

Research on the Influence of E-commerce Platform Service Quality on Corporate Reputation

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Abstract

In the process of providing customers with a wide range of products and services, e-commerce companies will compete in company reputation in order to achieve profitability and establish a good image of the company in the minds of consumers. Therefore, it is of certain significance to study the relationship between the service quality of e-commerce platform and corporate reputation. There are five dimensions that constitute the service quality of an e-commerce platform: usability, reliability, security, responsiveness, and empathy. Through empirical analysis, it is found that the reliability and empathy of e-commerce platform service quality have a significant positive impact on customer perceived functional value, emotional value and enterprise reliability; e-commerce service quality is easy to use, safe and reactive. Customer perceived functional value and corporate reliability have a significant positive impact; functional value, emotional value and corporate reliability have a significant positive impact on corporate reputation; corporate reliability has a positive impact on corporate reputation. Based on the results of empirical analysis, it proposes countermeasures to improve the reputation of e-commerce platform enterprises from the aspects of strengthening system quality, ensuring information quality, increasing interaction methods, and establishing social platforms.

Keywords

E-commerce platform enterprise; E-commerce service quality; Corporate reputation.

1. Introduction

In the rapidly evolving Internet and digital economy era, e-commerce has become a new kinetic energy for economic growth, flying rapidly across the country. In an increasingly fierce market environment, corporate reputation is particularly important for the company's survival and development. How to judge the impact of e-commerce platform service quality on its corporate reputation, how to adjust the company's business strategy to improve the company's combat effectiveness among many competitors, is the business community and hot issues discussed jointly by the academic community. E-commerce service platforms with similar prices can provide better services to retain customers, because any tangible market advantage in production and operation activities will be imitated by other competitors. Only the intangible service advantage cannot be easily imitated and copied by competitors. This is also the long-term way for enterprises to survive. The e-commerce platform has achieved good development, and the quality of service has also aroused the attention of consumers, leading and changing the way people consume, and the influence of corporate reputation on consumers' online shopping is becoming more and more significant. Therefore, it is necessary to study the influence factors of the service quality of e-commerce platform on the reputation of the enterprise itself. In a traditional business environment, corporate service quality has

some inherent connection to its reputation. In the Internet era, the quality of e-commerce platform service will also have some impact on the reputation value of enterprises. Therefore, this paper chooses to study the influencing factors of e-commerce platform service quality and reputation, so as to support the development of e-commerce platform enterprises.

2. Review

2.1 Research on Service Quality of E-commerce Platform

With the rise of e-commerce development, experts have gradually gathered attention on the research about the quality of e-commerce services. Roland T. Rust, the founder of e-commerce services, mainly studies from the perspective of E-Service. He believes that this is an advantage and strategic choice for the overall operation of the enterprise. In this process, the enterprise mainly provides consumers with a tangible and intangible internal service via Internet platform. This effective service can increase the competitiveness among enterprises, highlight their own advantages^[1]. From the perspective of the characteristics of the website, Xianghua Qi and Xiaoyang Fu concluded that the influencing factors of electronic services mainly include five factors: the processing effect of the image, the frequency of updating the information, the effectiveness of the use, the number of advertisements on the website, and the recognition of the website^[2]. Zheng Wang believes that the components that affect e-commerce services mainly depend on the availability, usability, and payment security of the platform^[3]. Yuan Fu and Shaofeng Ru believe that the quality of electronic service should be regarded as a process of overall evaluation^[4]. Yabei Feng and Jian Zhang et al. developed the Webqual scale, which is mainly used to survey visitors who have visited the shopping site, rather than the customers who actually trade on this site^[5]. The scale has four main categories, 11 dimensions, which are usability, usefulness, additional relationships and environment. This evaluation scale is relatively complete, similar to the dimensions in the e-commerce service quality assessment scale, but the measurement of electronic service quality is not as accurate as the website quality measurement.

2.2 Research on Corporate Reputation

Throughout the ages, many scholars have studied corporate reputation from different levels and perspectives.

For the study of corporate reputation definition, Professor Jinfa Xu and Yangda Gong believe that corporate reputation is mainly composed of three dimensions, representing the support and praise of the general public^[6]. Dr. Tan Jiwei pointed out that corporate reputation is an impression that enterprises have built up in the hearts of the masses. The quality of the impression determines the comprehensive ability of all aspects of the enterprise^[7].

For the study of the factors affecting corporate reputation, from the theoretical level, Prof. Fombrun has developed a reputation quotient evaluation system from the perspective of empirical induction. The system includes six dimensions and more than 20 indicators^[8]. From the perspective of object level, Jinfa Xu has sorted out the multi-interest demand-oriented type from nine indicators. From the industry level, the factors affecting corporate reputation vary. From a variety of industries, consumers measure the reputation of a company, considering more factors such as specialized technology and corporate credibility. For the study of corporate reputation in the Internet Plus e-commerce environment, Danuta Szwajca and other scholars believe that in the era of Internet Plus e-commerce, corporate reputation plays a positive and subtle role in the trust of enterprises to a certain extent^[9]. Chinese scholar Yantian Zhong extracted four factors to analyze the relationship between corporate reputation and customer trust, and concluded four factors: company's business ability, integrity, customer attention and customer care degree to the company's reputation, all of which have a positive impact^[10].

3. Research Hypothesis and Model Construction

3.1 Research hypothesis

3.1.1 The assumption that the quality of e-commerce service affects the perceived value of consumers In the process of using the e-commerce platform, the customer's feelings about the quality of service will mainly arise from the following aspects. First of all, customers will consider the convenience and usability of the website when making online purchases. Whether the website can be accepted quickly by customers or not determines the preference of the online purchaser and the re-use rate. Second, the e-commerce platform Enterprises must be able to deliver goods to customers within the time limit promised by themselves and can actively respond to customers' questions and related questions, which is an important manifestation of consumers' perception of corporate reliability. Third, enterprises must provide consumers with a safe and secure shopping environment. Fourth, when consumers encounter problems, they hope that relevant personnel can respond to consumer news in a timely manner and quickly solve and solve problems. This is the embodiment of corporate responsiveness. Fifth, enterprises need to understand and care. Customers, to provide personalized services suitable for different customers, so that online shoppers feel the concern from the platform, that is, the embodiment of empathy. And when the company performs well in the above five aspects, it will naturally increase the consumer's recognition and love for the company. In summary, in the context of the impact of e-commerce service quality on consumer perceived value, this paper proposes the following assumptions, see Table 1.

Table 1 Assumptions that the quality of e-commerce service affects the perceived value of consumers

Numble	assumption
H11a	The ease of use of e-commerce platforms has a positive impact on functional value measurement to customer
H11b	The ease of use of e-commerce platforms has a positive impact on emotional value measurement to customer
H12a	The reliability of e-commerce platforms has a positive impact on functional value measurement to customer
H12b	The reliability of e-commerce platforms has a positive impact on emotional value measurement to customer
H13a	The security of e-commerce platforms has a positive impact on functional value measurement to customer
H13b	The security of e-commerce platforms has a positive impact on emotional value measurement to customer
H14a	The responsiveness of e-commerce platforms has a positive impact on functional value measurement to customer
H14b	The responsiveness of e-commerce platform has a positive impact on emotional value measurement to customer
H15a	The empathy of e-commerce platform has a positive impact on functional value measurement to customer
H15b	The empathy of e-commerce platform has a positive impact on emotional value measurement to customer

3.1.2 Assumptions that the quality of e-commerce services affects corporate trust

When the e-commerce platform's services have advantages in terms of usability, reliability, security, responsiveness, and empathy, they will deepen the impression in the customer's mind, thereby increasing the customer's trust in the company while gaining a good customer's feelings. Therefore,

the paper puts forward the following assumptions about the relationship between service quality of e-commerce platform and corporate trust, see Table 2.

Table 2 Assumptions that the quality of e-commerce services affects corporate trust

Numble	assumption
H21	The ease of use of e-commerce platforms has a positive impact on corporate trust
H22	The reliability of e-commerce platforms has a positive impact on corporate trust
H23	The security of e-commerce platforms has a positive impact on corporate trust.
H24	The responsiveness of e-commerce platforms has a positive impact on corporate trust
H25	The empathy of e-commerce platforms has a positive impact on corporate trust

3.1.3 Assumptions that customer perceived value affects corporate trust

The function of the website is reflected in all aspects of the quality of e-commerce services, providing customers with convenient and enjoyable services, reducing the shopping time and energy of online shoppers, and increasing the confidence and recognition of shoppers.

Emotional value is to provide consumers with a pleasant, happy and joyful environment, so that the process of shopping is full of enjoyment and satisfaction. In the long-term shopping experience, consumers will have a deeper impression of the site and trust will increase. Therefore, the paper puts forward the hypothesis of the impact of customer perceived value on corporate trust as follows.

Table 3 Assumptions that customer perceived value affects corporate trust

Numble	assumption
H31	E-commerce platform customers' perceived function value has a positive impact on corporate reliability
H32	E-commerce platform customers' perceived emotional value has a positive impact on corporate reliability

3.1.4 Assumptions that customer perceived value affects corporate reputation

Good reputation is critical for e-commerce platform, which drives customers to make more consumptions in a long term. When customers purchase goods, if they find that the function of the website is complete and meets or exceeds their expectations, they may reduce the possibility of going to other websites and habitually rely on the website. The customer's loyalty to the company is reflected in the emotional value. When the customer perceives psychological love and enjoyment during the shopping process, it will attract customers to repeat the purchase on the platform. Therefore, the relevant assumptions about the impact of customer perceived value on corporate reputation are as follows, see Table 4.

Table 4 Assumptions that customer perceived value affects corporate reputation

Numble	assumption
H41	E-commerce platform customer perceived function value has a positive impact on corporate reputation
H42	E-commerce platform customer perceived emotional value has a positive impact on corporate reputation

3.1.5 Assumptions that corporate trust affects corporate reputation

When shopping, if the consumer found that the e-commerce platform can easily dig up the goods that he needs, and is satisfied with the design of the website, and meets his expectations, a sense of trust toward the website will be gradually generated. Hence, the number of purchases on the website is expected to increase, so that every time you want to buy a product or service, the first reaction in the head is the website. The customer's loyalty to the website makes the website's corporate reputation deeper in the mind of the customer. optimization. Therefore, corporate reputation is affected by the reliability of the company. Assume the following.

Table 5 Assumptions that corporate trust affects corporate reputation

Numble	assumption
H51	E-commerce platform enterprise reliability has a significant positive impact on corporate reputation

3.2 Model building

The impact mechanism of the service quality of the e-commerce platform mainly includes: the quality of e-commerce service affects the reputation of the enterprise through customer perceived value and corporate trust, and the trust of the enterprise is affected by the perceived value of the customer. E-commerce service quality has five dimensions: ease of use, reliability, security, responsiveness, and empathy. Customer perceived value includes two dimensions: emotional value and functional value. Enterprise trust and corporate birth each have a dimension. Business reliability and corporate loyalty. This paper mainly constructs the research concept model by analyzing customer perception value and enterprise trust as the intermediate variables of e-commerce service quality affecting corporate reputation, as shown in Figure 2-1. The original model and the specific assumptions are put forward: the five components of e-commerce service quality have a significant positive impact on the platform reputation elements. In the following, the original model is empirically analyzed by SPSS and AMOS statistical software, and the conclusion of the empirical analysis is used to judge whether the model is corrected, see Fig.1.

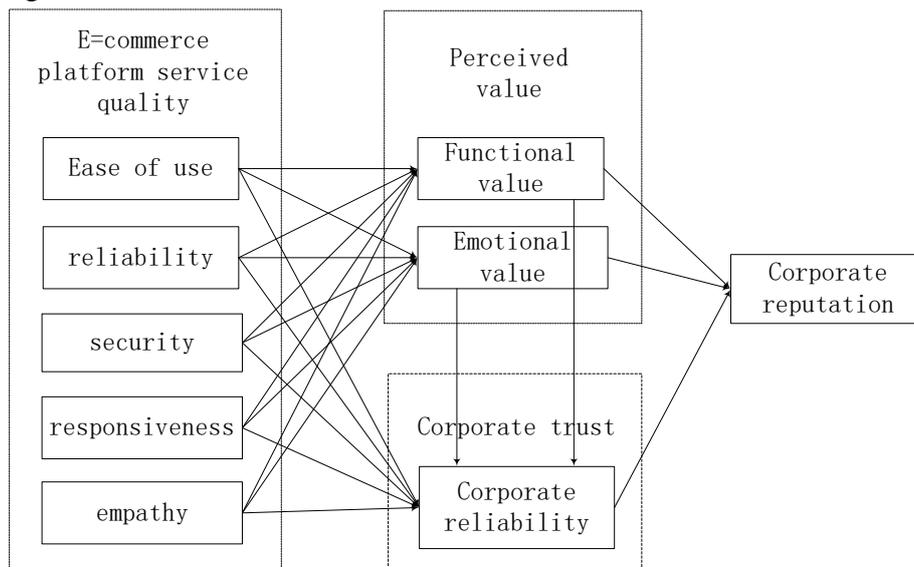


Fig. 1 Conceptual model of e-commerce service quality affecting corporate reputation

4. Research plan design

In order to verify the above assumptions, this paper uses questionnaires to determine the variables and obtain the required data.

4.1 Survey respondent

First, with the rise of the Internet and big data, the development momentum of China's e-commerce has spread rapidly. According to data released by the China Internet Information Center, people aged 20-49 have the largest number of online names and high frequency of purchases. Therefore, this paper mainly selects people around 18-55 years old to issue questionnaires. Second, according to the needs of the research, the main subjects chosen are those with e-commerce operation experience and shopping experience, including: students, office workers, administrative personnel, and the general public.

4.2 Survey design

The questionnaire design uses a structured questionnaire. The questionnaire consists of three parts. The first part explains the purpose of the questionnaire and the requirements for filling out the questionnaire. The second part investigates the basic information of the interviewed objects for descriptive statistical analysis. The third part is the main body of the questionnaire. A total of 38 items are designed around the nine variables of the e-commerce service platform and corporate reputation. Each item is designed as a Likert 5-level scale.

4.3 Questionnaire issuance, collection and statistics

In this paper, the research data is obtained mainly through electronic form and direct distribution. Among them, 252 questionnaires are directly issued, 223 questionnaires are obtained by questionnaire, and 475 questionnaires are obtained. The questionnaires are deleted and the questionnaires that do not meet the requirements are directly sent. The total number of valid questionnaires was 387.

5. Data analysis

5.1 Descriptive statistical analysis

From the basic information, the female sample group accounted for 21.28% more than the male group. The survey results are consistent with the Internet period, and the female group consumes more frequently on the e-commerce platform. The young group has the ability to learn new knowledge quickly and easy to master the emerging Internet + e-commerce, so it is not difficult to find that the young people in the 21-30 age group is the main stream of online shopping. By observing the education level of the respondents, it was found that the group with high school education or above (including high school education) accounted for 77.66%, showing that the education level was the highest. By observing the professional findings of the respondents, the proportion of students is slightly more, and the other occupational groups are scattered evenly. This is mainly because students have higher ability to accept new things and are more representative. Therefore, more interviews were conducted among the students during the investigation.

From the perspective of online shopping behavior, respondents have online shopping experience, 98.31% of whom have online shopping history of more than one year. In the statistics of monthly online shopping times, it was found that the number of people who shop online 1-3 times per month accounted for 46.33% of the total sample, followed by the monthly online shopping times of 4-6 times, which shows that the large sample groups are rich in online shopping experience, so the respondents' answers are scientific. Among these respondents, there are more e-commerce platforms using Taobao, Tmall and JD.com, accounting for 78% of the entire online shopping platform.

Through the analysis of all the valid data collected, the selected respondents have rich online shopping history and online shopping experience, and the survey results are in line with the actual situation and research requirements. The data collected from their responses will have some analytical reference value.

5.2 Reliability and validity analysis

5.2.1 Trust level analysis

According to the reliability analysis of the results of this questionnaire, it is found that the Cronbach and α of each variable are greater than 0.85, and the Cronbach and α values of the variable population are 0.96, indicating that the internal consistency of the comprehensive evaluation system is better. The designed questionnaire has a high degree of credibility, see Table 6.

Table 6 Reliability measurement results of various factors

Variable		Cronbach's α		Number of items
E-commerce platform service quality scale	0.938	USA	0.882	22
		REL	0.882	
		SAF	0.934	
		REA	0.891	
		EMP	0.866	
Intermediate variables	0.936	FUV	0.868	12
		EMV	0.901	
		BRE	0.920	
Corporate reputation	0.892	BLI	0.892	4

5.2.2 Validity analysis

The questionnaire of the article is established based on the actual situation. The questionnaire was designed with the consistency of the measured variables in the initial design. Therefore, it can be judged that the content validity of the article is effective. For the analysis of structural validity, the factor analysis method is mainly used. The KMO and Bartlett spherical tests were performed on the variables of the questionnaire. The test results, as shown in Table 4-2, indicate that the KMO of the items are greater than 0.7, and the Bartlett spherical test has a significant P value of 0.000. Therefore, the data recovered by the questionnaire is valid for factor analysis.

Table 7 KMO and Bartlett spherical checklist

Variable	KMO	Barlett spherical test		
		approximation	Degree of freedom	Significance
Ease of use	0.846	709.936	10	0.000
Reliability	0.800	591.138	6	0.000
Security	0.817	958.863	6	0.000
Responsiveness	0.851	759.919	10	0.000
Empathy	0.821	532.391	6	0.000
Functional value	0.803	516.653	6	0.000
Emotional value	0.788	863.064	6	0.000
Corporate reliability	0.748	1385.413	6	0.000
Corporate reputation	0.725	715.794	6	0.000

From the total variance explained in Table 4-3, there are a total of 9 factors with eigenvalues greater than 1, which are 16.338, 4.630, 3.627, 2.274, 1.352, 1.289, 1.144, 1.125, 1.048 respectively. The explanatory variance of the extraction factor is 42.996%, 12.183%, 5.984%, 3.558%, 3.392, 3.011%, 2.417%, 1.969%, 1.743%, which cumulatively interprets the total variance of 77.252%, from the overall perspective of the questionnaire is good.

Table 8 Total variance explained

Factor	Initial eigenvalue		
	Total	Variance %	Accumulation %
1	16.338	42.996	42.996
2	4.630	12.183	55.179
3	3.627	5.984	61.163
4	2.274	3.558	64.721
5	1.352	3.392	68.113

6	1.289	3.011	71.123
7	1.144	2.417	73.540
8	1.125	1.969	75.509
9	1.048	1.743	77.252

In this paper, the principal component method is used to extract the service quality (ease of use, reliability, security, reactivity, empathy), functional value, emotional value, enterprise reliability, corporate loyalty of the e-commerce platform, et cl. a total of 38 factors for analysis. Rotating the extracted five quality of service variables, two perceptual value variables, one enterprise trust variable, and one enterprise loyalty variable by the maximum variance method. From the factor load table 5.6 after the rotation, the load of each factor is greater than 0.5, indicating that the structural validity of the questionnaire is relatively good, and the results of the theoretical hypothesis analysis above are intended to be consistent.

5.3 Structural equation test

5.3.1 Model fitting result

In this paper, AMOS21.0 software is used for model checking. After setting the causal relationship between variables, run the program. The specific output results are shown in Table 9.

Table 9 Structural Equation Model Fitting Index

Fitting index	Guideline	Value	Model adaptation result
χ^2/df	<3	1.304	Very adapted
NFI	>0.9	0.792	Not adapted
IFI	>0.9	0.867	Adapted
GFI	>0.9	0.892	Adapted
AGFI	>0.9	0.891	Adapted
CFI	>0.9	0.874	Adapted
RMSEA	<0.08	0.026	Very adapted

From the output of the structural equation model, it can be found that the χ^2/df and the approximate error rms RMSEA have reached the values of the reference standard, and the model has good fitting results. Among them, NFI, value-added fitting index IFI, comparative fitness index CFI, fitness index GFI, adjusted fitness index AGFI are affected by sample capacity, the possibility of error is relatively large, and the output experimental results are not up to standard value. But overall, the fit of the model is good. In order to reduce the possible errors, the model will be revised next.

5.3.2 Model correction

The standardized estimation value is calculated by AMOS21.0 software on the influencing factors of the modified e-commerce platform service quality and its corporate reputation. As shown in Table 4-5, the structural relationship between each variable can be seen from the standardized estimation value, and the degree of association between latent variables.

Table 10 Estimation of normalization coefficient

Influence relationship	Estimate	S.E.	T value	P
Ease of use→functional value	0.89	0.51	9.18	***
Ease of use→emotional value	0.29	0.17	1.15	0.106
Ease of use→corporate reliability	0.67	0.15	4.11	***
reliability→functional value	0.59	0.48	2.13	***
reliability→emotional value	0.76	0.13	2.16	***
reliability→corporate reliability	0.52	0.12	3.05	***
security→functional value	0.71	0.36	4.67	***

security→emotional value	0.45	0.28	0.29	0.113
security→corporate reliability	0.82	0.10	2.22	***
responsiveness→functional value	0.68	0.27	1.734	0.108
responsiveness→emotional value	0.66	0.42	4.30	***
responsiveness→corporate reliability	0.81	0.19	2.89	***
empathy→functional value	0.83	0.14	2.06	***
empathy→emotional value	0.72	0.31	4.65	***
empathy→corporate reliability	0.52	0.17	3.37	***
functional value→corporate reliability	0.34	0.24	2.50	***
emotional value→corporate reliability	0.41	0.28	3.90	***
functional value→Corporate reputation	0.82	0.11	4.16	***
emotional value→Corporate reputation	0.47	0.21	3.21	***
corporate reliability→Corporate reputation	0.38	0.30	6.24	***

*** indicates significant at 1% significance level

Through the analysis of AMOS21.0 software, the path relationship coefficient is as shown in Table 4.9. It can be seen that the E value of e-commerce service quality ease of use is the emotional value of perceived value, and the e-commerce service quality security is perceived value. The T value of emotional value, the T value of e-commerce reactivity and the functional value of perceived value are all reference values less than 1.96, and it is not significant under the significance of P=1%, so the ease of use and security are not ideal for the emotional value and responsiveness of perceived value to the functional value path of perceived value. In addition, the T values of the path coefficients between the remaining influencing factors are all reference values greater than 1.96, and are significant at the 1% significance level, so the results indicate that the metrics in the hypothetical model are basically Effective.

5.3.3 Research hypothesis test result

According to the previous analysis of the structural equation model, the hypothesis test structure of this study is obtained, as shown in Table 11.

Table 11 Study hypothesis test results

Numbler	assumption	test result
	major factor	
H11a	The ease of use of e-commerce platforms has a positive impact on functional value measurement to customer	Support
H11b	The ease of use of e-commerce platforms has a positive impact on emotional value measurement to customer	Not support
H12a	The reliability of e-commerce platforms has a positive impact on functional value measurement to customer	Support
H12b	The reliability of e-commerce platforms has a positive impact on emotional value measurement to customer	Support
H13a	The security of e-commerce platforms has a positive impact on functional value measurement to customer	Support
H13b	The security of e-commerce platforms has a positive impact on emotional value measurement to customer	Not support
H14a	The responsiveness of e-commerce platforms has a positive impact on functional value measurement to customer	Not support
H14b	The responsiveness of e-commerce platform has a positive impact on	Support

	emotional value measurement to customer	
H15a	The empathy of e-commerce platform has a positive impact on functional value measurement to customer	Support
H15b	The empathy of e-commerce platform has a positive impact on emotional value measurement to customer	Support
H21	The ease of use of e-commerce platforms has a positive impact on corporate trust	Support
H22	The reliability of e-commerce platforms has a positive impact on corporate trust	Support
H23	The security of e-commerce platforms has a positive impact on corporate trust.	Support
H24	The responsiveness of e-commerce platforms has a positive impact on corporate trust	Support
H25	The empathy of e-commerce platforms has a positive impact on corporate trust	Support
H31	E-commerce platform customers' perceived function value has a positive impact on corporate reliability	Support
H32	E-commerce platform customers' perceived emotional value has a positive impact on corporate reliability	Support
H41	E-commerce platform customer perceived function value has a positive impact on corporate reputation	Support
H42	E-commerce platform customer perceived emotional value has a positive impact on corporate reputation	Support
H51	E-commerce platform enterprise reliability has a significant positive impact on corporate reputation	Support

6. Conclusion and suggestion

6.1 Strengthen system quality and improve the ease of use and safety of e-commerce services

When consumers purchase goods or services on an e-commerce platform, they cannot directly access products or services, but conduct online transactions through the form of a network. When trading in such an environment, e-commerce platform companies must ensure the stability of their systems and continuously improve the system quality of enterprises.

First, e-commerce platform companies must ensure that equipment and technology are at a normal level of operation. In addition, it is necessary to make peak browsing and shunt control for large-scale events on major holidays to prevent server crashes or to allow consumers to wait too long.

Second, e-commerce platform companies should design a relatively simple, easy-to-use, well-ordered website. At present, the homepage interface of many large websites has been homogenized. For e-commerce platform companies, designing an easy-to-use website will not only save consumers time, but also gradually establish a good image perception for the company.

Finally, e-commerce platform companies must ensure the security of the website and the security of the transaction process. In the empirical analysis, the proportion of network security research is relatively large. Therefore, for security performance, on the one hand, e-commerce platform enterprises must have the awareness of resisting external security risks, establish their own firewalls to protect consumers' transaction security and personal information. On the other hand, through third-party payment software, it effectively reduces consumers' awareness of the payment process. In addition, companies can provide consumers with security mechanisms such as "cash on delivery" to

increase consumers' perceived value of the platform, and a good image of corporate reputation is gradually being established.

6.2 Ensure the quality of information and improve the responsiveness and fulfillment of e-commerce services

When consumers shop on the platform website, they first search for the things they need through the products or service information provided by the platform companies. Therefore, the quality of the information provided by the company determines the final purchase decision of the customers, which in turn affects the customer's reputation for the platform. Evaluation. Therefore, for the information quality of the platform, the e-commerce platform should achieve the following three points.

First, ensure the comprehensiveness of the platform information. The basic function of the e-commerce platform is to collect and organize the product information, and then display it on the platform by category, so that consumers can clearly understand. Therefore, e-commerce platform should ensure the comprehensiveness of the information of their platform, so that customers can clearly find all the information of the products they need when shopping online and improve the customer's perception and emotion.

Second, to ensure that information is updated in real time, that is, to ensure the timeliness of the information. With the convening of the Nineteenth National People's Congress, the constant emphasis on product innovation has led to the emergence of new and innovative products. Coupled with seasonal changes, product updates and online products are constantly changing. Therefore, the e-commerce platform needs to continuously update the information on the merchandise display, drive the browsing interest of customers, and increase the emotional value.

Third, ensure the reliability of information. In the process of displaying product information, we must ensure the reliability of product information, whether the information displayed on the product and the actual situation of the product are consistent, whether the information is true, whether the company's commitment and execution are consistent, etc. It is necessary to reduce the awareness of consumers' perceived risks, win customers' trust in the platform, and establish a good image of the industry.

6.3 Increase the way of interaction and improve the empathy of e-commerce services

The biggest difference between online shopping and offline physical shopping is the question of whether you can communicate directly. A large number of experimental results show that effective communication in the online shopping process can increase the emotional perception and consumer desire of online shoppers. However, online shopping customer service faces a limitation of time and place. Therefore, for e-commerce platform enterprises, it is necessary to strengthen communication with consumers, broaden the communication channels between people and systems, people and people, and people and scenery, and increase human care for consumers.

The specific practices are shown as followings.

First, broaden the way of human-computer communication. At present, many large-scale e-commerce platforms in China have ways and means to communicate and communicate with consumers. However, these methods are relatively rigid and mechanized. The e-commerce platform can communicate in a more flexible way with voice software similar to WeChat. It is not until the voice software cannot resolve it then transfer to the manual service. Improve the responsiveness of the platform and reduce consumer complaints.

Second, enrich the virtual entity scene. While consumers shop on e-commerce platforms through virtual physical scenarios, platform companies can add more slogans or logos to match various activities. For example, to increase the atmosphere of small animation scene rendering activities. In this way, consciously increase the desire of consumers to buy or feel that they should shop.

Third, launch an active communication method. The e-commerce platform can detect the products that the customer currently needs or wants to purchase according to the customer's daily browsing

situation, and then actively recommend with regard to customer's preferences. Let consumers feel that they have been treated personally,

6.4 Build a social platform and develop an e-commerce platform for corporate socializing

The reputation of e-commerce platform companies is not only affected by consumers who shop on the platform, but also by word-of-mouth communication between consumers and the Internet. Therefore, e-commerce platform companies should build their own social platforms, integrate all aspects of information, and enhance corporate reputation. On the one hand, community services allow customers to access more product information and increase their desire to buy. On the other hand, communication and communication between consumers can increase the determination of pre-purchasers. In addition, e-commerce platform companies can also build their own reputation network groups. Because the reputation of e-commerce companies is on the one hand based on the promotion of media between the media, and on the other hand, depending on the quality of the product, that is, the word-of-mouth spread by the customer through the perception of the quality of the product. Therefore, the role of consumers in communication is considerable. E-commerce platform enterprises need to build their own corporate reputation network group. In essence, they are to have a group of loyal online shopping groups. Through these loyal consumer groups, more potential consumers are encouraged to join, and their loyal consumer groups are continuously expanded. The credibility of the company, thereby enhancing the reputation of the company.

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