

## Cooperation Performance between E-Commerce and Sports Commodity based on Online Marketing Strategy

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### **Abstract**

*With the rapid development of internet and information technology, adopting internet platform will provide new advantage for companies, especially for sporting goods business. In recent years, most sports enterprises build their own online sales platform, enhance customer loyalty and improve its competitive advantages by using efficient B2C distribution platform. In this paper, we make empirical analysis of the factors that will affect the brand loyalty, the result shows that: (1) from the correlation analysis, the platform trust and platform satisfaction has a significant correlation with the brand loyalty; (2) from the regress analysis, the coefficient is -0.865,  $t$  is 3.801 and Sig. is 0, the result shows that platform satisfaction has significant positive effect on platform loyalty. On this basis, we put forward the related suggestions to improve the network marketing of sports commodity.*

**Keywords:** *Network Marketing; Sports Commodity; Brand loyalty; E-commerce platform*

### **1. Introduction**

With the rapid development of internet and information technology, computer network has been extended to the every corner of the world, the extensive application of network technology, for the enterprise created a new living space. The outbreak of the global financial crisis, the domestic enterprises to survive the environment worsening, competition is becoming increasingly fierce. How to effectively use the Internet to carry out marketing activities become an important issue for the survival and development of enterprises. The network marketing mode is the operation mode of the enterprise for the network marketing, which is the premise for the enterprise to carry out the network marketing activity successfully [1]. Due to the rapid development of network technology, making the mode of network marketing constantly updated, and business decision makers to the network marketing have lack of awareness, and therefore will not be able to reason chose to apply to the enterprise network marketing model. So the correct understanding and choice of network marketing model has become the focus of business and scholars.

China is the world's sporting goods manufacturer, 65% of the world's sporting goods from China. At present, many of China's sports goods enterprises, local sporting goods is to be too numerous to enumerate. After the entry into WTO, the foreign sports brand giants have begun to enter the Chinese market in abundance, making the competition of sports products market in China intense. In the face of the grim situation, some far sighted sporting goods enterprises began to explore new marketing channel model and for efficient, interactive, real-time to meet consumer demand, consumer loyalty, and to enhance the competitive advantage of the enterprise [2]. The network marketing provides the new technology and the means for the sports enterprise to provide the adaptation to the global network technology development and the information network society reform, is the modern sports product enterprise trans century marketing strategy. Network technology of sporting goods enterprises marketing channels quickly penetrate into, and

which shows a great advantage, caused the wide attention of sports goods enterprises in our country, many enterprises began the implementation of network marketing channel construction. Therefore, based on the basic situation of our country, the research on the tactics of the network marketing channel of sports goods enterprises in our country is in line with the current social development trend, and has important practical significance.

Sports supplies marketing channels are sports goods from the producer to the consumer in the process, all of the sports goods ownership or help to transfer ownership of institutions and individuals. Network marketing as a new marketing channel mode, although with traditional marketing channels have many different places, but with traditional marketing channels, to the Internet for the support of network marketing channels also has the function of traditional marketing channels. At present, there are two kinds of network marketing channels for sports products enterprises in China: direct marketing channel and indirect channel of network marketing. The indirect network marketing channel is the mainstream of China's sporting goods enterprise network marketing, the sporting goods enterprises from product factor, market factor and the enterprise itself factors of reasonable selection of network marketing channels. Implementation of the network marketing channels is sporting goods enterprises under the background of Internet marketing channel development trend, sporting goods enterprises can through analysis of target customer group, select the appropriate network channels middlemen, determine channel scheme and strengthen the management of channel conflict *etc.* strategies to the construction of network marketing channels.

## 2. Literature Review

### 2.1 B2C E-Commerce Platform

Electronic commerce is a kind of emerging information technology, many scholars will be electronic commerce is defined as the network sale of goods and services, through computer networks to handle shopping information and capital transfer, commercial and trading activities. These commercial transactions include commodity trading, service transactions, financial exchange, online advertising or entertainment programs, *etc.* E-commerce enterprises and between enterprises is mainly to electronic data exchange (EDI) as the core Violino2001 and development in the middle and lower reaches of enterprise information integration and utilization, and called for quick response (QR) or efficient customer response (ECR). Huang (2013) believes that e-commerce is the overall name of the remote communication network which has the share of enterprise information, maintaining the relationship between enterprises, and the transaction behavior of the three major functions [3]. Louis (2005) pointed out that e-commerce is the use of network communication to conduct business information sharing, maintaining business relationships and commercial transactions such as the application of network technology to engage in commercial activities industry are regarded as the electronic commerce [4]. Niklas (2003) illustrate the definition of electronic commerce [5], from the point of view of the service, the electronic commerce is a can not only reduce the cost of service, but also enhance the quality of the goods and service delivery speed.

E-commerce platform is along with the development of the Internet and the needs of the enterprise, it is different from simple e-commerce sites. E-commerce platform is a platform for enterprises or individuals to provide online transactions. The ultimate goal of e-commerce construction is to develop business and application. Recently, there are many Internet businesses, but due to the lack of appropriate security, means of payment and management mechanism, on the one hand, the online businesses develop in a disorderly manner, resulting in duplication and waste of resources; on the other hand, the business development of the lower, a lot of business only to browse, through the network to complete the capital flow and logistics cannot make full use of the Internet without the

limitation of time and space advantage. Therefore, it is necessary to establish a business development framework system, regulate the development of online business, provide the online payment perfect network resources, security, safety and effective management mechanism, effectively realize the sharing of resources, to achieve a real e-commerce. Rosaci (2014) pointed out B2C e-commerce platform will be provided by the product, service category and product, service type. The basis of B2C e-commerce platform can be divided into comprehensive, integrated information, shopping, shopping monopoly and information monopoly analyzes four categories, and establish a B2C e-commerce platform type [6]. Jutla (1999) consider e-commerce platform can be divided into four categories advertising company website, after-sales service, direct selling stores and extranet site [7]. The so-called Extranet is formed by the cooperation of enterprises and related manufacturers of network, the network from a single company to multiple organizations, mainly in order to promote the cooperation between each other, communication, coordination and relations such as swap file. After the rise of Internet, connected through globalization, enterprise again for Extranet can save a lot of cost.

In this paper, the author studies on B2C e-commerce platform is not a traditional classic theory for B2C e-commerce sites in the study and discussion. Due to the B2C electronic commerce have gradually in the direction of the scale, institutionalization, platform development, today's B2C e-commerce sites, are much more than a simple sense, the implementation of trading site and formed a complete set of business platform system, called B2C e-commerce platform. B2C is the enterprise customers with Internet as the medium for consumers, on the basis of the value on the interactive relationship of Business activities. Compared with the traditional business model, B2C has the advantage of saving time, saving cost, convenient operation, quick and information communication, it can real-time and dynamically update the related types of goods, price, distribution and information.

## 2.2 Theory of Brand Loyalty

Brand awareness appear dating back at least 5000 years of history, the original intention of the brand is a craftsman to identify the fruits of their labor, so that the customer can easily identify them. Nader (2013) put forward the perspective of brand loyalty, and defined it as a complex symbol [8]; it is intangible combination of brand attributes, name, packaging, price, history, reputation and advertising style, but also by the consumer experience and impression of the brand influence. At the same time, the brand is defined by the consumer's impression and experience. Michel (2012) think that brand is not only functional, but also of emotional value, brand creation should exceed the functional and difference to create a personality value [9]. That the personality through the well defined, subject to the customer's respect. Brand personality should be clear and close to the target customer, especially in the case of other competitors' products with similar features, and it will help the brand products succeed. Therefore, the brand management of a task is to establish the brand personality, the creative use of brand resources for the enterprise to obtain long-term income. Anand (2010) believes that the enterprise should not only pay attention to the functional value of the brand for the consumer, but also to establish the psychological value of the brand, and then the sustainable development of the brand is more important [10]. Kim (2009) believes that the brand is a name, title, symbol or design, or the sum of the above, the purpose is to make their own products or services unlike other competitors [11]. The brand represents product features, for delivery to the buyers of the seller's in essence consistent benefit and service commitment. It contains the attributes, interests, values, culture, personality and user six meanings, the best brand is the guarantee of quality. Ramanathan (2011) that a successful brand can help customer identification products, services, personnel or local, to add the brand in the product, the service, can best meet the buyers needs unique added value and

brand success comes in its under the environment of competition, can continue to maintain the increase in value [12].

Now the Internet is very popular network brand concept. For a considerable part of the enterprise for the so-called "network brand" refers to the original enterprise brand products through the network or in under the environment of network promotion and publicity, in addition, another type of "network brand" concept, refers to the network based on the brand. The so-called network, which is the brand is created through the network, the establishment, cultivation, development and maturity, no network or from the network of this brand cannot survive. The brand may be associated with real products, to create more added values, but the brand to build is the source from the Internet, the network environment is the brand dissemination, development and continuation of the only channel. In brand loyalty definition at the beginning of the study, a large number of scholars to brand loyalty definition reflect the characteristics of behavior on the point of view, behavior theory view point brand loyalty as a system for the consumer to buy the same brand of products. Some researchers focus on the attitude of the consumer, relative to the viewpoint of brand behavior. The viewpoints the brand loyalty as the customer's preference and psychological commitment for a particular brand, and is an attitude. This view is that brand loyalty can be described, explained and intervened with limited factors. The researcher and market practitioners can separate these factors independently of the control.

Behavior attitude with the view of the behavior and attitude of combine to examine, the theory that consumers' brand loyalty is the attitude and purchase behavior of the function, it will be the brand loyalty of the consumer as the relationship between individual of a unified body attitude and purchase. Although there are certain difficulties under the general viewpoint of brand loyalty measurement, sharp and Wright, who also opposed the view of attitude measurement, but brand loyalty requirements two indicators of emotional loyalty and behavior loyalty while satisfying, which in the theoretical circle has made consensus, also the practical test. Domestic scholar's research on brand loyalty is based on the development of foreign scholars, and combined with China's market environment, from the behavior and attitude of the two perspectives in-depth study. Combined with research of scholars at home and abroad, and combining the reality of the study object of this article, the brand loyalty definition as follows: consumers used in the past experience of the same brand products, so that consumers have a preference for certain of the brand, so that consumers attitude loyalty and behavior loyalty, consumers not only attitude is the brand preferences, but also will produce the corresponding repeated consumption of specific behavior.

### **3. Model Design and Variables**

#### **3.1 Variable Selection**

This study contains two parts; the first is the impact of brand loyalty of e-commerce platform, the main sports goods online sales. Secondly, e-commerce platform degree of trust and e-commerce platform satisfaction degree of e-commerce platform brand loyalty model for e-commerce platform brand loyalty conduction mechanism model. Trust is a very important problem in network environment. Through the study of domestic and foreign literature, it was found that many scholars will trust as the impact of consumer purchase decision-making and brand loyalty an intermediary variables were studied. The results show that trust is influence consumers of network information for authorization and auxiliary decision-making of important intermediary variable, and the impact of the antecedents of trust is varied. Such as the interactive information between the site and consumer, the timeliness of information communication, whether in line with consumer personality and values, *etc.* Satisfaction is also the network environment, study consumer

purchase decision-making and brand loyalty and another important object. In the past studies of consumer satisfaction, many domestic and foreign scholars research proved that consumers for the characteristics of consumer expectations and actual final costs will, resulting in brand selection bias, even resulting in brand loyalty. Consumers through the implementation of network shopping behavior, depending on consumer atmosphere for shopping website to create a agree, if consumers can integrate into the website of the atmosphere, so the exclusion of a sense is more less, so more easily affected consumer behavior, and more easily resulting in consumer satisfaction, thereby affecting the network brand loyalty. The main research variables of this paper are shown in Table 1.

**Table 1. Descriptive Statistics of Variables**

Variables	Code	Content
Consumer perception	CP1	It is easy to find information in E-business
	CP2	Communicate without obstacles
	CP3	In the electronic platform shopping is pleasant
Commodity individualization	CI1	E-commerce platform has the ability to provide personalized products and services
	CI2	commodity price is lower than other places
	CI3	Goods can be customized freely
Commodity diversity	CD1	Goods can be found in the e-commerce platform
	CD 2	The choice of goods is large
	CD 3	Purchasing service is convenient
Platform satisfaction	PS1	Accurate search commodity information
	PS2	Satisfied with Platform services
	PS3	Satisfied with product quality and price
Platform trust	PT1	Platform will keep fair for all consumers
	PT2	Platform provide accurate information
	PT3	Platform care consumer practical need
Platform loyalty	PL1	I think of myself as the loyal customers
	PL2	I will first consider the platform when I have requirements
	PL3	I am willing to share and recommend platform to others

### 3.2 Questionnaire and Statistics Analysis

This research is for the research of the brand loyalty of the e-commerce platform. In the formal distribution, the paper is divided into two methods of network issuing and paper questionnaire. Within the industry by inviting friends to fill in the questionnaire, and through the network platform, community platform, E-mail methods such as inviting the e-commerce platform of the community participants filled in the questionnaire. Finally, in the network issuing questionnaires, a total of 569 questionnaires were collected, 561 of which were valid questionnaires, and 37 questionnaires were collected by the paper, which were valid questionnaires. Total 598 valid questionnaires were collected. This study uses SPSS 16.0 and Amos 6.0 software to experimental data for processing and inspection, the descriptive statistical analysis is to sample some of the basic data and research variables for analysis of the basic, the percentage, average standard of poor statistical analysis, the purpose of which is to sample to understand the basic distribution to illustrate the data structure of the sample. The mean also known as mathematical expectation, is a measure of the digital characteristics of the average level of the value of a random variable, is focus on data trend is the most effective measure standard difference is all the standard value and the mean value of the square root of the arithmetic average of

the square of the deviation, also known as "mean variance, is data from the trend of effective measure method.

**Table 2. Sample Characteristics of Questionnaire**

Project	Statistical characteristics	Number	Proportion
Gender	Male	98	64.05%
	Female	55	35.95%
Age	Under the age of 18	4	2.61%
	18 -30	101	66.01%
	31 -39	32	20.92%
	Above 40 years old	16	10.46%
The degree of education	High school	10	6.54%
	Undergraduate	107	69.93%
	Graduate	36	23.53%

In this study, using Likert7 amount of points, tables, from “totally disagree” to “strongly agree” the progressive degree, respectively by 1 to 7 points give corresponding evaluation. 7 means “totally disagree” and 1 means “totally agree”. The descriptive statistical of variables can be shown as Table 3.

**Table 3. Descriptive Statistics of Individual Factors**

Variables	Code	Average	Std Dev
Consumer perception	CP1	4.97	1.212
	CP2	5.01	1.119
	CP3	5.11	1.162
Commodity individualization	CI1	4.15	1.339
	CI2	3.89	1.152
	CI3	3.18	1.049
Commodity diversity	CD1	4.46	1.184
	CD 2	4.56	1.144
	CD 3	3.99	1.160
Platform satisfaction	PS1	4.29	1.198
	PS2	4.34	1.130
	PS3	4.31	1.223
Platform trust	PT1	4.44	1.121
	PT2	4.24	1.116
	PT3	4.81	1.091
Platform loyalty	PL1	5.31	1.228
	PL2	5.39	1.134
	PL3	5.29	1.127

## 4. Empirical Analysis

### 4.1 Reliability and Validity Test

Reliability is mainly refers to the credibility of the demonstration method and data, in the measurement refers to the same measuring tools to measure the same object obtained consistent results including the possibility of data or conclusions, the general use of including the "stability", different test objects of "equivalence" and measurement issues between "internal consistency" three indicators to be measured. This paper focuses on the measurement of the reliability evaluation of project internal consistency, the specific

evaluation index using Cronbach's  $\alpha$  coefficient. Generally speaking, in the structural equation model, although variable measurement reliability reaches 0.5 can accept, but mathematics that 0.7 is a suitable standard threshold, this paper also adopted such a judgment standard. The reliability of the individual scales is analyzed, as shown in Table 4:

**Table 4. The Reliability Analysis of All Variables**

Variables	Code	corrected item-total correlation	Alpha if item deleted	Cronbach 's Alpha
Consumer perception	CP1	.738	.862	.893
	CP2	.814	.825	
	CP3	.806	.838	
Commodity individualization	CI1	.581	.769	.797
	CI2	.612	.761	
	CI3	.704	.738	
Commodity diversity	CD1	.751	.919	.861
	CD 2	.839	.863	
	CD 3	.789	.910	
Platform satisfaction	PS1	.559	.771	.781
	PS2	.738	.683	
	PS3	.576	.766	
Platform trust	PT1	.556	.710	.744
	PT2	.515	.703	
	PT3	.589	.688	
Platform loyalty	PL1	.517	.818	.812
	PL2	.682	.775	
	PL3	.545	.811	

Firstly before the questionnaire after excluding items were rearranged, and KMO and Bartlett's test of sphericity measurement for all projects, and the results shown in Table 5.

**Table 5. The Result of KMO Statistical Test and Bartlett Test**

Kaiser-Meyer-Olkin		0.795
Bartlett test	Approximate chi-square	2187.588
	df	260
	Sig.	.000

#### 4.2 Correlation Analysis

The independent variables including consumer perception, commodity individualization and commodity diversity, they are related to the platform satisfaction and brand loyalty, the analysis results are shown in Table 6. Platform of each factor correlation analysis from the point of view, consumer perception, are diversity and platform satisfaction, platform trust degree and brand loyalty have significant correlation, and the relevance of significant at the 0.01 level. Commodity individualization and platform satisfaction, platform trust degree and brand loyalty also has significant correlation, however, it platform and satisfaction were significantly correlated with the level of 0.01, and with the other two significant level at 0.05. As a whole, there is a significant correlation between consumer factor and platform satisfaction, platform trust and brand loyalty.

**Table 6. Correlation Analysis**

Variables	PS	PT	PL
Consumer perception	.251**	.230**	.289**
	.000	.000	.000
	164	164	164
Commodity individualization	.271**	.153*	.160*
	.000	.017	.013
	164	164	164
Commodity diversity	.495**	.419**	.352**
	.000	.000	.000
	164	164	164

### 4.3 Regression Analysis

Correlation analysis confirmed the correlation between the variables, and the regression analysis can further indicate the direction of the relationship. For consumers, individual factors, the platform prime causation and causal relationship between the platform's trust and satisfaction and various factors and platform for the brand loyalty of regression analysis in this paper, by using the method of stepwise regression. In the correlation analysis, the platform degree of trust and platform satisfaction has a significant correlation with the brand loyalty. From the Table 7, we can see that the 35% medium variables are all entered the regression equation, and the regression equation explains the total variation of two. The statistical coefficient of F was less than 0.01, and the regression model was significantly effective. Due to the constant term in the significant coefficient is less than, so constant also entered the regression equation, at the same time, we should choose the non standardized regression coefficients. According to the stepwise regression of non standard of regression coefficients can be written to influence the brand loyalty of platform of the regression equation is as follows.

$$PL = 1.305 + 0.434 PS + 0.192 PT \quad (1)$$

From formula 1, we can get the regression analysis of platform loyalty (PL) and platform satisfaction (PS), platform trust (PT). The results are shown in Table 8. From Table 8, we find the adjusted R square value as 0.508, shows that relationship quality as the independent variables can explain 60.8% of the direct performance variation.

**Table 7. Model Fitting Inspection Analysis**

Model	R <sup>2</sup>	Adjusted R <sup>2</sup>	Std. Coef.	R <sup>2</sup> variation	F variation	Sig.
1	.575	.330	.72158	.625	78.863	.000
2	.608	.359	.70447	.353	45.426	.000

**Table 8. The Correlation Coefficient Analysis**

Model		Non-Standardized Coef.		Std. Coef.	t	Sig.
		B	Std. Err.	Beta		
1	constant term	-.865	0.462		3.801	.000
	Platform satisfaction	0.604	0.105	0.472	6.523	.005
2	constant term	1.305	0.526		-.263	.626
	Platform satisfaction	0.434	0.275	0.528	5.127	.000
	Platform trust	0.192	0.416	0.548	4.526	.003



From Table 8, the results in model one shows that significant probability variable of platform satisfaction and constant term is less than 0.01, indicating the constant term and platform satisfaction is entered into the model. The coefficient  $\beta_1$  is -0.865,  $t$  is 3.801 and Sig. is 0, so the coefficient  $\beta_1$  is significant and can be used explain the changes of the platform loyalty. Through the above analysis it can be found that platform satisfaction has significant positive effect on platform loyalty. Also, the result in model two shows that platform trust has significant positive effect for platform loyalty. The coefficient  $\beta_2$  is 0.192,  $t$  is 4.526 and Sig. is .003, so the coefficient  $\beta_2$  is significant and can be used explain platform loyalty.

## 5. Conclusions

### 5.1 Improve the Online Website Construction of Sports Commodity Sales

Website construction is an important part of network marketing channel strategy, a perfect and reasonable design of network marketing site can allow consumers a convenient and timely manner to obtain information from the enterprise marketing site, ordering goods and looking for after-sales service. The effective development of network marketing cannot do without the support of the function of the enterprise website, the professional level of the website construction also directly affect the effect of network marketing. So, enterprises through various promotion methods, to attract consumer's access to the site so as to achieve the purpose of information transmission, but also marketing information source through certain means passed directly to potential consumers. Network marketing site is enterprise in the online marketing position, site promotion is through publicity to the enterprise site to attract consumer's access, also set up internet enterprises; brand image drill, for the realization of enterprise's marketing goal lay solid foundation. At present, sports products companies through cooperation with the portal, with search engines to promote or organize the theme of the way the promotion of web marketing site.

### 5.2 Network Marketing Channel of Sports Commodity

In the traditional marketing channel, the marketing middleman is the important part of the marketing channel. The reason why middlemen occupy an important position in marketing channels is that the use of brokers can provide the highest efficiency in the wide range of products and access to the target market. But the development and commercial application of Internet, the traditional marketing intermediaries with geopolitical reasons to obtain advantage was replaced by the virtual nature of the Internet, also Internet information interactive features, changing many aspects of traditional marketing channels, intricate relationship to simplify to a single relation. Using these features, online marketing market get vigorously develop. Direct marketing channel is through the Internet to achieve from the producer to the consumer the network direct marketing channel, and then the functions of the traditional middlemen changed, by the power of the intermediate links in the past into providing services of intermediaries in the direct sales channel. More and more enterprises follow its practices have established their own online shopping mall, on the site of goods of detailed classification, and released the price of related goods, fabric, specifications, technical composition with information, consumers through access to the site can understand the product information, make purchase decisions, and at the same time also can allow enterprises to understand the commodity purchase and use the feedback information. This kind of online marketing channel from the past one-way information communication into a two-way communication, and enhanced the direct connection between producers and consumers. Online payment mode and distribution mode diversification choice, can provide faster and

more efficient services to consumers, reduce the past traditional distribution channels of circulation, effectively reducing the cost.

### 5.3 Provide Personalized Service

Personalized consumption under the environment of network economy continue to be prominent, consumers are no longer passively receiving sporting goods enterprises provide products, but according to their own sense of rational purchase products, actively participate in product design, production, transportation and so on each link. Sports supplies enterprise collects, sorts and classify resources according to the network marketing channel, and provides the user with the relevant information actively to meet the needs of users.. With the rapid development of network technology, the virtual experience of online trying, online customization, product technology content and project has in the sports activities of the enterprise network marketing will continue to expand and personalized services become to attract Internet users to access or visit the company's website is an important aspect of again. At the same time, sports enterprises in the network marketing channels to provide a good pre-sale, sale and after-sales service and technical support, better service for consumers. From the whole soil, the personalized service has broken the traditional passive service mode, and the sports enterprise takes the initiative to meet the user's personalized needs for the purpose of full-service.

### 5.4 Online Payment Security

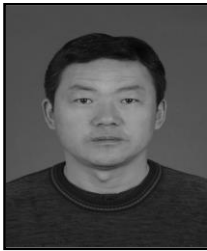
In the initial stage of the development of the sports enterprise, the payment and delivery mode are the two bottlenecks of the network marketing channel.. At present, with the continuous development and improvement of the electronic payment system and the third party distribution, the network marketing channel of sports supplies is more efficient and more efficient. Consumers choose to use pay treasure, online banking, quick money, goods to the payment, credit card payment, mobile payment, payment methods, at the same time, our country related electronic payment of relevant laws and regulations have been introduced for consumers to build a safe, fast and convenient payment platform. To establish the key to improve the distribution system is the construction of network marketing channels, consumers only to see the home to buy goods, truly feel at ease, so building a fast and effective distribution system is very important. In our country distribution system is not mature, when the online sales to consider the choice of the current situation of the distribution system.

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