

National Cheng Kung University

Institute of International Management

Qualitative Research Methods

**Satisfaction/Dissatisfaction of Omnichannel
Chinese Customers – a look into the “buy-
online-and-pick-up-in-store” (BOPS)
convenience store delivery service in Taiwan**

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contents up here



1. Background.

Taiwan consumers are very much part of the rapid rise in online shopping seen across the globe.

Look for a higher impact opening sentence

Online shopping has grown rapidly worldwide over the past few Taiwanese e-commerce market (via pure online platforms) grew by around 16.2%, reaching NT\$ 241.2 billion (*Taiwan - eCommerce*, 2022). In that same year, 59.6% of Taiwanese people shopped online, with average annual spending increasing yearly and amounted to NT\$ 3,217 per person in 2020 (*Taiwan Internet Report*, 2020). Together with this momentous rise of online shopping, consumer expectations have also evolved, leading to new opportunities for e-commerce retailers and service providers. One such opportunity is offering a more convenient shopping experience to increase consumer value. Omnichannel retailers which offer integration of different shopping methods (e.g. shopping online, in a physical brick-and-mortar store, through phone, etc.) have been suggested to be preferred by consumers over single-channel retailers (van Baal & Dach, 2005). This is because the integration and coordination across multiple channels let the consumer choose how, where and when she interacts with the retailer, allowing for a more seamless shopping experience (Chatterjee, 2010). ~~As an example, many omnichannel consumers who do online shopping prefer to retrieve their orders at a nearby physical store rather than wait for home delivery (Kusuda, 2019). This specific consumer demand~~ led to the establishment of the Buy-Online-Pick-up-in-Store (BOPS) service, currently a prevalent omnichannel strategy employed by many retailers worldwide. With BOPS, consumers can pick up a product that they ordered online at a physical store of their choice offline.

citation needed

It has been shown that omnichannel retailers offering BOPS service attract two different consumer segments: (1) consumers with short purchase horizons who need the ordered product soon and (2) consumers who are price conscious. Despite the effort needed to physically pick up the product in a store, these consumers seek to benefit by either: (1) shortening the waiting

time or (2) saving on shipping costs (Chatterjee, 2010). To also provide consumers a convenient option, multiple retailers offer the “BOPS convenience store pickup service,” wherein the product purchased online can be picked up by the customer in a nearby convenience store. Particularly in the East Asian countries of Japan (Kusuda, 2019), Taiwan (Hsiao, 2009) and South Korea (Lee & Kim, 2021), this service has seen growth over the past few years. Interestingly, these three countries also have the three highest ratios of convenience stores per capita worldwide (DeAeth, 2018).

According to a survey conducted by Fair Trade Commission of the Taiwanese government in 2020, there are 11,985 convenience stores in Taiwan, accumulating more than three billion total visits (*Statistics on convenience stores*, 2021). This is in stark contrast to the 1,299 post offices in Taiwan as of March 2022 (*Chunghwa Post office locations*, 2022). Three of the largest online shopping platforms in Taiwan: Shopee, Momo and PCHome all offer BOPS convenience store pickup services (Chen, 2018; Li, 2019). Therefore, for Taiwanese consumers, BOPS convenience store pickup is a highly accessible delivery option. Despite the developing relevance of the BOPS service, studies on BOPS service quality are scarce. Lee et al. (2020) developed a comprehensive scale for BOPS service quality. With this scale, they were able to empirically demonstrate the importance of offline service quality to service satisfaction in the omnichannel retail context in the USA market. Post-purchase logistics activities (e.g. shipping, tracking and returns) are also noted by Cao et al. (2017) as determinants of customer satisfaction.

So why do we
need this study?

In a South Korean study by Lee and Kim (2021) of BOPS convenience store pickup service customers, overall customer satisfaction was found out to be more impacted by functional value (time, convenience, cost, and suitability) rather than emotional value (habit, peculiarity, preference, and quality of life). Stanworth et al. (2014) noted that Chinese service quality is inherently relational, instead of individually determined, and thus Chinese customer evaluations of service quality has an emphasis on social appropriateness over a focus on

individuated outcomes. How this culturally relational way of thought will interact with functional value which is a shared private value amongst customers who choose BOPS convenience store pickup service warrants further investigation. Satisfaction/dissatisfaction of BOPS Chinese customers will be explored within this context.

2. Research Objectives.

This study aims to investigate sources of A study cannot do anything :) The aim of this study . . . action and dissatisfaction with the BOPS (“buy-online-and-pick-up-in-store”) convenience store delivery service in Taiwan ~~using the Critical Incident Technique (CIT).~~

3. Method.

The design of CIT (Critical Incident Technique) interview questions referenced those used in previous studies (Bitner et al., 1990; Lee et al., 2020). When conducting the CIT interview, subjects are first asked to describe a satisfying or dissatisfying incident with BOPS convenience store delivery. Subjects are then assisted in recalling the details through a few incidents profiling questions about the retailer and products involved in the incident, when the incident happened, and at what stage of the purchase. The subjects are further asked to recall the circumstances leading up to the situation, and to describe the actions of the service provider (exactly what they say or do), and any details during the incident. Lastly, the subject will answer what resulted that made them feel the interaction was satisfying (dissatisfying) and incident outcomes. The interview will conclude with demographic questions modified from Lee and Kim (2021). ✓

3.1 Data Collection

The interviews will be conducted in Mandarin with Taiwanese customers who have used the BOPS convenience store delivery service within the past 12 months. Interviewees will be

briefed on the purpose of the interview, the terms of confidentiality, the format of the interview and the expected length of the interview. Contact information of interviewer will be notified, and subject shall have a chance to raise any questions and express concerns before commencing the interview. To plan for data collection, several criteria are considered following the recommendations from the book “*A companion to qualitative research*” (A companion to qualitative research, 2004). To ensure comprehension, there should be documentation of the interview. However, due to time constraint and resource scarcity of this project, recording or verbatim transcription of interviews will not be made. For communicative validation, the interviewer is to confirm the content of interview notes with the subject. The interview situation shall be set up in such a way that it will encourage shorter power distance between the interviewer and the interviewee.

This should be the author

You need this - otherwise there is no data!

3.2 Data Analysis and Credibility

Although not all research articles using CIT include element of credibility checks (Butterfield et al., 2005), this study intends to adopt investigator triangulation and invite expert review of classification to enhance quality of analysis (Carter, 2014). For investigator triangulation, description of initial categories and unified coding would be generated through group discussion for inter-subjectivity. Members would then independently evaluate the placement of each case into categories and then group discussion will finalize with comparisons and detailed interpretations of case. Interpretation in groups will improve data comprehension (*A companion to qualitative research*, 2004). The coding system will help researchers decontextualize, whereas comparison among independent judges and group discussion will make sure categorization consensus is reached through recontextualization (Benotsson, 2016).

Preliminary text analysis in grounded theory would be based on two axes. One coding system follows the process of the purchase, and the other is the BOPS-PU-QUAL (BOPS pick-up service quality) related scales summarized

If you are taking a more deductive approach (i.e., using Lee et al) then that is not grounded theory -- which is primarily inductive in nature

(2020) and reproduced in Appendix Table 1. The BOPS-PU-QUAL was developed by sampling only U.S. customers, but some of the cited relevant scales were derived from Chinese customers (Wu & Chang, 2016; Zhang et al., 2019). The researchers do not plan to adopt the dimensions from the source, the codified categories will be based on the data collected.

See above -
develop this in the
literature review to
help with the
explanation here

4. Limiting Factors.

This study will focus on the assessment of the satisfaction and dissatisfaction of the Taiwanese customers in using the BOPS option for delivery. The study will cover pre-purchase to post-purchase BOPS experiences as defined by the study (Lemon & Verhoef, 2016). BOPS option may be compared by the respondents to the online-order-to-direct-delivery, and/or to the physical purchase in brick-and-mortar store during the interviews. However, researchers will still ground the study to BOPS (dis)satisfaction and will only briefly discuss the other options mentioned. The study has been carefully streamlined due to rigid, and short timelines of the requirement.

The researchers chose Mandarin as the interview language to allow the interviewees to fully express their experiences. Native language is effective in gaining access to respondents, and in establishing trust (Drew, 2014). Openness and comfort of respondents are great factors in critical incident recollections. In the case of this study, one of the researchers is a native Taiwanese, and will be leading the interviews. This will also allow the research to ascertain Taiwanese cultural norms are covered. However, the interviews will not have verbal transcriptions due to time limitations.

5. Timescale.

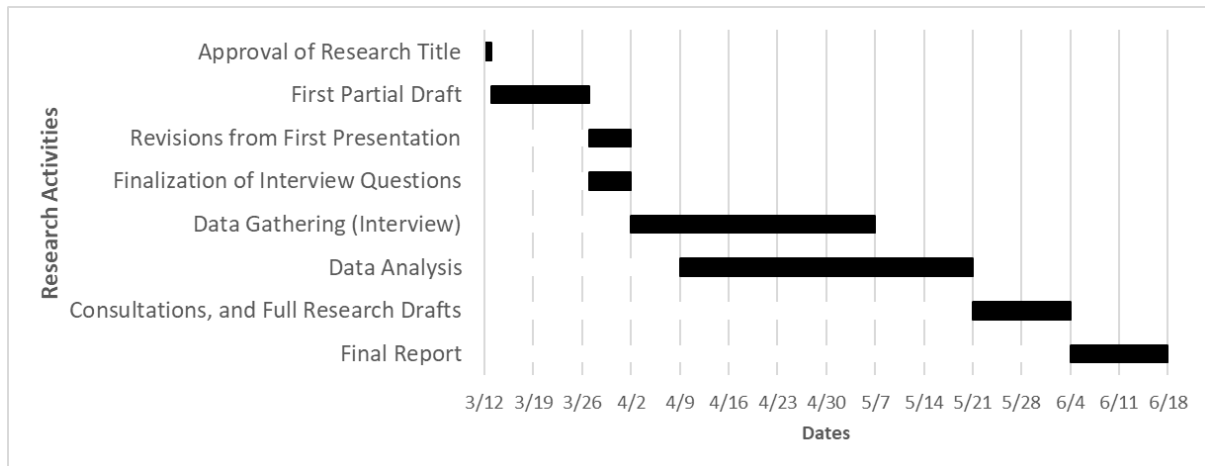
The researchers will work within the following key dates:

- Research Proposal – March 27, 2022

- Data Gathering – April 2 to May 7, 2022
- Final Report – June 18, 2022

Figure 1. details the processes involved in the study, and their specific target dates.

Figure 1. Project Timelines



6. Confidentiality.

This research study will be carried out as a requirement for the Qualitative Research Method course at the National Cheng Kung University. All respondents' private pieces of information will be carefully secured in the entire process. Respondents will also be briefed on the confidential nature of the study prior to the interviews.

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8. Appendix.

Table 1. Relevant service quality scales. Content reproduced directly from Lee et al. (2020)

Table 1 Relevant service quality scales

Type	Scale	Dimensions
Offline	SERVQUAL Parasuraman et al. (1988)	Tangibles, reliability, responsiveness, assurance, empathy
	Third-order factor model of service quality Brady and Cronin (2001)	Interaction quality (attitude, behavior, expertise), physical environment quality (ambient conditions, design, social factors), outcome quality (waiting time, tangibles, valence)
	Retail service quality scale (RSQS) Dabholkar et al. (1996)	Physical aspects (appearance, convenience), reliability (promises, doing it right), personal interaction (inspiring confidence, courteous/helpful), problem solving, policy
Logistics	Logistics service quality (LSQ) Mentzer et al. (2001)	Personal contact quality, order release quantities, information quality, ordering procedures, order accuracy, order condition, order discrepancy handling, order quality, timeliness
Multi/Omnichannel	Multichannel evaluation Cassab and MacLachlan (2009)	Problem handling, record accuracy, scalability, usability
	Multichannel integration quality Wu and Chang (2016)	Transparency of service configuration, information consistency, business ties, process consistency
	Omnichannel retail service quality Zhang et al. (2019) ^a	Store appearance, personal interaction, efficiency, aesthetic design, privacy/security, customization, integration, fulfillment/reliability
	Multichannel retail service quality Acquila-Natale and Iglesias-Pradas (2020) ^a	In-store experience, reliability and fulfillment, service provision policies, customer service
BOPS	Site-to-store quality Swaid and Wigand (2012)	Website efficiency, information quality, website reliability, responsiveness, assurance, personalization, integrated-pickup

^a Note: These scales were not referenced in the scale development process due to their recency



THE GROUP YOU ARE ASSESSING:		Save your file. Use this format: group being assessed your group.doc So an example would be TIV Voltes5.doc – where TIV is the group being assessed and Voltes5 is your group.	
SUNNY DAY			
YOUR GROUP NAME:			
INSTRUCTOR			
A Are ideas presented connected with the aim of the presentation? 40%	B Are the ideas presented clearly supported with evidence and logical argument? 30%	C Is it easy to follow & to understand? (Are the slides clear and easy to follow e.g. use of new pictures, words, graphs) 20%	D Overall impression (is it a group presentation etc.?) 10%

5%	5%	5%	5%
<p>Comments (space will expand as you type)</p> <p>Smooth and comprehensive start</p> <p>Add citation to support your points (e.g., background)</p> <p>Animate the points - click-talk; click-talk</p> <p>Are quite scarce / There are few studies / There is a sparsity of</p> <p>Qu - RO - dynamic with the process that might be particularly salient</p> <p>Qu - interrater analysis versus triangulation</p> <p>Qu Lee - what dimensions? qualitative development</p> <p>Qu - all mandarin speakers?</p> <p>Qu - transcripts</p> <p>Qu - confidentiality</p> <p>Report:</p> <p>The report has a strong authoritative tone and so makes for good reading. You need to clarify your proposed work in relation to Lee et al. I would suggest starting to do that in the literature. Making sure how your work is distinct from or extends their work. (It seems their work is your "A" paper?) The section on the method is thorough and detailed. This can be developed and refined later e.g., to add sampling.</p> <p>Consider:</p> <ul style="list-style-type: none"> - enabling all in the group to actively participate in the interviews - making sure you account for Lee et al's work <p>88%</p>			

NCKU, IMBA - FEEDBACK, CLASS PRESENTATIONS

Grade (%) 20%

Peer review

Kemi

I like the Provide Interview Information part.

Method-Data analysis is very impressive, with theoretically driven analysis.

Overall, the report is logically-structured, well thought-out. Very impressive and well done
Sunshine!

Tony

Your presentation is well structured and professional. Personally I like your smooth delivery of the presentation. Your presentation is a good example of the “how to do it the correct way”. A question “Why do you use so many references?”

It indeed is a Sunny Day! Bravo!

Petch

Slides are well done with details and easy-to-follow steps.

Professionally done on methodology and analysis part. Proper references.

Well-versed presentation.

Laura

BOPS is real an up-to-date topic which all the E-commerce company eager to understand the consumer behavior trend. Looking forward for the results and contribution to the market.

Steven

Abe

Well done!!

we will expect fruitful result.