior high and below	1000-3000 RMB	Others	Yes	Yes	Yes	No	No							
84	Female	18—30	Specialist qualification	1000-3000 RMB	Others	Yes	Yes	Yes	Yes	No							
85	Female	18—30	Bachelor	3000-6000 RMB	Others	Yes	Yes	Yes	No	No							
86	Female	18—30	Specialist qualification	3000-6000 RMB	Employee	Yes	Yes	Yes	No	No							
87	Female	18—30	Specialist qualification	6000-10000 RMB	Others	Yes	Yes	Yes	No	No							
88	Male	18—30	Senior high and below	Over 10000 RMB	Others	Yes	Yes	Yes	No	Yes	No						
89	Male	18—30	Specialist qualification	3000-6000 RMB	Employee	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes				
90	Female	31—40	Senior high and below	3000-6000 RMB	Others	Yes	Yes	Yes	No	Yes	Yes	No					
91	Female	18—30	Master	1000-3000 RMB	Student	Yes	Yes	Yes	No	Yes	No						
92	Male	18—30	Specialist qualification	6000-10000 RMB	Others	Yes	No										No
93	Female	31—40	Senior high and below	1000-3000 RMB	Employee	Yes	Yes	Yes	No	No							
94	Female	18—30	Senior high and below	Under 1000 RMB	Farmer	Yes	Yes	Yes	No	No							
95	Male	18—30	Specialist qualification	Over 10000 RMB	Farmer	Yes	Yes	Yes	Yes	Yes	No						
96	Male	18—30	PhD	3000-6000 RMB	Student	Yes	Yes	Yes	No	Yes	No						
97	Male	Over 51	Senior high and below	1000-3000 RMB	Others	No											
98	Female	31—40	Bachelor	6000-10000 RMB	Others	Yes	Yes	Yes	Yes	No							
99	Male	18—30	Senior high and below	Under 1000 RMB	Farmer	No											
100	Female	18—30	Bachelor	Over 10000 RMB	Others	Yes	Yes	Yes	Yes	No							
101	Female	18—30	Specialist qualification	1000-3000 RMB	Others	Yes	Yes	Yes	No	No							
102	Female	41—50	Senior high and below	Under 1000 RMB	Farmer	No											
103	Female	31—40	Senior high and below	3000-6000 RMB	Farmer	No											
104	Female	31—40	Senior high and below	1000-3000 RMB	Others	Yes	Yes	Yes	No	No							
105	Female	18—30	Specialist qualification	3000-6000 RMB	Others	Yes	Yes	Yes	No	No							
106	Male	18—30	Specialist qualification	3000-6000 RMB	Others	Yes	Yes	Yes	No	No							
107	Female	31—40	Senior high and below	Under 1000 RMB	Others	Yes	Yes	Yes	No	No							
108	Male	31—40	Specialist qualification	6000-10000 RMB	Employee	Yes	Yes	Yes	Yes	No							
109	Male	18—30	Specialist qualification	6000-10000 RMB	Self-employed	Yes	Yes	Yes	No	No							
110	Male	41—50	Senior high and below	6000-10000 RMB	Others	Yes	Yes	Yes	No	No							
111	Female	18—30	Senior high and below	3000-6000 RMB	Others	Yes	Yes	Yes	No	No							
112	Female	18—30	Senior high and below	3000-6000 RMB	Others	Yes	Yes	Yes	No	Yes	Yes	No					
113	Female	31—40	Bachelor	3000-6000 RMB	Others	Yes	Yes	Yes	No	No							
114	Female	18—30	Specialist qualification	3000-6000 RMB	Others	Yes	Yes	Yes	No	No							
115	Male	31—40	Senior high and below	Under 1000 RMB	Self-employed	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes				
116	Male	18—30	Master	6000-10000 RMB	Others	Yes	Yes	Yes	No	No							
117	Male	18—30	Specialist qualification	6000-10000 RMB	Employee	Yes	Yes	Yes	No	No							
118	Male	18—30	Master	3000-6000 RMB	Others	Yes	Yes	Yes	No	Yes	No						
119	Female	18—30	Specialist qualification	3000-6000 RMB	Others	Yes	Yes	Yes	No	No							
120	Male	41—50	Specialist qualification	3000-6000 RMB	Others	Yes	Yes	Yes	No	No							
121	Male	18—30	Bachelor	6000-10000 RMB	Employee	Yes	Yes	Yes	No	No							
122	Female	18—30	Specialist qualification	3000-6000 RMB	Others	Yes	Yes	Yes	No	No							
123	Female	Over 51	Specialist qualification	3000-6000 RMB	Others	Yes	Yes	Yes	No	No							
124	Female	Over 51	Senior high and below	1000-3000 RMB	Farmer	No											
125	Male	Over 51	Senior high and below	3000-6000 RMB	Farmer	No											
126	Male	18—30	Bachelor	Under 1000 RMB	Student	Yes	Yes	Yes	No	No							
127	Male	31—40	Senior high and below	6000-10000 RMB	Self-employed	Yes	Yes	Yes	No	No							
128	Male	18—30	Master	1000-3000 RMB	Student	Yes	Yes	Yes	No	Yes	No						
129	Male	18—30	Master	3000-6000 RMB	Student	Yes	Yes	Yes	No	Yes	No						
130	Female	18—30	Senior high and below	1000-3000 RMB	Others	Yes	Yes	Yes	No	No							
131	Male	18—30	Master	1000-3000 RMB	Employee	Yes	Yes	Yes	No	No							
132	Female	18—30	Specialist qualification	1000-3000 RMB	Employee	Yes	Yes	Yes	No	No							
133	Female	18—30	Master	1000-3000 RMB	Student	Yes	Yes	Yes	No	No							
134	Female	18—30	PhD	Over 10000 RMB	Student	Yes	Yes	Yes	No	No							
135	Male	18—30	Master	3000-6000 RMB	Student	Yes	Yes	Yes	No	No							
136	Female	18—30	Specialist qualification	6000-10000 RMB	Self-employed	Yes	Yes	No									No
137	Male	18—30	Senior high and below	3000-6000 RMB	Others	Yes	Yes	Yes	No	No							
138	Female	18—30	Senior high and below	3000-6000 RMB	Others	Yes	Yes	Yes	Yes	Yes	No						
139	Female	18—30	Senior high and below	3000-6000 RMB	Others	Yes	Yes	Yes	Yes	Yes	No						
140	Male	31—40	Senior high and below	6000-10000 RMB	Others	Yes	Yes	Yes	Yes	No							
141	Male	18—30	Bachelor	6000-10000 RMB	Employee	Yes	Yes	Yes	No	No							
142	Female	41—50	Senior high and below	Under 1000 RMB	Farmer	Yes	Yes	Yes	No	No							
143	Male	18—30	Bachelor	6000-10000 RMB	Employee	Yes	Yes	Yes	No	Yes	No						
144	Female	18—30	Specialist qualification	1000-3000 RMB	Others	Yes	Yes	Yes	No	No							
145	Female	18—30	Bachelor	3000-6000 RMB	Student	Yes	Yes	Yes	No	No							
146	Female	Under 18	Senior high and below	Under 1000 RMB	Student	Yes	Yes	Yes	Yes	No							
147	Male	18—30	Bachelor	3000-6000 RMB	Student	Yes	Yes	Yes	No	No							
148	Female	18—30	Master	1000-3000 RMB	Student	Yes	Yes	Yes	Yes	Yes	No						
149	Male	18—30	Specialist qualification	3000-6000 RMB	Others	Yes	Yes	Yes	No	No							
150	Male	31—40	Specialist qualification	Over 10000 RMB	Employee	Yes	Yes	Yes	Yes	No							

101	3	4	4	5	4	2	4	4	1	4	5	4	4	4	4	3	3	2	2	5	4	5	3	3	3	4	3	3	4	2	3	3	3	5	3	2	3	5	5	5	2	4	4	3	3						
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112	5	5	5	5	1	1	1	1	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5		
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118	5	5	5	5	2	5	5	5	2	4	4	4	4	4	5	4	4	2	4	2	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		
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145	4	4	3	3	2	4	5	4	2	3	5	4	3	4	5	4	4	3	3	4	5	4	4	4	4	4	4	4	4	4	4	3	4	4	4	2	3	2	4	4	5	5	3	3	3	4	4
146	3	3	3	3	3	3	3	3	3	3	3	3	4	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
147	5	5	2	5	3	3	4	4	3	3	4	4	2	4	3	3	3	2	3	3	4	3	3	3	3	3	3	3	3	3	1	4	4	4	3	2	1	3	5	5	4	3	4	3	3	4	
148	4	4	2	3	4	3	4	4	2	3	3	4	3	4	4	4	4	1	4	4	2	4	1	2	4	4	4	4	4	1	4	4	4	3	4	2	2	4	4	4	2	4	4	3	4		
149	5	5	5	5	4	1	4	3	3	4	4	3	4	4	3	4	4	2	4	4	3	4	4	3	4	4	3	4	4	1	4	4	4	4	3	2	2	4	4	4	3	4	4	3	4		
150	4	5	2	3	4	4	3	3	3	3	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	2	3	5	5	5	5	5	5	5	5	5	5	5	3	5	3		

eBay

No.	Q58	Q62	Q63	Q64	Q65	Q66	Q67	Q68	Q69	Q70	Q71	Q72	Q73	Q74	Q75	Q76	Q77	Q78	Q79	Q80	Q81	Q82	Q83	Q84	Q85	Q86	Q87	Q88	Q89	Q90	Q91	Q92	Q93	Q94	Q95	Q96	Q97	Q98	Q99	Q100	Q101	Q102	Q103	Q104	Q105	Q106	
10	5		1	1	1	5	1	1	1	1	1	5	5	5	1	1	1	5	1	1	1	1	1	1	5	5	1	1	1	2	3	2	2	2	2	1	2	3	4	5	3	2	1	4	4	3	
18	5		5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
19	2		2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
34	4		5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
60	3		2	4	4	4	2	4	4	4	4	4	3	3	3	3	3	3	3	4	3	3	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	4	4	4	4	3	3	3	3
79	1		2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	3	3	2	3	3	3	3	2	3	2	2	3	3	2	2	3	2	3	3	2	3	3	2	3		
89	3		1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
90	4		4	1	4	4	1	4	5	1	4	4	4	2	4	4	4	4	1	4	4	3	4	4	2	4	4	4	4	2	4	4	4	4	4	4	4	2	4	4	4	4	1	5	5	4	4
112	1		5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
115	4		2	3	3	2	2	3	3	2	3	3	3	3	2	3	3	3	3	3	3	3	3	3	2	5	4	2	1	3	4	3	3	3	3	3	3	2	1	2	2	3	3	3	3	3	

Summary

The history of internet could date back till 1950s with the development of electronic computers. In 1991, the internet was opened for commercial use. Businesses started to go online. e-commerce became possible in this year. The increase of world internet users, the decrease of internet using cost and the increase of average internet surfing time facilitated e-commerce development. Businesses can reach large amount and dispersed audience in relatively low cost via internet (Dominici, 2009). e-commerce plays an important role in economy nowadays. Scholars and organizations intended to define e-commerce since it emerged, but no well accepted definition was established till now. The author adapted the e-commerce definition of Philip Kotler (2014): e-commerce is buying and selling with support of electronic means in this research.

As the appearing of e-commerce, retail also went online (e-retail). e-retail experienced big development since the opening of internet for commercial use as well. e-retail could be divided into B2C and C2C (Yu, 2009). B2C is transaction between a business and customers (Nagaty, 2010, p. 350); C2C is online transactional behavior among individuals, and the transactional behavior is empowered by third party platforms (Ye & Ma, 2018, p. 15). Huang (2016) thinks e-retail could be categorized into two basic models depending on the trading platform owns the product/service sold to customers or not. The two basic models are platform model and buy and sell model respectively (2016). In e-retailing, a big B2C business can use both platform model and buy and sell model, but C2C businesses usually adapt the platform model due to its size restriction. The C2C sellers usually go to third party platforms to bypass website development cost and maintenance cost. Besides, the high traffic in the third-party platform can bring clients to the e-shop. In one word, it is beneficial and economical for C2C businesses to conduct businesses in third-party platform.

The business model of an existing C2C 3PP (C2C Third Party Platform) is not static, it has to be dynamic in order to align with the changing external environment to gain competency in the market. Scholars tried to define business model, there are many definitions co-exist, but a general definition has not emerged yet (Zott, Amit, & Massa, 2011) (Morrison, Schindehutte, & Allen, 2005). There is no common opinion about what are components of a business model neither (Gassmann, Frankenberger, & Csik, 2014). Timmers (1998) defines business model as an architecture of the product, service and information flows; Zhao and Stewart (2000) think business model is a statement of how a firm will make money and sustain its profit stream over time; Gordijn, Osterwalder and Pigneur (2005) think business model is a conceptual tool to depict the logic of a business; Saebi (2014) thinks business model is the intra-organizational and extra-organizational relations and activities configuration of a firm,

which aims to create, deliver and capture value etc. The author compiled definitions proposed by different scholars and defined business model as: the logic about how a company use its resources to interact with the external and internal environment to create, deliver and capture value.

Businesses include C2C 3PPs constantly adjust their business models to fit with the environment. Many external factors could shape the business model of a C2C platform, such as governmental policies, the economic situation, technological development, client preference etc. Factors, such as image of the seller, the user experience on the third-party platform, the convenience and safety of the payment system, and the service quality of delivery company are all evaluated by the client, and they all can influence the channel preference of the client toward a C2C 3PP. The success of a C2C 3PP is largely depend on its client, and the platform itself has to adapt its business model according to client's preferences.

Client preference refers that client ranks one collection of goods or services over another. When client prefers on collection of goods or services over another, it is assumed that the collection of goods or services chose has bigger amount of satisfaction, or utility afforded (Anojan & Subaskaran, 2015). Thus, client's satisfaction is positively related with client's preference toward a product or service: if client's satisfaction toward certain product/service is high, client's preference toward the product/service is high as well; if client's satisfaction toward certain product/service increases, client's preference toward the product/service increases as well. The level of client's satisfaction is an important indicator for client's preference. Thus, client's preference and client's satisfaction are used as interchangeable measurements in this research. Deep understanding of factors influences client's preference/satisfaction will help businesses adjust and adapt their business model, and to provide goods or services which meet client requirements better.

Client's preference is not born by nature. Instead, it is a result from client's previous experiences. Little evidence show client has preference toward new products, his will make specific choices as he gets to know the products (Geyskens & Steenkamp, 2000). This principle applies to the choose of C2C 3PP as well. As the experience of online purchase increases, buyers tend to prefer the platform which meet their expectation better or satisfy them better. In order to retain users and overperform competitors, the platform should make clients believe that, they will have better satisfaction making transaction in this platform than in other alternative channels. When clients are satisfied with the third-party platform, they are more likely to stay loyal than unsatisfied clients (Lu, Wang, & Hayes, 2012). Client's channel preference is affected by many factors, such as time saving, convenience, competitive price and good service or interaction from buyer's side (Geyskens & Steenkamp, 2000), product information, customized information, well designed interface (Chong, Cates, & Rauniar, 2010) etc.

A C2C 3PP must understand client's preference and try to meet their expectations to avoid client defections. Understand client's preference and what gives client more satisfaction is important for client retention, and the

total number of retained client is essential for platform's attractiveness for seller. In order to help C2C 3PPs to understand client's preference, and furtherly adjust its business model according to client's preference, provide products/services which can satisfy client's better, this research is conducted. The **object** of this research is the general C2C business model. The **subject** is the impact of client preferences on C2C business model adaptation. The **goal** is to reveal client's preferences about C2C 3PPs through Taobao and eBay in China, and furtherly provide references information for C2C 3PPs to increase their competency by adopt their business model accordingly to client's preferences.

The history of C2C 3PP is not very long. In the year 1995, Pierre Omidyar created one of the earliest and most influential C2C marketplace, eBay, in California, United States. C2C online auction have become increasingly popular since eBay founded. Online auction became an important channel to obtain goods, but meanwhile, online auction is associated with number of problems, such as psychological distress, negative impacts on financial status and regrets of overpaid for an item (Park, Keil, Bock, & Kim, 2016). A study in 2002 shows that in 60% of C2C online auctions, clients paid more for a given product than the minimal fixed price observed in the market (Oh, W.). Ariely and Simonson (2003) tracked 500 auctions occurred on internet auction site, and they observed that only 1.2% of the auction result the cheapest, and 98.8% of the auctions end up more expensive compare with the lowest fixed price. Thus, maybe auction is a useful tool for sellers to maximize the profitability of a single item for sell (Seideman, 2016), but "Buy-it-Now" may be a better choice for client. Till 2018, 89% total gross merchandise volume of eBay's comes from fixed price listings (Marketplace Pulse, 2018). Fixed price listing is the most popular practice in the biggest Chinese C2C platform Taobao.com as well.

The expanding of C2C online trading in China is empowered by the wide use of internet. From 2000 to 2018, the number of internet users increased from 22.5 million to 828.51 million. The large number of netizens makes china a promising e-commerce and online auction market (Fang, Wang, Yu, & Du, 2012). the C2C trading volume of in China overweight the trading volume of B2C in the beginning phase of online retailing. According to analysis by Xiaoxing Wang (2016), B2C trading volume surpass C2C for the first time in 2015. The percentage of C2C trading volume to online retailing continue to glide. Some scholars think that C2C in China entered recession phase. Despite the continues down trend, C2C still plays an important role in Chinas' e-retailing marketplace.

The first Chinese successful C2C platform EachNet was founded in August 1999 in Shanghai by a Harvard graduate, whose name is Yibo Shao. There were more than 100 online auction platform back that time, coolbid.com.cn, 1515.com.cn and EachNet was the famous sites among them (Wang, 2008). In the begging of 2000, EachNet defeated other peers and became the dominator. The initial business model of EachNet is similar with eBay's: profit comes from product listing fee and commission; the platform forbids and introduce

mechanisms to stop sellers and buyers contact with each other directly before order was placed. Due to the high degree of similarity between eBay and EachNet, some scholars said that EachNet is the Chinese eBay. In 2002, eBay paid 30 million dollars for entering the Chinese market by bought 33% of EachNet's share, the Chinese website changed its name to eBay EachNet after receiving the investment. The biggest C2C player worldwide (eBay) and the biggest C2C player in China (EachNet) of that time formed strategic alliance.

The next year, eBay further acquired the rest 67% of EachNet shares with 150 million dollars and turned the dominator in Chinese C2C market as its wholly owned subsidiary (36Kr, 2017). The market share of eBay EachNet reached its peak in this year: 90% (Yin, 2007). However, eBay seem to have difficulties to adapt the Chinese environment (Li, Li, & Lin, 2008). After the whole-stock acquisition, eBay EachNet market share experienced continues decline. By the end of 2004, its market share dropped from 90% to 53%, next year further dropped to 36.4%, the market share dropped to 0.4% in 2011. The company's impact in the C2C market can be ignored. In 2012, eBay exited the Chinese market completely. The quick failure of eBay EachNet has been a hot topic in all Chinese social circles. The author analyzed some research papers, news available online and previous EachNet users' comments from Zhihu.com, and thinks the fundamental reason for eBay EachNet's quick decline is the bad localization of the company. eBay simply "transplant" it's US business model into China without considering the market peculiarities, which caused major adaptation problems.

eBay's biggest rival in China Taobao went online in May 2003. As eBay EachNet declines, Taobao expanded its market share quickly. To knock down eBay's dominance and aggressive expansion, Taobao adopt several strategies. Such as free policy to attract seller to set up e-shops on the platform; use instant messenger Taobao Wangwang to facilitate communication between seller and client; make use of escrow-based payment mechanism, Alipay, to ensure the transaction security etc. As a newcomer, Taobao didn't compete for eBay EachNet for existing C2C marketplace users. Instead, Taobao aims to "harvest" new users which was growing explosively, and use the concept of "free" and "convenience" to attract users. One of Taobao's success factor is, Taobao knows the Chinese market better than its competitor eBay EachNet. Taobao defeat eBay EachNet with its unique model, but the model itself have drawbacks as well. For example, sellers must pay listing fee to poste products online under eBay model. Thus, seller has to be caution about which products are going to be on list. Listing product was free in Taobao, sellers upload all products without selection. They even repetitively upload same products for potential exposure increasement. Taobao declared there were 1 billion of listing products on the website (Huang, 2013), but Huang criticized that this glitzy number discredited Taobao, because the actual number of unique products only about several millions. In other words, too much junk information in Taobao's website.

From the case study of materials available online, the author concludes that it's important for C2C 3PPs to consider peculiarities of the market and adapt the business model according to local conditions. When the business is more adapted for local clients' taste, local clients may have better satisfaction and client's channel preference will be build. Previous researches show Trustworthiness, quality of the Information System and the 7Ps is important attributes to client's satisfaction. The author wants to figure out if those measurement are valid for client's satisfaction in C2C context.

Trustworthiness of a platform is important for client's trust building and it is significant attribute for client's willingness to trade in it. When transacting online, the insufficiency of information enables the realization of malicious actions (Wu, Li, & Kuo, 2011). Fraud has become client's concern. Trust is a significant issue in online transaction. For C2C 3PP, trust is user's perception about the competency, integrity and benevolence of the C2C platform (Deng, Lu, Wei, & Zhang, 2010). When a user has trust toward a C2C platform, he believes there is enough mechanism to secure transaction on it (Pavlou & Gefen, 2004). As personal information has to be provided to use the C2C 3PP, privacy protection became particularly important for user's personal information security and satisfaction. Thus, the following hypothesis was made:

Hypothesis 1: Trustworthiness is positively related with client's preference toward a C2C 3PP.

As an information system, C2C 3PP has to accept client's assessment and meet client's expectations. The quality of the information system influence client's experience of use. Client's experience of use furtherly contributes to his preference toward the C2C 3PP. It is relevant for a C2C 3PP to understand client's satisfaction toward its information system and furtherly improve it. DeLone and McLean Information System Success Model proposed information system quality measurements (Information Quality, System Quality and Service Quality), and this model is generally accepted as comprehensive Information System Assessment Model (Brown & Jayakody, 2008). Information Quality in e-commerce context measures the content of the e-commerce site. In order to retain users, the content of the website should be personalized, complete, relevant, easy to understand and secure (DeLone & McLean, 2003). The System Quality in e-commerce context measures the desired characteristics of an e-commerce system, such as usability, availability, reliability, download time etc. (DeLone & McLean, 2003). The Service Quality measures the overall support from the service provider. In e-commerce context, the importance of service quality increases since nowadays users are customers, poor user support will cause loss of customers and sales (DeLone & McLean, 2004). The quality of an information system is important for user's satisfaction. Thus, the following hypothesis were made:

Hypothesis 2: C2C 3PP's System Quality is positively related with client's preference toward it.

Hypothesis 3: C2C 3PP's Information Quality is positively related with the client's preference toward it;

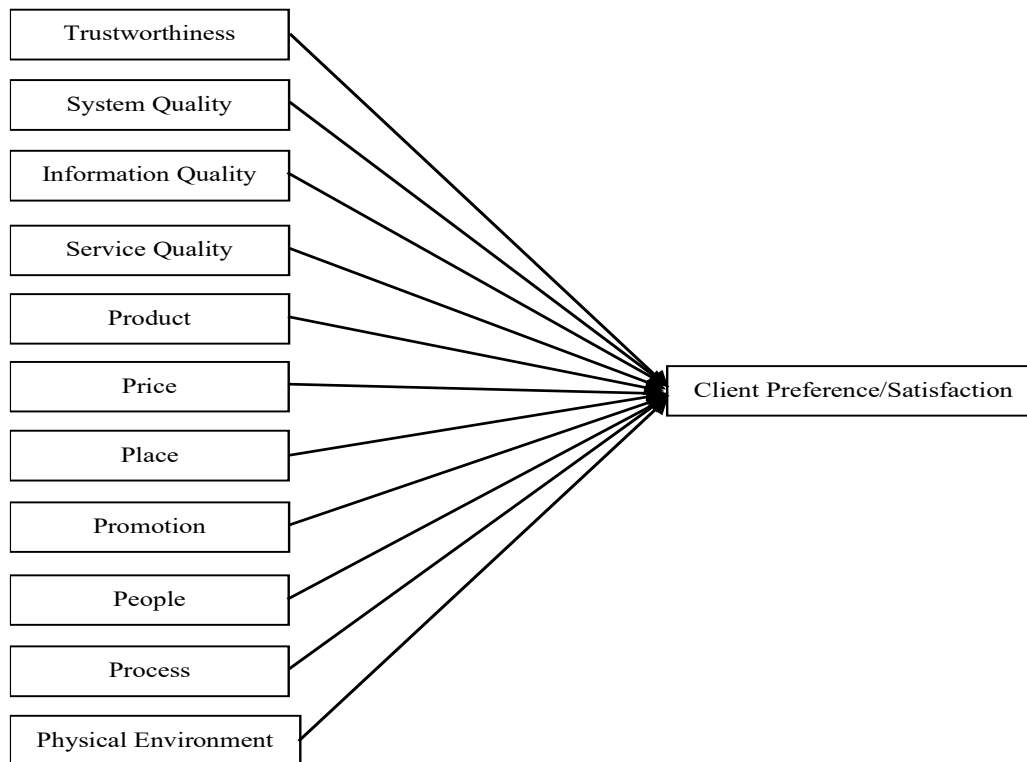
Hypothesis 4: C2C 3PP's Service Quality is positively related with the client's preference toward it.

Marketing Mix is helpful for clients' satisfaction development (Khan, 2014), and it highly determines the preference of clients (Anojan & Subaskaran, 2015). One way to understand client's preference is through their satisfaction toward the Marketing Mix provided. As a marketplace provider, the 3PP has to use Marketing Mix framework to make its offers align with client's needs to maintain competitiveness in the market. For this reason, one of the most influential Marketing Mix nowadays, 7Ps is chosen. Thus, the following hypothesis was made:

Hypothesis 5: C2C 3PP's Marketing Mix (7Ps) is positively related with client's preference toward it.

To furtherly analyze client's preferences toward a C2C 3PP, a research model was build based on the Trustworthiness, Information System Quality, 7Ps and Client Preference/Satisfaction. A questionnaire was designed based on the research model components.

Graph 1
Proposed Research Model



Source: Created by author

Table 1
Design of questionnaire

Factor to measure: Respondent's demographic profile and online purchase knowledge	
Gender	My gender is
Age	My age is
Education	My educational background is
Income/month	My average monthly income (if you don't have fixed income, please use the amount of disposable allowance)
Profession	My profession is

Online purchase ability	I know how to make purchase online	
Online purchase knowledge - Taobao	I know Taobao I purchased in Taobao I have been selling items in Taobao	
Online purchase knowledge - eBay	I know eBay I made purchase on eBay I have been selling items in eBay	
Factor to measure: Trustworthiness		
Trust	I trust Taobao.	I trust eBay.
Trust	I think Taobao keeps its commitments.	I think eBay keeps its commitments.
Trust	I feel insecure to commit transaction in Taobao.	I feel insecure to commit transaction in eBay.
Trust	I think Taobao takes client's interest into consideration.	I think eBay takes client's interest into consideration.
Privacy	I believe Taobao provides good protection of my privacy.	I believe eBay provides good protection of my privacy.
Privacy	I think Taobao would use my personal information illegally.	I think eBay would use my personal information illegally.
Factor to measure: System Quality		
Ease of use	Taobao is user friendly.	eBay is user friendly.
Ease of use	It's easy to master the functions of Taobao.	It's easy to master the functions of eBay.
Sys. Q	I feel mentally exhausted when I have to use Taobao.	I feel mentally exhausted when I have to use eBay.
Reliability	The system of Taobao is reliable.	The system of eBay is reliable.
Loading time	Taobao's webpage loading time is reasonable.	eBay's webpage loading time is reasonable.
Usefulness	Taobao's information retrieval system give me precise information.	eBay's information retrieval system give me precise information.
Usefulness	I think Taobao has to improve its Information Retrieval System.	I think eBay has to improve its Information Retrieval System.
Factor to measure: Service Quality		
Availability	Taobao provides support when I need it.	eBay provides support when I need it.
Service Quality	Taobao can understand the problems I face.	eBay can understand the problems I face.
Service Quality	Taobao can solve my problems.	eBay can solve my problems.
Speed	I'm satisfied with how fast Taobao solves my problems.	I'm satisfied with how fast eBay solves my problems.
Service Quality	Taobao's service quality is bad.	eBay's service quality is bad.
Place, Delivery	Taobao's delivery speed meets my requirements.	eBay's delivery speed meets my requirements.
Place, Delivery	It's convenient to pick up parcels from Taobao.	It's convenient to pick up parcels from eBay.
Place, Delivery	Taobao has to improve its delivery service.	eBay has to improve its delivery service.
Factor to measure: Information Quality		
Relevance	I can easily find precise information I need in Taobao.	I can easily find precise information I need in eBay.
Completeness	For me, there is enough information in Taobao.	For me, there is enough information in eBay.
Relevance	There is too much irrelevant information in Taobao.	There is too much irrelevant information in eBay.
Ease of understanding	Information provided in Taobao is easy to understand.	Information provided in eBay is easy to understand.
Timeless	Information in Taobao is timely updated.	Information in eBay is timely updated.
Personalization	Information provided by Taobao fit my taste.	Information provided by eBay fit my taste.
Factor to measure: Client Preference/Satisfaction		
Repeat purchases	I'd like to repurchase in Taobao.	I'd like to repurchase in eBay.
Repeat visits	I will continue to visit Taobao.	I will continue to visit eBay.
General satisfaction	I dislike Taobao in general.	I dislike eBay in general.
Factor to measure: 7Ps		
Product category completeness	I can find product I want in Taobao.	I can find product I want in eBay.
Product quality	I'm satisfied with the product quality in Taobao in general.	I'm satisfied with the product quality in eBay in general.
Price	Generally speaking, the product price in Taobao is reasonable.	Generally speaking, the product price in eBay is reasonable.
Price	I'd like the price in Taobao to be cheaper.	I'd like the price in eBay to be cheaper.
Promotion	Taobao always show advertisement about things I'm interested in.	eBay always show advertisement about things I'm interested in.
Promotion	I found Taobao advertisement interesting.	I found eBay advertisement interesting.
Promotion	I think in Taobao, the real product is way different from its advertisement.	I think in eBay, the real product is way different from its advertisement.
Place	I can access Taobao smoothly from any devices (PC, Pad, Mobile phone).	I can access eBay smoothly from any devices (PC, Pad, Mobile phone).
Place	I prefer to access Taobao from mobile phone.	I prefer to access eBay from mobile phone.
Process	Taobao's purchase process is simple.	eBay's purchase process is simple.
Process	Taobao's purchase complexity encourages me to exit in the middle.	eBay's purchase complexity encourages me to exit in the middle.
People	In general, workers in Taobao give me positive impression.	In general, workers in eBay give me positive impression.
People	I think workers in Taobao are professional.	I think workers in eBay are professional.
Physical evidence	I like Taobao's web design.	I like eBay's web design.
Physical evidence	Taobao has good reputation.	eBay has good reputation.

Questions marked in red are negatively worded, in black are positively worded

Source: created by author

The questionnaire was distributed via WeChat randomly. It has been viewed 263 times by potential respondents. 150 valid filled questionnaires were recovered. 33% of the respondents are from Chongqing, 15%

of them from Zhejiang province, and 9% are from Guangdong province. The other 43% of respondents are from other provinces of China. There were 150 respondents in the beginning of the survey; 130 out of 150 respondents have purchase experience in Taobao, thus, there are 130 respondents (87% to total respondents) participated the survey section about Taobao (Q10-54); There are only 10 out of 150 respondents have purchase experience in eBay, thus, there are only 10 respondents (7% to total respondents) participated the survey section about eBay (Q58-Q106). Due to insufficient valid samples about eBay collected, there will be no data analysis for Q58-Q106.

There were 63 (42%) male respondents and 87 (58%) female respondents. The percentage of female is 16% higher than male. In order to test the reliability of the questionnaire, Cronbach’s Alpha of the questions were calculated. The result shows the Cronbach Alpha index of items which measure Taobao is 0.952. The value is higher than 0.80, thus the responses of the survey are highly reliable, and could be used for further analysis.

The data collected from survey gave relevant aspects. The descriptive and frequency analysis shows that respondents are satisfied with Taobao’s Trustworthiness, System Quality, Service Quality, Information Quality and 7Ps in general. At the meantime, respondents show following needs and it is recommended for C2C 3PPs to pay more attention to those needs and to try to improve accordingly:

- 1) Better personal information security protection;
- 2) Receive more personalized information from the platform side and better Information Retrieval System;
- 3) Faster shipment service;
- 4) Better product quality;
- 5) Better platform reputation;

From the correlation analysis of respondents’ demographic profile and online purchase knowledge, the researcher found out that Gender, Educational Background, Income and Profession do not show correlation with online purchase ability. Age shows negative correlation with online purchase ability (the older a respondent’s age is, the more likely he doesn’t know how to make online purchases); it shows positive correlation with eBay purchase experience, which means older respondents are more likely to have purchase experience in eBay.

Table 2
Correlation types - Taobao

		Client Preference/Satisfaction		
		Q37 Repurchase	Q38 Revisit	Q39
Trustworthiness	Q10	Positive correlation	Positive correlation	No correlation
	Q11	Positive correlation	Positive correlation	No correlation
	Q12	No correlation	No correlation	Positive correlation
	Q13	Positive correlation	Positive correlation	No correlation
	Q14	Positive correlation	Positive correlation	No correlation
	Q15	No correlation	No correlation	Positive correlation

System quality	Q16	Positive correlation	Positive correlation	No correlation
	Q17	Positive correlation	Positive correlation	No correlation
	Q18	No correlation	No correlation	Positive correlation
	Q19	Positive correlation	Positive correlation	No correlation
	Q20	Positive correlation	Positive correlation	No correlation
	Q21	Positive correlation	Positive correlation	No correlation
	Q22	No correlation	Positive correlation	Positive correlation
Service quality	Q23	Positive correlation	Positive correlation	No correlation
	Q24	Understand the problem I face	Positive correlation	Positive correlation
	Q25		Positive correlation	No correlation
	Q26	Positive correlation	Positive correlation	No correlation
	Q27	No correlation	No correlation	Positive correlation
	Q28	Positive correlation	Positive correlation	No correlation
	Q29	Positive correlation	Positive correlation	No correlation
	Q30	No correlation	No correlation	Positive correlation
	Information quality	Q31	Positive correlation	Positive correlation
Q32		Positive correlation	Positive correlation	No correlation
Q33		No correlation	No correlation	Positive correlation
Q34		Positive correlation	Positive correlation	No correlation
Q35		Positive correlation	Positive correlation	No correlation
Q36		Positive correlation	Positive correlation	No correlation
Product		Q40	Positive correlation	Positive correlation
	Q41	Positive correlation	Positive correlation	No correlation
Price	Q42	Positive correlation	Positive correlation	No correlation
	Q43	Positive correlation	Positive correlation	No correlation
Promotion	Q44	Positive correlation	Positive correlation	No correlation
	Q45	Positive correlation	Positive correlation	Positive correlation
	Q46	Positive correlation	Positive correlation	Positive correlation
Place	Q47	Positive correlation	Positive correlation	No correlation
	Q48	Mobile phone	Positive correlation	Negative correlation
Process	Q49	Process is simple	Positive correlation	Negative correlation
	Q50		No correlation	Positive correlation
People	Q51	Worker – Good impression	Positive correlation	Positive correlation
	Q52	Worker - professional	Positive correlation	Positive correlation
Physical environment	Q53		Positive correlation	No correlation
	Q54		Positive correlation	No correlation

Source: created by author

The correlation analysis shows that a platform's Trustworthiness, System Quality, Service Quality, Information Quality and 7Ps is positively related with Client Preference/Satisfaction, and that a client's low evaluation of those measurements will increase his dislike level of the platform. All 5 hypothesis are confirmed. Besides, the researcher also made the following findings:

- 1) A client's willing to repurchase and reuse the platform is not affected by the mismatch between real product and its online advertisement. This is a noteworthy finding, but the author doesn't know why this is happening. Further researches are needed to find out the reasons.
- 2) The more the client likes the advertisement in the platform, the more he tends to dislike the platform itself. The author speculates that attractive advertisement will rise the client's expectation and make him harder to satisfy. Even if our speculation has no solid evidence, but from the results of survey data, it is recommendable for C2C 3PPs not to make advertisement in them too attractive.
- 3) The higher evaluation the client has about the platform's workers, the better the platform shows its understanding about problems the client faced, the more he tends to dislike the platform. The author has a hypothesis about it. She believes that since the purchase process in C2C platform is automatized, the client usually addresses the platform's employees when some problem interrupted the

self-service process. Thus, the more important and efficient the employees are in problem solving, the worse the information system is, as a result, the client dislikes the platform more.

- 4) The client shows preference to better Information Retrieval System.

There are several limitations of this research. Firstly, the research is mainly focused on C2C of China, there are limited global aspects. Secondly, the valid sample collected about eBay is unexpectedly small. The data available for this research are not sufficient for the development of further analysis. Thirdly, the scope of measurements is wide, it was not possible to make a detailed survey about each measurement. Fourthly, the boarder of B2C and C2C businesses in C2C 3PPs are blurred, the author did notice this ambiguity but was not able to find an effective way to distinguish one from another. For further researches needed to conduct survey about eBay in China, it is suggested to target specific audiences for data collection effectiveness. This research revealed some client's preferences towards C2C 3PPs, but there are still more findings needed to be made. Scholars can further explore this field.