E-commerce enterprise brand image, seller's reputation and consumers' purchasing intention: Basis for online buying platform improvement framework

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Abstract

With the development of "Internet + economy", caller business platforms have sprung up like mushrooms in recent years. Based on the establishment of an improved framework of e-commerce platform, combined with domestic and foreign academic research results, this paper collects relevant data by questionnaire analysis and descriptive research methods, and adopts statistical analysis such as variance analysis and regression analysis. This paper fully discusses the mechanism of influence among enterprise brand image, seller reputation and consumer purchase intention, and puts forward relevant research hypotheses to demonstrate the significant positive correlation among the three. Based on the above conclusions, this paper puts forward management suggestions on building brand image and seller reputation for e-commerce platforms based on empirical analysis. Thus, the intention to improve consumer willingness and consumer purchase behavior can be realized. At the end of the study, this paper also puts forward the prospects and shortcomings, and studies the psychological, social, and cultural aspects of consumer purchase intention and consumer purchase behavior from the perspectives of brand identity, brand behavior and attitude, brand capability and benefit, and social responsibility, leadership, product and service-related dimensions of seller reputation framework. This paper examines the significant relationship between e-commerce enterprises' brand image and sellers' reputation on consumers' purchasing behavior and proposes an online shopping platform improvement framework according to the research results, which provides theoretical support for future research on e-commerce enterprises' brand image construction, consumers' purchasing intention and consumers' purchasing behavior.

Keywords: brand image, seller reputation, framework of e-commerce platform

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1. Introduction

With the rapid development of "Internet + economy", e-commerce websites are developing and expanding in full bloom. In addition to the typical forms of social media such as Taobao, Pinduoduo, Meilishuo and Mogujie, new forms of entertainment are also mushrooming rapidly. The number of e-commerce websites such as Amazon and Douyin is increasing, and the competition is becoming increasingly fierce. There are also a variety of business ways to combine media, and most e-commerce enterprises independently develop their own apps. Social network platforms such as Facebook, Twitter and Weibo have become important channels and media for consumers to obtain commodity and service information from merchants. E-commerce business strategy and people's consumption pattern are gradually changed. Consumers often decide whether to make purchase decisions through a series of online comments on the Internet based on indicators such as e-commerce enterprises' brand image (brand identity, brand behavior and attitude, brand ability and benefits, etc.) and sellers' reputation (social responsibility, vision and leadership, as well as products and services).

Yan (2015) believed that brand is the representative of corporate image and product brand, which is conducive to consumers' identification of products and services, not only to protect consumers' legitimate interests, but also to the permanent and healthy development of enterprises. Marketing scholar Philip Kotler believes that a brand is a proxy name for a name, symbol, or design. Its goal is to identify products and services of a certain consumer group and differentiate them from those of competitors. Just like interpersonal relationship, brand is an important embodiment of economic information. Consumers often guide their behaviors according to brand impression.

Chen-Yu et al., (2016) pointed out the brand image of consumers comes from the impression of consumers' previous personal consumption experience, the public praise of enterprises and the sellers' reputation. Through the memory and evaluation formed by various brand elements, consumers choose to purchase from the online mall of e-commerce enterprises with high brand awareness and good brand image. Because brand enterprises and brand products can provide consumers with better product quality and after-sales service guarantee, which is helpful to build the enterprise brand image that brings loyal customers.

There are a lot of research in the international and domestic academic circles about the enterprise brand image and consumer purchase intention, consumer purchase behavior and seller reputation in the field of e-commerce, or the research between them, but most of them are still in the exploratory stage. The research methods are limited to qualitative and quantitative studies. Then, from the perspective of seller reputation, the influence mechanism of corporate brand image on consumers' purchase intention and the positive influence of seller reputation and corporate brand image on consumers' purchase intention are discussed. Based on the establishment of the e-commerce platform improvement framework, combined with domestic and foreign academic research results, and based on questionnaire analysis and correlation empirical analysis, this paper fully discusses the influence mechanism among the enterprise brand image, seller reputation and consumer purchase intention, proposes relevant research hypotheses to demonstrate the positive correlation between the three. Effectively make up for the current academic blank. It is of great practical significance for enterprises to establish a good brand image, build a good reputation mechanism, stimulate consumers' purchase intention, guide merchants to attract more potential consumers, and promote the improvement of the quality of products and services of e-commerce enterprises.

Wang (2013) pointed out a good seller's reputation is an intangible asset of an enterprise. The higher the seller's reputation is, the more consumers will trust it. Therefore, the higher the perceived credibility of sellers,

the higher the trust of consumers on the products and services recommended by the website. There is a positive correlation between seller's reputation and consumers' purchase intention, as well as consumers' trust. Good word-of-mouth is very important, because word-of-mouth is the core of e-commerce websites, which will make consumers trust and rely on sellers, and further purchase behavior.

With the development of e-commerce, an enterprise's online reputation affects consumers' purchasing decisions to some extent. The buyers' trust on the Internet reflects the mechanism of consumers' purchasing behaviors and decisions. Including corporate reputation, website design, third party certification, website information quality, personal privacy, technical security, and other factors. Reputation is the basis for e-commerce enterprises to conduct trading transactions, which is directly related to the security of transactions. Game theory is used to put forward two strategies, trust, and punishment, from the perspective of seller's income. For sellers with a certain reputation, the buyer's full trust and positive evaluation are the power source to promote the establishment, maintenance, and promotion of reputation.

Merchants can use the dynamic scoring mechanism of the e-commerce platform to classify stores with different reputation levels, further optimize the form of expression, and establish a word-of-mouth system with different service functions by using different scoring items according to commodity attributes, satisfactory quality of products and services, after-sales service, logistics distribution, description consistency and other factors. （Guo et al., 2018) pointed out information asymmetry exists in online shopping, consumers can effectively reduce transaction risks through online feedback mechanism, sellers hope to improve credit and expand sales, and it is found that credit indicators such as praise rate have a significant positive correlation with seller sales. Online reputation system is often based on transaction feedback records and reputation reports of previous online transactions, which helps to improve the trust of potential consumers and reduce the chance of fraud. In order to maintain a good reputation record and maximize profits, traders build a good reputation system to improve the existing trader behavior and enhance the predictability of honesty.

Wu et al., (2022) pointed out the platforms of e-commerce enterprises have built a third-party reputation scoring mechanism to evaluate the reputation of enterprises by scoring. Through a sound reputation evaluation system, buyers can inspect the historical performance of sellers through background information and obtain the information they need, so as to enhance consumers' confidence in sellers. It is believed that consumers' trust in sellers is a key factor affecting the success of sellers' e-commerce. Trust propensity, perceived risk and retailer trust affect buyers' purchase intention. Initial transactions can reduce perceived risk and thus increase consumers' willingness to buy. When consumers trust sellers more, they are more willing to buy products, and sellers' personal reputation positively affects consumers' purchase intention.

Hardy et al., (2016) pointed out according to the seller reputation theory, the reputation mechanism in the online trading environment can effectively promote the transmission of market information signals and improve the adverse selection problem caused by information asymmetry between the two sides of the transaction. The operation mechanism is that after the consumer buys the commodity, the accumulated evaluation score is obtained by the transaction to the seller, and the cumulative credit score of the seller reaches a certain amount, and then the linear credit level is obtained. Consumers in demand know the credit level of sellers by checking their credit score level and decide whether to make a transaction before making a purchase.

Based on the above conclusions, this paper puts forward management suggestions on building brand image and building seller reputation for e-commerce platforms on the basis of empirical analysis, so as to realize the intention of improving consumers' willingness and purchasing behavior. At the end of the study, this paper also puts forward the prospect and shortcomings, and studies the psychological, social, and cultural perspectives of consumers' purchase intention and purchasing behavior through the dimensions of brand identity, brand behavior and attitude, brand ability and benefit, which enrich brand image, and the dimensions of social responsibility, leadership, product, and service of seller reputation framework. This paper examines the significant relationship between e-commerce enterprise brand image and seller reputation on consumer purchase behavior and proposes

an improvement framework of online shopping platform according to the research results, which provides theoretical support for the future research of e-commerce enterprise brand image construction, consumer purchase intention and consumer purchase behavior.

Objectives of the Study - This study aims to determine the e-commerce enterprise brand image, sellers' reputation and consumer purchasing behavior that can be used as basis for online Buying Platform Improvement framework. Specifically, it aims to: determine the e commerce enterprise brand image in terms of brand identity, brand personality, brand association, brand behavior & attitude, and brand competence & benefit; describe the sellers' reputation in e-commerce in terms of social responsibility, vision & leadership and products and services; determine the consumer purchasing behavior in view of personal, psychological, social, and cultural; test the significant relationship of e commerce enterprise brand image and sellers' reputation to consumer buying behavior; come up with online buying platform improvement framework based on the results of the study.

2. Methods

Research Design - This study used a descriptive research design to provide an adequate and accurate interpretation of the findings. According to (Xu, 2019), descriptive research methods are those that obtain current relevant facts, data and information and provide an accurate overview of a situation, person or event. In addition, (Xiao, 2018) asserts that descriptive research design is a form of formal research that aims to provide a description of the inherent characteristics of a phenomenon or a group. The purpose of this design is to discover associations or relationships and differences among the three selected variables, and to systematically and accurately describe the facts and characteristics of a given population (Zhong, 2020). He, (2014) also stated that descriptive research aims to study and monitor an emerging feeling that cannot be regarded as an unbiased factor. The researcher seeks to gather information from the respondents through providing survey questionnaires and distributing these to them. This descriptive kind of research was helpful in collecting the respondents' data efficiently.

Participants of the Study - A full list of indicators provided by consumers related to e-commerce platforms was selected. The sample age ranged from 18 to 60, and the sample number was 322. In order to ensure the number of effective questionnaires collected, famous teachers, students and other friends from local universities will be invited to track the questionnaires according to the filling situation.

Data Gathering Instrument - In this study, a self-compiled questionnaire was used to collect data, and the Likert 4 scale was used for measurement. The main content of the questionnaire is composed of three parts: the first part is a survey of the respondents' personal information to filter the questionnaire data; the second part is the measurement of the three variables in the topic of the thesis; the third part is on the open question and answer.

Data Gathering Procedure - The questionnaire was done through literature analysis and integrated expert opinions, and then distributed the questionnaire online through the questionnaire star research platform for pre-survey. After the questionnaire was revised and improved under the guidance of the adviser, the questionnaire was distributed online through WeChat and email. The reliability and validity analysis results of the questionnaire are shown in below:

Table 1

Reliability Test Report of a Pre-Test of the Questionnaire

Indicators	Cronbach Alpha	Remarks
E-commerce Enterprise Brand Image	0.960	Excellent
Brand Identity	0.896	Good
Brand Behavior and Attitude	0.906	Excellent
Brand Competitiveness and Benefits	0.941	Excellent
Seller's Reputation	0.971	Excellent

Social Responsibility	0.941	Excellent
Leadership	0.914	Excellent
Products and Services	0.941	Excellent
Consumers' Purchasing Intention	0.959	Excellent
Psychological	0.884	Good
Social	0.912	Excellent
Culture	0.937	Excellent

After the preliminary design of the questionnaire was completed, eight experts were invited to conduct a pre-test of the questionnaire, which further improved the questionnaire structure and language expression. The pre-test of the questionnaire shows that the Cronbach's α and CR values of each variable are both higher than 0.88, indicating that the scale has good reliability. After the questionnaire was confirmed, researcher prepared a letter of intent as a request by the researcher to collect data from the respondents.

Ethical Considerations - Ethical considerations have been considered before carrying out the research work. In the prominent position of the questionnaire, it was clearly explained to the interviewees that this survey was only used for academic research, as it maintains the quality and completeness of questionnaire recovery. At the same time, the researchers also sought the consent of the responsible persons of the universities interviewed by letters and correspondence. To ensure that the target interviewees can answer the necessary questions truthfully. At the same time, the target respondents answered the questionnaire in an online anonymous way. This also fully guaranteed the confidentiality and anonymity of the target interviewees. Finally, the dignity and privacy of the target interviewees were protected. All the information in the questionnaire was treated strictly confidential to fully protect the privacy of respondents.

Data Analysis - The weighted mean value and ranking method were used to determine the influence of e-commerce enterprises' brand image on brand identity, brand behavior attitude and brand competitiveness. Describe the seller's reputation in e-commerce from three aspects: social responsibility, leadership, products, and services; And from the psychological, social, and cultural perspectives to determine the consumer's purchasing behavior. The results of Sharpiro-Wilk test show that the p-values of all variables are less than 0.05, indicating that the data set is not normally distributed. Therefore, Spearman rho was used as part of a non-parametric test to determine a significant relationship. All analyses were performed using SPSS version 28.

3. Results and Discussion

Table 2

E-commerce Enterprise Brand Image

Key Result Areas	Composite Mean	VI	Rank
Brand identity	3.38	Agree	2
Brand Behavior and Attitude	3.34	Agree	3
Brand Competitiveness and Benefits	3.40	Agree	1
Grand Composite Mean	3.37	Agree	

Legend:3.50-4.00=Strongly Agree;2.50-3.49=Agree;1.50-2.49=Disagree;1.00-1.49=Strongly Disagree

The table describes the brand identity, brand competitiveness and benefits, brand behavior and behavior of e-commerce enterprises in the brand image. The comprehensive mean of the positive correlation between the three dimensions of the degree is 3.37, and all respondents agree. As can be seen from the table, respondents' support for the above indicators is consistent. Among the items listed, "Brand competitiveness and benefits" ranked first with the highest weighted average score of 3.40. (Jaganjac, 2020) believed that compared with traditional e-commerce, e-commerce can promote business transformation through lower operating costs and promotional activities. Significantly improve the competitiveness of the brand, as it obtains more benefits.

The second place is "brand identity" (3.38). (Chen, 2018) believed that the composition of e-commerce websites is divided into three categories, including the elements of establishing brand identity, so as to improve

consumers' cognition of the quality of online websites. In the third place is "Brand Behavior and attitude" (3.34), (Arrahmani et al., 2020) which confirms that the quality of e-commerce websites directly determines whether consumers have a positive or negative attitude towards websites and brands. Therefore, e-commerce should maintain the high quality of the brand.

Table 3

Sellers Reputation in E-commerce

Key Result Areas	Composite Mean	VI	Rank
Social Responsibility	3.41	Agree	3
Leadership	3.45	Agree	2
Products and Services	3.53	Strongly Agree	1
Grand Composite Mean	3.46	Agree	

Legend:3.50-4.00=Strongly Agree;2.50-3.49=Agree;1.50-2.49=Disagree;1.00-1.49=Strongly Disagree

Table describes the relationship between social responsibility, leadership, and product and service in seller reputation of e-commerce enterprises. The comprehensive mean of the positive correlation is 3.46, and all respondents agree with the view. As can be seen from the table, respondents' support for the above indicators is consistent. Among the items listed, "products and services" ranked first with the highest weighted average score of 3.53. (Goutam, et al., 2023) believed that e-commerce provides consumers with personalized customized services for ordering products and services, in order to obtain customers' satisfaction with the products and services.

In the second place is "leadership" (3.57), (Hu, 2017) proposed that the leadership of top management and CEO plays a key role in the development vision of e-commerce. In third place was social responsibility (3.47). It is determined that social responsibility in the field of e-commerce marketing affects the satisfaction and loyalty of consumers online purchase, that is, the concept of social responsibility has a significant relationship with the satisfaction and loyalty of consumers.

Table 4

Consumer Purchasing Intention

Key Result Areas	Composite Mean	VI	Rank
Psychological	3.36	Agree	1
Social	3.20	Agree	3
Cultural	3.24	Agree	2
Grand Composite Mean	3.27	Agree	

Legend:3.50-4.00=Strongly Agree;2.50-3.49=Agree;1.50-2.49=Disagree;1.00-1.49=Strongly Disagree

Table describes the positive relationship among the psychological, social, and cultural dimensions of consumers' purchase intention in e-commerce enterprises. The correlation, with a combined mean of 3.27, is shared by all respondents. As can be seen from the table, respondents' support for the above indicators is consistent. Among the items listed, "Psychology" ranked first with the highest weighted average score of 3.36. (Zheng, 2015) believed that the marketing activities of e-commerce websites can obtain huge benefits in the virtual market, and it is necessary to understand the influence of online purchase intention from the perspective of analyzing consumers' psychological characteristics.

In the second place is "culture" (3.24). (Shi, 2015) proposed that cultural factors are the most important decisive factors affecting consumers' purchase intention and behavior, and regional culture has become the value recognized by people and the core competitiveness of regional brands. In the third place is "Society" (3.20), which believed that in the field of e-commerce platforms, the reputation of social e-commerce websites has a particularly significant impact on consumers' trust, and the perceived usefulness of websites and the timeliness of content play a key role in the development of social e-commerce.

Table 5

Relationship Between Brand Image and Reputation

Variables	rho-value	p-value	Interpretation
Brand identity			
Social Responsibility	0.780**	0.000	Highly Significant
Leadership	0.725**	0.000	Highly Significant
Products and Services	0.670**	0.000	Highly Significant
Brand Behavior and Attitude			
Social Responsibility	0.838**	0.000	Highly Significant
Leadership	0.785**	0.000	Highly Significant
Products and Services	0.716**	0.000	Highly Significant
Brand Competitiveness and Benefits			
Social Responsibility	0.922**	0.000	Highly Significant
Leadership	0.877**	0.000	Highly Significant
Products and Services	0.788**	0.000	Highly Significant

**. Correlation is significant at the 0.01 level

As can be seen from the table, the calculated to values range from 0.670 to 0.922, indicating a strong-to-strong direct relationship between the sub-variables of brand image and reputation. Since the obtained P-value is less than 0.01, there is a statistically significant relationship between brand image and reputation. There is a significant positive correlation among the three elements of brand identity and corporate reputation: social responsibility, leadership, product, and service. There is a significant positive correlation between the brand behavior and attitude in brand image and the three elements of corporate reputation: social responsibility, leadership, product, and service. There is a significant positive correlation between the three elements of brand competitiveness and benefit in image and corporate reputation: social responsibility, leadership, product, and service. (Bundhoo, 2023) believed that corporate reputation depends on consumers' mission, vision, and performance of the brand, and is consumers' evaluation and belief of the brand. Only when the brand obtains a first-class reputation in the market, a brand with a good reputation can help the enterprise obtain the value of its products and services. At the same time, a bad reputation can also devalue a company's products and services.

Table 6

Relationship Between Brand Image and Purchasing Intention

Variables	rho-value	p-value	Interpretation
Brand identity			
Psychological	0.711**	0.000	Highly Significant
Social	0.664**	0.000	Highly Significant
Cultural	0.660**	0.000	Highly Significant
Brand Behavior and Attitude			
Psychological	0.748**	0.000	Highly Significant
Social	0.696**	0.000	Highly Significant
Cultural	0.693**	0.000	Highly Significant
Brand Competitiveness and Benefits			
Psychological	0.799**	0.000	Highly Significant
Social	0.733**	0.000	Highly Significant
Cultural	0.729**	0.000	Highly Significant

**. Correlation is significant at the 0.01 level

As can be seen from the table 15, the calculated rho values range from 0.660 to 0.799, indicating that there is a strong direct relationship between brand image and the sub-variable of purchase intention. Since the obtained P-value was less than 0.01, the relationship between brand image and purchase intention was statistically significant. Brand identity in brand image has a significant positive correlation with the psychological, social, and cultural factors of consumers' purchase intention. There is a significant positive correlation between the brand behavior and attitude in brand image and the psychological, social, and cultural factors of consumers' purchase intention. There is a significant positive correlation between the brand competitiveness and income of brand image and the psychological, social, and cultural factors of consumers' purchase intention. (Durmaz et al., 2018) believed that there is an intermediate variable between brand image and purchase intention, and the more
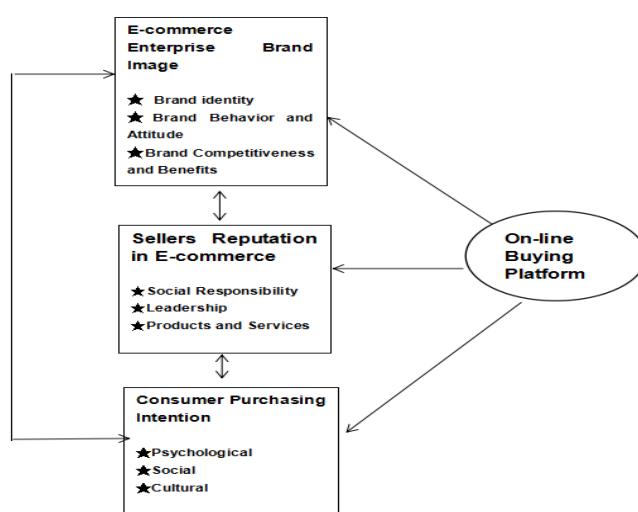
significant the relationship between brand identity, brand attitude and subjective norms, etc. (Chen, Halepoto, Liu, Kumari, Yan et al., 2021) based on the principle of self-consistency, the brand image and perceived quality of a product have a significant impact on consumers' purchase intention.

As can be seen from the table 16, the calculated rho values range from 0.629 to 0.827, indicating a strong-to-strong direct relationship between the sub variables of seller reputation and purchase intention. Since the obtained P-value is less than 0.01, the relationship between seller reputation and purchase intention is statistically significan. There is a significant positive correlation between the social responsibility consciousness of sellers' reputation and the psychological, social, and cultural factors of consumers' purchase intention. There is a significant positive correlation between the leadership of sellers' reputation and the psychological, social, and cultural factors of consumers' purchase intention. There is a significant positive correlation between the products and services in sellers' reputation and the psychological, social, and cultural factors of consumers' purchase intention. (Chai et al., 2023) analyzed the possible consequences of seller reputation as a perceived risk, which has a pre-factor influence on consumers' purchase intention. Non-personal perceived risk based on a seller's reputation is an important determinant of online consumers' willingness to buy.

Table 7

Relationship Between Reputation and Purchasing Intention

Variables	rho-value	p-value	Interpretation
Social Responsibility			
Psychological	0.818**	0.000	Highly Significant
Social	0.741**	0.000	Highly Significant
Cultural	0.744**	0.000	Highly Significant
Leadership			
Psychological	0.827**	0.000	Highly Significant
Social	0.737**	0.000	Highly Significant
Cultural	0.712**	0.000	Highly Significant
Products and Services			
Psychological	0.772**	0.000	Highly Significant
Social	0.671**	0.000	Highly Significant
Cultural	0.629**	0.000	Highly Significant

**. Correlation is significant at the 0.01 level

Figure 1: Online Buying Platform Improvement Framework

Figure1, the research on consumer purchase intention and consumer purchase behavior is conducted from psychological, social, and cultural perspectives through the dimensions of brand identity, brand behavior and attitude, brand capability and benefit that enrich brand image, and the dimensions of social responsibility,

leadership, and product and service of the seller reputation framework. To examine the significant relationship between e-commerce enterprise brand image and seller reputation on consumer purchasing behavior. This paper puts forward some management suggestions to improve the framework of online shopping platform, build brand image and build the reputation of sellers, as it realizes the intention of improving consumers' willingness and purchasing behavior.

4. Conclusions and Recommendations

Based on their findings, the researchers came to the following conclusions. The company has a strong brand image and consumers have a positive perception of the company and its products or services. The seller has a positive reputation which means that consumers have a positive perception of the seller and their products or services. The respondents' agreed that consumer purchasing behavior is determined by personal, psychological, social, and cultural factors. Brand image and seller reputation are important factors that influence consumers' purchase intention, businesses that want to increase their sales have focus on building a strong brand image and seller reputation. The framework of effective online shopping platform improvement framework to improve the brand image of e-commerce enterprises and sellers' reputation and consumer willingness to buy is developed. Based on the finding the researcher recommended that have focus on quality products and services as factors that will influence consumers' perceptions and brand and ensure that the products and services are high quality and meet the needs of your target market. The-commerce enterprises can increase brand exposure, through the trusted platform exposure. The future researchers can do similar study focusing on additional variables like brand awareness and brand loyalty. Finally, the proposed framework can be adopted and use to improve the online buying platform.

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