

Supplementary Materials

1. 1. The items below are related to the information quality of online shopping malls' logistics services. Please put a check mark in the column that applies to you.

Quality of Information	Strongly Disagree	Dis-agree	Neither Dis-agreeNor	Agree	Strongly Agree
(1) Products you want to purchase from online shopping malls can be searched for easily	①	②	③	④	⑤
(2) All information concerning products is accurately provided.	①	②	③	④	⑤
(3) There is no excessive advertising in the product information provided.	①	②	③	④	⑤
(4) Various details are provided on the products you want to purchase	①	②	③	④	⑤
(5) Product information provided by online shopping malls is easy to understand	①	②	③	④	⑤

2. 2. The items below are related to the order quality of online shopping malls' logistics services. Please put a check mark in the column that applies to you.

Quality of Order	Strongly Disagree	Dis-agree	Neither	Agree	Strongly Agree
(1)Orders are processed accurately and quickly when using online shopping malls	①	②	③	④	⑤
(2)Products ordered and delivered are identical	①	②	③	④	⑤
(3)There aren't many cases of product substitutions due to products being out of stock	①	②	③	④	⑤
(4)If the product has been substituted, the substituted	①	②	③	④	⑤

product is almost the same as the
ordered product

(5)Guaranteed refund/return processes	①	②	③	④	⑤
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3. 3. The items below are related to the delivery quality of online shopping malls' logistics services. Please put a check mark in the column that applies to you.

Delivery Quality	Strongly Disagree	Dis-agree	Neither Dis-agree	Agree	Strongly Agree
(1)Delivery is fast and safe	①	②	③	④	⑤
(2)The means of delivery are diverse and can be freely selected	①	②	③	④	⑤
(3)The current location of products can be easily identified during delivery	①	②	③	④	⑤
(4)The delivery is done on time	①	②	③	④	⑤
(5)The product is not damaged during delivery	①	②	③	④	⑤

4. 4. The items below are related to the delivery price of online shopping malls' logistics services. Please put a check mark in the column that applies to you.

Price of Delivery	Strongly Disagree	Dis-agree	Neither	Agree	Strongly Agree
(1)Price of delivery is specified before the purchase	①	②	③	④	⑤
(2)Price of delivery is easily identifiable before the purchase	①	②	③	④	⑤
(3)Delivery is cheaper than from an offline store	①	②	③	④	⑤
(4) Price of delivery is the same regardless of the quantity purchased/total expenditure on products	①	②	③	④	⑤
(5) You do not have to pay additional delivery charges for refunds	①	②	③	④	⑤

5. 5. The items below are related to the customer service of online shopping malls' logistics. Please put a check mark on the column that applies to you.

Customer Service	Strongly Disagree	Dis-agree	Neither	Agree	Strongly
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(1)Online shopping malls provide information on delivery processes after purchasing products	①	②	③	④	⑤
(2)When asked about product delivery, the response from the shopping mall is compassionate	①	②	③	④	⑤
(3)Reception/service by the delivery person is friendly	①	②	③	④	⑤
(4)The malls provide swift answers to customers' questions	①	②	③	④	⑤
(5)Refund/return service is swiftly provided	①	②	③	④	⑤

6. The items below are related to customer satisfaction of online shopping malls' logistics services. Please put a check mark on the column that applies to you.

Customer Satisfaction	Strongly Disagree	Dis-agree	Neither	Agree	Strongly Agree
(1)Use of online shopping malls saves time compared with using conventional malls	①	②	③	④	⑤
(2)Online shopping malls you use most frequently offer certain items cheaper than those offered in offline stores	①	②	③	④	⑤
(3)Are you satisfied with purchases from the shopping mall you use?	①	②	③	④	⑤
(4)Are you satisfied with the logistics service?	①	②	③	④	⑤
(5)Are you satisfied with the logistics service of online shopping malls in general?	①	②	③	④	⑤

7. The items below are related to customer repurchases in online shopping malls and logistics services. Please put a check mark on the column that applies to you.

Intention for Repurchase	Strongly Disagree	Dis-agree	Neither Disagree	Agree	Strongly Agree
(1) You feel attachment to the online shopping mall you use	①	②	③	④	⑤
(2)You feel trust in the online shopping mall you use	①	②	③	④	⑤
(3)You want to revisit/reuse the online shopping mall you use	①	②	③	④	⑤
(4)You plan to continue to use the online shopping malls you used	①	②	③	④	⑤

1. What is your gender?

① Female ② Male

2. What is your age?

① Below 19 ② 20-29 ③ 30-39 ④ Above 40

3. What is your level of education?

① High school diploma or below ② Currently enrolled in university

- ③ Graduated from university ④ Above graduate school
4. What is your job?
① Student ② Staff/Employee ③ Housewife
④ Self-employed ⑤ Other ()
5. What is your average monthly earning? (Unit: Yuan)
① Below 2000 ② 2001–4000 ③ 4001–6000
④ 6001–8000 ⑤ Above 8000
6. How often do you purchase products from online shopping malls in a month?
① Not at all ② 1–2 times ③ 3 times ④ More than 3 times
7. Which online shopping mall do you mainly use at present?
① Tao Bao(淘宝网) ② Jing Dong(京东商城)
③ Zhuo Yue(卓越) ④ Dang(当当)
⑤ Amazon(亚马逊) ⑥ Other ()