

# Consumption values, consumer loyalty and customer engagement online shopping: Basis for strategic marketing improvement framework

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ISSN: 2243-7770  
Online ISSN: 2243-7789

Received: 25 May 2024  
Available Online: 15 July 2024

Revised: 25 June 2024  
DOI: 10.5861/ijrsm.2024.1079

Accepted: 10 July 2024

OPEN ACCESS

## Abstract

In the era of Internet + economic globalization, online shopping has become an important way of life and entertainment for all people. Especially during the epidemic period, consumers can buy goods from all over the world without leaving their homes, which not only promotes the further development of economic globalization, drives the cycle of the world economy, but also provides various conveniences for people's lives. This paper makes an in-depth study on online shopping consumer values, consumer loyalty and consumer participation. A marketing strategy architecture and framework were proposed as the basis for strategic planning to improve these practices. This paper used descriptive research methods and questionnaires as the sources of data collection. Regression analysis and variance analysis were used for statistical analysis. The survey shows that online shopping has a significant correlation between functional value, social value, emotional value and consumer values, where consumer values were reflected through the functional value, social value and emotional value of online shopping. There is a significant correlation between consumer purchasing experience, commodity quality, transportation and delivery and consumer loyalty. If consumers have rich experience in online shopping, the quality of goods meets the expectations of consumers, and the timeliness of goods transportation and delivery can enhance the loyalty of consumers to online shopping. At the same time, there is a significant correlation between pre-sale stage, sale stage and after-sales stage and customer participation. The participation and purpose of online shopping consumers are different in various shopping stages. Therefore, enterprises need to formulate marketing strategies according to the needs of consumers in different shopping stages. Finally, put forward the online shopping marketing strategy formulation framework and suggestions.

**Keywords:** consumption values, consumer loyalty, customer engagement, online shopping

## **Consumption values, consumer loyalty and customer engagement online shopping: Basis for strategic marketing improvement framework**

### **1. Introduction**

On July 4, 2015, the Chinese government promulgated the Guiding Opinions of The State Council on Actively promoting the "Internet +" action, which clearly proposed that on the basis of the development of e-commerce in China, vigorously expanded rural e-commerce, industrial e-commerce and cross-border e-commerce. It is necessary to integrate Internet thinking into various traditional industries, create new ecological models of development, enhance the creativity and productivity of the whole society, and constantly deepen the popularization of networked production, circulation and consumption. With the country's strong support for the Internet industry, the online shopping market has become increasingly large, and the express logistics industry and electronic payment industry system that promote each other has become increasingly sound. The promotion and symbiosis of e-commerce and related industries have greatly enriched consumers' shopping choices, improved the number of goods and service experience of shopping websites. As a product of the development of the Internet, online shopping has penetrated into every corner of people's lives. The research on consumer behavior from the perspectives of consumer values, consumer loyalty and consumer engagement are of great significance to the promotion of enterprise value.

As the American consumer behaviorist M.R. Salomon said: seize the value orientation of consumers to seize the market. Therefore, it is necessary to combine consumer values, consumer loyalty and consumer engagement to further optimize products and services, which provides a theoretical basis and reference for enterprises to carry out marketing activities. As a shopping method, different consumers will combine their personal values, loyalty to online products and enterprises in the process of choosing shopping methods, which will further affect the participation of consumers. When formulating marketing strategies, enterprises need to carry out targeted marketing activities based on the values of online shopping consumers, such as: Some customers pay more attention to product quality, and some customers pay more attention to service, so combine different customer groups to develop corresponding marketing strategies. At the same time, the loyalty of online consumers to goods and stores needs to be further studied, and corresponding marketing activities should be carried out according to the actual situation of consumers. Finally, different consumers have different participation in different stages before, during and after purchase. Therefore, it is necessary to formulate corresponding marketing strategies according to the participation of consumers at different stages to serve the development of enterprises.

**Objectives of the Study** - This study aimed to determine the Consumption Values, Consumer Loyalty and Customer Engagement in online shopping of China to come up with Strategic Marketing Framework to improve the online selling performance. Specifically, this aimed to assess the consumption values in online shopping from three aspects: functional value, emotional value, social value; determine the consumers' online shopping loyalty in view of purchase experience, product quality; and shipping and delivery; describe the customer engagement from the aspects of pre-sale stage, sales stage and after-sales stage; test the significant relationship among consumption values, consumer loyalty and customer engagement; develop a strategic marketing improvement framework for online shopping in China.

### **2. Methods**

**Research Design** - This study employed a descriptive correlational design to explore the relationships between three key variables: consumer value, consumer loyalty, and consumer engagement. Descriptive research aims to gather information and describe the characteristics of a population or phenomenon. In this case, it allowed the researchers to understand the current state of the relationships between these consumer behavior

concepts.

**Participants of the Study** - The study surveyed 392 online shoppers of different ages, occupations and genders from Guangdong, Hubei and Guizhou provinces in China. These shoppers have certain online shopping experience. In order to ensure the reliability and validity of the study, some invalid questionnaires were excluded in the data collection process. Through the survey of people in different regions, the development of regional culture and regional economy varied and these people from different regions developed different values, loyalty and participation in online shopping.

**Data Gathering Instrument** - According to the purpose of this study, the researcher conducted a prediction study on online shoppers in Guangdong, Hubei and Guizhou provinces of China. The effective items of the questionnaire were designed by interview, open questionnaire and literature research. A complete questionnaire was constructed by combining the questionnaires and research results of Alharbi, et. al., (2014), Darroch, et. al., (2002), Richer, et. al., (2019). This questionnaire has been verified and tested for reliability. The first part of the questionnaire is a brief introduction of the participants, such as age, education, occupation and gender, as well as the use of online shopping. The second part from the consumer value, consumer loyalty and consumer engagement three aspects of the investigation, analysis and statistics. The researchers obtained the data through an online questionnaire. The questionnaire describes the consumer value from the aspects of functional value, social value and emotional value. Customer loyalty is described in terms of purchasing experience, product quality, transportation and delivery. From the pre-sales stage, sales stage, after-sales stage and other aspects of consumer engagement evaluation. According to Likert's four-point scale design, the higher the score, the higher the degree of agreement, and the lower the score, the lower the degree of agreement: "4" means strongly agree (SA), "3" means agree (A); "2" means disagreement with (d); "1" means strongly opposed (SD). This is to ensure the reliability, stability and consistency of the questionnaires and scales.

Cronbach Alpha coefficients are all above 0.8. Among them, the coefficients of functional value, purchasing experience, transportation and delivery, pre-sales stage and after-sales stage are all greater than 0.9, and the conclusion is "excellent". Social value, emotional value, product quality and sales stage are all greater than 0.8. The conclusion is "good". The maximum coefficient is 0.945 and the minimum coefficient is 0.84. This indicates that the reliability and quality of the research data are high and can be used for the next large-scale questionnaire survey.

**Data Gathering Procedures** - In order to improve the quality and efficiency of data collection, all questionnaires were conducted by network. Data collection is supported by [www.wjx.cn](http://www.wjx.cn). Wjx is a professional online questionnaire survey, review, evaluation, and voting platform focused on providing users with powerful and user-friendly online questionnaire design, data collection, custom reporting, survey results analysis, and other services. (Wjx home page is [www.wjx.cn](http://www.wjx.cn)). Because the contents of the questionnaire survey are three aspects of online shopping consumer value, consumer loyalty and consumer participation. Therefore, from the perspective of convenience and scientificity of the survey data, online shoppers in Guangdong Province, Hubei Province and Guizhou Province are selected as the survey objects. According to the occupation of the survey group, the questionnaire was sent to them respectively, and these people voluntarily completed the questionnaire and were collected from August 30, 2023 to September 30, 2023, a total of 392 questionnaires were collected. There were 392 valid questionnaires, the effective rate was 100%.

**Data Analysis** - In order to determine the impact of online shopping consumer value, consumer loyalty and consumer engagement on the formulation of marketing strategies, this paper uses different kinds of statistical analysis tools to make statistics, analysis and interpretation of data. The weighted average is used to describe the functional value, social value and emotional value of online consumer value. Describe the purchasing experience, product quality, transportation and delivery of online consumer loyalty; Describe the pre-sale stage, mid-sale stage and after-sale stage of online shopper engagement. Pearson Product Moment Correlation is used to test the significant relationship between online consumer value, online consumer loyalty and online consumer

engagement, and a marketing strategy framework of consumer value, consumer loyalty and consumer engagement is constructed with the guidance of multiple linear regression. In addition, all data were processed using SPSS version 28 statistical software to further interpret and analyze the study results.

**Ethical Consideration** - 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, so as to maintain the quality and completeness of questionnaire recovery. At the same time, the researchers also sought the consent of the responsible persons who were 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.

### 3. Results and discussion

**Table 1**

*Summary Table on Consumption Values in Online Shopping*

Key Result Areas	Composite Mean	VI	Rank
Functional Value	3.48	Agree	1
Social Value	2.86	Agree	3
Emotional Value	3.09	Agree	2
<b>Grand Composite Mean</b>	<b>3.14</b>	<b>Agree</b>	

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

Table 5 is a summary of the consumption value of online shopping. The composite average of 3.14 indicates that respondents agree with the above indicators. This implies that consumers find online shopping most valuable for its **functional benefits**, with some emotional appeal and less emphasis on social value.

The results showed that functional value ranked first with an average score of 3.48. It can be seen that functional value has the most obvious impact on consumers' online shopping. Second, not limited by time. The online shopping store is open to the public 24 hours a day, and customers can log in to the platform anytime and anywhere to choose products. Third, the product variety is rich. Including a variety of products at home and abroad to meet the diversified needs of customers. Fourth, the price is low. Compared with traditional stores, the same products can be cheaper in online stores. Fifth, there is no space limit. Shoppers can shop online for products from all over the world, regardless of geographical space. (Zhang, 2018) proposed in his research that online shopping can bring convenience, and shoppers can realize the service of buying goods and delivering them to their homes without going out by means of transportation and time limitation. At the same time, a variety of specialty products can be provided online, which can meet the needs of different consumers from all over the world. Therefore, functional value ranked first with an average score of 3.48.

Sentimental value ranked second with an average score of 3.09. Consumers can satisfy their emotional needs through online shopping, which includes relieving the pressure of work and life, and is also a way to relax. The convenience of online shopping has become the primary choice for them to vent pressure and relieve pain. Shoppers get a sense of pleasure in the process of online shopping, but also effectively cure their depressed mind, release the pressure. Especially the online shopping promotion season, shoppers through the "second kill" or "low price" to their favorite products, this competition with others to buy goods of pleasure, satisfaction can give them a certain pressure release and get a certain sense of achievement. As a result, sentimental value ranked second with an average score of 3.09.

Social value ranked third with an average score of 2.86. Online shoppers can build social connections

through shopping platforms. On the one hand, it can strengthen mutual communication and cooperation; On the other hand, it can understand the product information more comprehensively and establish a comprehensive cognition of the product. (Zhang, 2021) mentioned in the study that social value is the impact of online shopping on social industries and social interpersonal relationships. The Internet has strengthened the connections between people around the world and promoted the development of industries from another level. As a result, social value ranked third with an average score of 2.86.

**Table 2**

*Summary Table on Consumers' Online Shopping Loyalty*

<b>Key Result Areas</b>	<b>Composite Mean</b>	<b>VI</b>	<b>Rank</b>
Purchase Experience	3.10	Agree	2
Product Quality	3.06	Agree	3
Shipping and Delivery	3.13	Agree	1
<b>Grand Composite Mean</b>	<b>3.10</b>	<b>Agree</b>	

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

Table 2 shows a summary of online shopping consumer loyalty. A composite average of 3.1 indicates that respondents agree with the above indicators. This implies that fulfilling various aspects of the customer experience is moderately important for loyalty, with shipping and delivery being the most crucial factor. The results showed that transport and delivery ranked first with an average score of 3.48. The quality of logistics service refers to the degree to which the inherent distinguishable characteristics of logistics service provided by logistics service providers (including third-party logistics enterprises and enterprise logistics service departments) meet customer requirements. Specifically, it includes the quality of the ordering process. The efficiency and success rate of logistics enterprises in accepting customers' orders and handling the ordering process. The second is the good condition of the goods. The extent to which the goods were damaged during delivery. The third is the quality of after-sales treatment. The way and efficiency of logistics enterprises to deal with errors after order execution. The fourth is timeliness. Whether the goods arrive at the designated place on time. Fifth, personalized service. Whether the services provided by logistics enterprises fully meet the individual needs of customers (Hu, 2014).

Logistics transportation and delivery is the experience process of consumers' online shopping, and the quality of this process is directly related to whether consumers are willing to make repeated purchases. If the logistics services provided are well received by consumers, consumers' satisfaction will be high and their loyalty will be improved. Quality logistics service is an important factor in the success of online shopping, but also an important factor affecting customer satisfaction. As a result, transport and delivery ranked first with an average score of 3.48. Buying experience ranked second with an average score of 3.1. Consumers can choose the goods and stores to buy according to their previous online shopping experience, which will greatly reduce the risk of online shoppers, because with the purchase experience, they will define the expectations of the goods according to the conditions of the goods before, which will also improve self-satisfaction. Experienced online shopping customers are often customers with more relevant knowledge. Before online shopping, these customers often browse the product information provided by the seller and the evaluation information of other customers, or communicate with the customers who have purchased, and choose the shops with good evaluation and high recognition in comparison, so that they have confidence and ability to achieve a successful transaction. Customers are affected by their past experience in both the purchase decision-making stage and the shopping process.

Product quality ranked third with 3.06. High-quality products have always been the basis for consumers to pursue higher goals, no one will spend money to buy a poor product, the quality of the product has always been

the first concern of consumers when buying goods. In the online shopping platform, consumers have more means and ways to know the information of a specific commodity, and then judge the quality of a commodity. Product quality not only refers to performance, life, safety, maintainability, applicability and other hard indicators, but also includes the personalization of goods, use experience, etc. With the gradual improvement of consumers' consumption level, the mainstream consumption concept is also constantly developing and changing, from the pursuit of quantity to the pursuit of quality, from the main focus on product performance to more attention on product aesthetics, personalized degree, etc. A high-quality product can make buyers feel its use value subjectively and feel that the product is useful to them, and the higher the quality, the stronger this feeling will be. When this feeling exceeds a certain limit, it can trigger consumers' purchase desire (Jin, 2022). The product value includes the value produced by the function, characteristic, quality, variety and style of the product. As a result, product quality ranks third with 3.06.

**Table 3**

*Summary Table on Customer Engagement*

<b>Key Result Areas</b>	<b>Composite Mean</b>	<b>VI</b>	<b>Rank</b>
Pre-sale Stage	3.15	Agree	2
During Sales Stage	3.07	Agree	3
Post-sales Stage	3.16	Agree	1
<b>Grand Composite Mean</b>	<b>3.13</b>	<b>Agree</b>	

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

Table 3 shows consumption and engagement. The composite average of 3.13 indicates that respondents agree with the above indicators. This implies that customers prioritize a smooth experience throughout the entire online shopping journey, but with slightly more emphasis on the post-sales stage. The results showed that after-sales engagement ranked first with an average score of 3.16. After purchasing a product or service, mobile e-commerce consumers hope to get comprehensive and enthusiastic after-sales service. Some e-commerce platforms ignore after-sales service to customers, and the objections raised by customers or the losses caused by product damage cannot be dealt with or ignored in a timely manner. It has greatly affected the participation of mobile e-commerce consumers in the brand and platform. After the negative experience is generated, customers will form inertial thinking in the choice of platform in the future, which will lead to the loss of customer sources (Zhang, 2021). The level of consumers' after-sales participation is affected by after-sales service. The more perfect the after-sales service provided by online merchants, the more they can improve consumers' participation. The customer will evaluate the demand for the service or product based on the information obtained and the consumption experience. In the process of online shopping, customers often cannot feel the physical status through pictures and words, and the interaction is not enough. Therefore, if the goods do not conform to expectations, are damaged midway, the attitude of service personnel is uncertain, and the delivery time is delayed, and the after-sales service is not remedied in time, it will make the customer have an unpleasant shopping experience, and ultimately lead to the loss of trust. Good after-sales service quality can increase customer trust, and then reduce the risk and uncertainty in the process of consumption. In the network environment, scholars' research further proves that service quality has an important impact on customer satisfaction (Xu, 2022). As a result, after-sales engagement ranks first with an average score of 3.16.

Pre-sales engagement ranked second with an average score of 3.15. Online consumer pre-sales service is based on the satisfaction of the experience of the products (or services) provided in the pre-sales service (which can be one or more of the core services, convenience services or value-added services in the pre-sales service), and the reciprocal exchange behavior of customers - purchase - caused by the unequal exchange between customers and suppliers of the pre-sales service. Through pre-sale services, consumers have a further understanding of the goods, generate trust in the merchants, and pave the way for determining the purchase

First of all, good pre-sale service can provide customers with commodity information in a timely manner, help customers correctly understand the goods, understand the goods, guide customers to become interested in the goods, attract attention, thereby inducing their desire to possess, enlightening their impulse to buy, thereby bringing more sales opportunities to businesses. Secondly, good pre-sale service not only provides a lot of convenience for customers to buy goods, but also guides the use and maintenance of goods in the future, which can not only meet customers' needs for the selection, purchase, use and other commodities, but also attract customers to buy again. Moreover, it can also reduce the phenomenon of return and replacement after customer purchase, reduce the repair rate and maintenance costs, reduce various after-sales processing matters, and lay the foundation for after-sales service and provide convenience. In addition, good pre-sales service can also win the goodwill of the masses, win the trust of customers, and lay the foundation for establishing a solid relationship with customers. As a result, pre-sales engagement ranked second with an average score of 3.15

Sales participation ranked third with 3.07 points. In the process of online shopping, customer service personnel and Courier personnel contact with consumers respectively. Therefore, the service attitude, professionalism and efficiency of customer service personnel and the service attitude of Courier personnel will affect consumers' satisfaction with online shopping. Online shopping consists of two parts: online ordering and express logistics. The speed of logistics and the delivery speed of merchants will affect consumers' psychological sense of gain. Generally speaking, the faster the speed, the greater the psychological sense of consumers, the more satisfied the shopping experience; The opposite is true (Chen, 2019). In the sales process, online consumers will encounter various problems, such as logistics timeliness problems, product quality problems, etc. If these problems are effectively solved, it will greatly improve consumer participation and customer satisfaction. In-sale service is the service provided to customers in the process of selling products, such as: to introduce products to customers, explain the use of products in detail, according to customer preferences and requirements, help customers choose products, answer questions, etc. The service in the sale is accompanied by the customer's purchase behavior, which is an important part of the transaction. As a result, sales engagement ranked third with a score of 3.07.

**Table 4**

*Relationship Between Consumption Values and Consumer's Loyalty*

<b>Variables</b>	<b>rho</b>	<b>p-value</b>	<b>Interpretation</b>
<b>Functional Value</b>			
Purchase Experience	0.673**	<.001	Highly Significant
Product Quality	0.596**	<.001	Highly Significant
Shipping and Delivery	0.643**	<.001	Highly Significant
<b>Emotional Value</b>			
Purchase Experience	0.619**	<.001	Highly Significant
Product Quality	0.615**	<.001	Highly Significant
Shipping and Delivery	0.591**	<.001	Highly Significant
<b>Social Value</b>			
Purchase Experience	0.831**	<.001	Highly Significant
Product Quality	0.772**	<.001	Highly Significant
Shipping and Delivery	0.750**	<.001	Highly Significant

\*\* . Correlation is significant at the 0.01 level

Table 4 shows the relationship between consumer value and consumer loyalty. As seen in the table, the

computed rho-values ranging from 0.591 to 0.831 indicate a moderate to very strong direct relationship among the sub variables of consumption values and consumer's loyalty. There was a statistically significant relationship between consumption values and consumer's loyalty because the obtained p-values were less than 0.01. By enhancing the degree of virtual haptic fit, e-commerce enterprises can make consumers better perceive the three-dimensional image of products, better distinguish product quality and intrinsic value, and help enhance consumer loyalty. In particular, e-commerce enterprises can make use of the interaction and information of network platforms to deepen the degree of virtual haptic fit and enhance consumers' virtual haptic perception, thus generating brand loyalty (Zhang, 2022).

Customer perceived value has a huge and direct impact on customer satisfaction and purchase intention. Customer perceived value positively influences shoppers' behavioral intention. When customers feel that the value gained is higher than the cost paid in the actual brand contact process, they will naturally have a favorable impression on the brand. If the brand interaction can continue to increase this favorable impression, then high satisfaction and happiness create an emotional resonance for the brand, and it is this resonance that creates customer loyalty. After studying the relevant literature, we found a positive relationship between customer perceived value and brand loyalty (Ou, 2018). Therefore, it can be concluded that there is a very strong direct relationship between consumer value and consumer loyalty. Table 5 shows the relationship between consumer value and consumer engagement. As seen in the table, the computed rho-values ranging from 0.542 to 0.819 indicates a moderate to very strong direct relationship among the sub variables of consumption values and customer engagement. There was a statistically significant relationship between consumption values and customer engagement because the obtained p-values were less than 0.01.

**Table 5**

*Relationship Between Consumption Values and Customer Engagement*

<b>Variables</b>	<b>rho</b>	<b>p-value</b>	<b>Interpretation</b>
<b>Functional Value</b>			
Pre-sale Stage	0.662**	<.001	Highly Significant
During Sales Stage	0.542**	<.001	Highly Significant
Post-sales Stage	0.638**	<.001	Highly Significant
<b>Emotional Value</b>			
Pre-sale Stage	0.605**	<.001	Highly Significant
During Sales Stage	0.583**	<.001	Highly Significant
Post-sales Stage	0.569**	<.001	Highly Significant
<b>Social Value</b>			
Pre-sale Stage	0.819**	<.001	Highly Significant
During Sales Stage	0.714**	<.001	Highly Significant
Post-sales Stage	0.725**	<.001	Highly Significant

\*\* . Correlation is significant at the 0.01 level

According to the prospect theory, with the increase of customer participation intensity, value perception increases rapidly at first, then slows down, and finally becomes stable. Customer participation is a process in which customers invest certain resources to participate in service production to improve consumption quality, including information search, information sharing, responsibility behavior and interpersonal interaction. Customers need to invest a certain amount of time and energy through participation, but they also hope that after investing time and energy, they can gain something in the participation process. This harvest is to obtain various resources to meet people's needs, which is also an exchange activity. Therefore, it can be seen that there is a very



strong direct relationship between consumer value and customer engagement.

**Table 6**

*Relationship Between Consumer's Loyalty and Customer Engagement*

Variables	rho	p-value	Interpretation
Purchase Experience			
Pre-sale Stage	0.807**	<.001	Highly Significant
During Sales Stage	0.679**	<.001	Highly Significant
Post-sales Stage	0.714**	<.001	Highly Significant
Product Quality			
Pre-sale Stage	0.756**	<.001	Highly Significant
During Sales Stage	0.623**	<.001	Highly Significant
Post-sales Stage	0.714**	<.001	Highly Significant
Shipping and Delivery			
Pre-sale Stage	0.872**	<.001	Highly Significant
During Sales Stage	0.781**	<.001	Highly Significant
Post-sales Stage	0.814**	<.001	Highly Significant

\*\* Correlation is significant at the 0.01 level

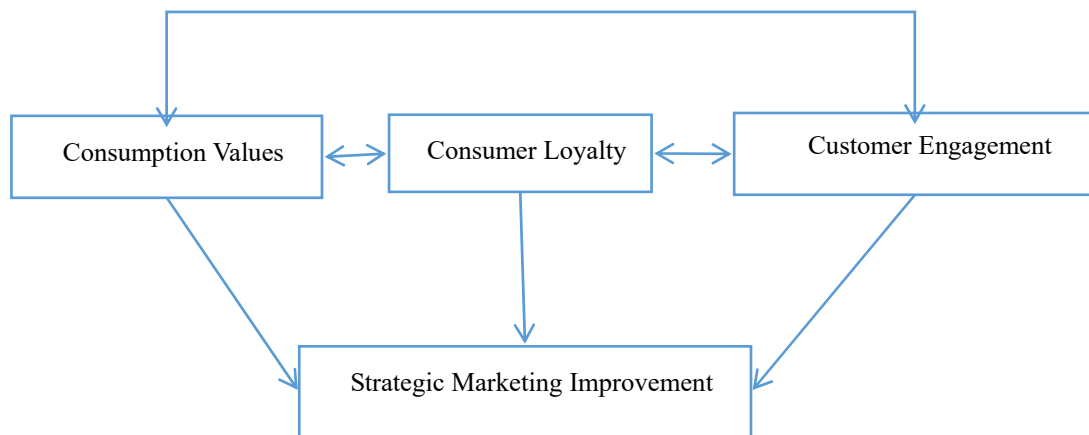
Table 6 shows the relationship between consumer loyalty and engagement. As seen in the table, the computed rho-values ranging from 0.623 to 0.872 indicate a strong to very strong direct relationship among the sub variables of consumer's loyalty and customer engagement. There was a statistically significant relationship between consumer loyalty and customer engagement because the obtained p-values were less than 0.01. A customer perceived value plays a significant mediating role in the relationship between customer participation and behavioral intention (Jin, 2014). Through the analysis of online shopping consumers' risk perception and complaints affecting online shopping express service satisfaction and online shopping express service quality, it is convenient to improve the customer satisfaction of express delivery service (Li, 2017). Online shoppers invest their time, energy and emotions in understanding the brand, fully interacting with the merchant, and understanding their responsibilities in purchasing. The process of customer participation will make customers understand the responsibility and obligation of the brand, help customers perceive the performance of the brand responsibility and obligation, and promote the formation of customer psychological contract. Transactional psychological contract has a significant positive impact on behavioral loyalty, and relational psychological contract has a significant positive impact on both behavioral loyalty and attitude loyalty. Therefore, it can be seen that there is a strong direct relationship between consumer loyalty and engagement.

### Research Output

This paper proposes a marketing strategy framework to promote and encourage marketers of online network companies to actively use corresponding marketing strategies to improve marketing management based on consumer needs. This will help increase the influence and profitability of online companies. The results showed that the three variables were statistically correlated, which was also supported by multiple regression. These variables (consumer values, consumer loyalty, and consumer engagement) have statistical significance in predicting the development of marketing strategies. The influence of each variable on the prediction was statistically significant ( $p < 0.05$ ).

The above results show that the three variables studied, namely, consumer values, consumer loyalty, and

consumer engagement, have strong and statistically significant correlations. In other words, the higher the functional value, social value and emotional value of consumers, the higher the loyalty of consumers, and the higher the integration degree of consumer values and consumer participation, the higher the loyalty of respondents.



*Figure 1 Strategic Marketing Improvement Framework*

As can be seen from the above figure, the promotion of online shopping marketing strategy requires us to pay attention to consumer values, consumer loyalty and consumer engagement. Cha (2018) believes that by constructing online marketing strategies and based on the functional value, social value and emotional value of consumer values, a positive online shopping marketing environment can be created, online consumers' shopping experience can be improved, and consumers can be provided with high-quality services at low prices. Zhang (2021) also points out that the change of online shopping marketing strategy also has a significant impact on the loyalty and engagement of online shoppers. He believes that the level of consumer participation is directly affected by online shopping marketing strategies, and different marketing strategies bring different participation enthusiasm. Similarly, consumers' loyalty to commodities and enterprises is also affected by corporate marketing strategies. Different marketing strategies bring consumers different experiences, and different experiences bring different loyalty.

#### 4. Conclusion and recommendations

The respondents moderately agreed on the consumption values in online shopping as to its function, emotional and social value. There is moderate online shopping loyalty among customers in terms of purchase experience, product quality and shopping and delivery. There is moderate customer engagement among customers from pre-sale stage to after sale stage. There is a highly significant relationship between online shopping consumer value, consumer loyalty and consumer engagement. The strategic marketing improvement framework was developed that can be used by online shopping stores in China. The online enterprises may find ways to continuously improve their customer service from pre-stage sale to after sale of the product. The enterprise managers may consider also the shopping habits of online shoppers based on the differences in consumer loyalty. Online enterprise marketing managers may use the marketing strategy framework to improve their business. Future researchers may conduct study on the emerging technologies in online shopping experiences and impact value-loyalty-engagement dynamics.

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