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Research on Follow-up Purchase Behavior of Online Shopping Return

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Abstract:

Online shopping has become an important way of shopping in people's life with the rapid development of network economy. At the same time, the return problem caused by a large number of transaction disputes is also restricting the development of online retail. Therefore, the research on the impact of online retailers' return policy on consumers has become a hot spot in recent years. Based on the literature review, this paper constructs the impact model of online retail return policy on consumers' back purchase behavior, and makes an in-depth study in the form of questionnaire, analyzes each return policy dimension on consumers' purchase intention, times, amount and quantity. Return policy dimensions include return amount, time limit, logistics cost bearing, simplicity of return process, merchants' handling attitude and limitations of return logistics mode selection. The study found that loose return policy can improve consumers' subsequent purchase behavior, but the influence degree of each dimension is different. Finally, this paper puts forward some suggestions on the formulation of return policy to online retailers.

Keywords*:* Online shopping return, Return policy, Subsequent purchase behavior

I. INTRODUCTION

With the improvement of people's living standards, consumers' shopping preferences are becoming more and more mature, gradually changing from price driven to service driven. When the popularity of "low-cost goods" has been reduced, it has become a key factor for the sustainable development of enterprises how to formulate to attract and attract and retain customers. The rapid development of e-commerce does not mean that it is complete and standardized. If there is a transaction, there will be risks. The most direct result of the risk is the return compensation. In order to attract consumers, online merchants often move out of the rule of "no reason to return goods in n days". Consumers can only decide whether to buy according to online pictures and the text introduction of merchants, which greatly increases their shopping risk and return probability. Therefore, the high return rate has become an unavoidable pain for e-commerce. When consumers' return behavior cannot be avoided, what factors should businesses consider to lead to return? What return policy can minimize losses and retain customers so as to have long-term interests? Related concepts of return policy are introduced as followed.

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1.1 Meaning of return policy

There are three kinds of return policies: unconditional return policy, no refund return policy and return policy to be confirmed (Chu et al., 1998).[1] Online retailers can act on the return policy through three aspects: fee return, return deadline and effort level required for return (Posselt et al., 2008).[2] Among them, the cost return includes the return of freight, the holding cost of goods, etc. The effort level of refund refers to providing commodity data or order number, and filling in corresponding forms. From the perspective of refund, the return policy can be divided into 100% refund and partial refund (Su, 2009).[3]

Based on the literature, this paper defines the return policy as a series of agreements made by enterprises on the return of sold products due to various reasons. Its content can be divided into six dimensions, which namely are return amount, return time limit, bearing of logistics expenses, simplicity of return process, the handling attitude of merchants and the limitations of the choice of return logistics methods.

1.2 Definition of loose return policy

According to the different requirements of each dimension, the return policy can be divided into two categories: loose return policy and strict return policy.

Loose return amount refers to full refund, and strict return amount refers to partial refund. Loose return time limit means that there is a long deadline, and strict means that the deadline is short. Loose logistics expense bearing means that the expenses caused by return shall be borne by the merchant or a third party, and strict logistics expense bearing means that the return logistics expenses shall be borne by the consumers themselves. The loose simplicity of the return process means that the procedures to be completed are simple and easy to complete. On the contrary, the strict steps are complex and time-consuming. The loose merchant handling attitude means that the merchant's reply is fast and effective, and the attitude is very enthusiastic, while the strict merchant handling attitude is that it is very picky about returns and does not easily agree to return goods or withhold consumers in other aspects. Finally, whether the limitations of the return logistics mode selection are loose or not, is the limitation of selecting the logistics party. That is only receiving the designated logistics party or not specified. Whether the return policy is loose or not has an important impact on consumer loyalty, enterprise reputation and enterprise long-term profits.

II. LITERATURE REVIEW OF ONLINE SHOPPING RETURN MANAGEMENT AT HOME AND ABROAD

2.1 Definition of online retail and reasons for online shopping return

Online retail refers to the commodity trading activities carried out by both parties through the Internet. That is, the organization and transmission of information through the Internet realizes the transfer of ownership of tangible and intangible goods or the consumption of services. The buyer and the seller realize

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the inquiry (information flow), transaction (capital flow) and payment (logistics) of transaction information through e-commerce (online) application, which are proposed in 2009 China online retail survey report issued by China E-Commerce Research Center. Compared with traditional retail, online retail not only reduces the retail cost, but also brings great convenience to people. So it has become a new shopping trend. But at the same time, the return rate of online retail has increased day by day in recent years, which is also obvious compared with traditional retail.

Through the summary of existing literature, there are four main reasons for online shopping return. (1) Return due to customers' own reasons, which refers to the impulsive purchase behavior of many consumers when tempted by promotions and advertisements, or just buying to try on and comparing multiple products. (2) The defective goods received by customers lead to the return of goods, which means that the goods sold by online retail have quality problems. (3) The information between consumers and B2C e-commerce enterprises is asymmetric. The online shopping platform is a virtual environment. Consumers can only understand the goods through text introduction and pictures. It does not guarantee that the expected commodity attributes are consistent with the actual commodities provided by the enterprise.[4] (4) Returns caused by defects in third-party logistics services, such as inconsistent orders due to operational errors, or damaged goods during distribution, long distribution time, and the requirement that the courier refuse to check the goods first and then sign in.[5]

2.2 Study the return management of online shopping led by enterprises

The earliest research on return management under e-commerce transactions in China began in 2003. Taking quick returns as an example, Ding Jing, Du Xiying (2003) analyzed the process of reverse logistics management, discussed the problems of enterprise return management and put forward corresponding suggestions.[6] Wang Yanzhi (2006) conducted an in-depth study on reverse logistics along the way of thinking, analyzed the current situation of online commodity return in e-commerce, put forward suggestions to enterprises that they should pay attention to return reverse logistics, and optimize management by establishing return reverse logistics system.[7] Zhao Jing, Li Xinchun (2007) discussed the return of online shopping, focused on the return management of reverse logistics, analyzed the relevant elements that should be paid attention to in return management, expanded the causes of return and the impact of return policy on consumer loyalty, and obtained the specific implementation scheme of return management from various considerations.[8] Cai Lulu (2012) compared the return policies of domestic large B2C enterprises in the process of B2C return reverse logistics, and considered whether the increasingly favorable return policies are reasonable from the perspective of return cost, so as to provide a basis for B2C enterprises to formulate more scientific return policies.[9] Zhu Zhi (2015) took 207 mainstream shopping websites in China as the research object, investigated and analyzed the return policy of online retailers in China, and fully understood the factors affecting the return policy.[10] Zhang Shengliang, Zhang Jiedi (2016) divided the reasons for consumers' return into merchant reasons, personal reasons and express company reasons in the context of online shopping, and the impact and degree of different reasons on consumers' post purchase behavior are monitored respectively, so as to provide reasonable suggestions for the development of enterprises.[11]

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By consulting lots of literature, the author found that the domestic research direction is mostly limited to the causes of consumers' online shopping return, reverse logistics and the formulation of enterprise return policy in recent years. There are few studies on the impact of return policy on consumers' subsequent consumption behavior, which is enough to show that people do not pay adequate attention to the importance of retreat behavior. Can we say that as long as we curb the factors that initially led to the return problem, we can reduce losses and achieve long-term benefits? The answer is obviously not. In the prevailing environment of e-commerce, although the growth of the number of online retail enterprises in China has slowed down, the huge e-commerce group can not be underestimated. Many powerful stores have emerged in the fierce competitive environment. High quality products, affordable prices and considerate services have become essential attributes, but this does not mean that there is no return rate. If not handled properly, it will produce negative reputation and conversion intention. What businesses lose is not just a single business. On the contrary, if the return problem can be solved in time and effectively, it will help to improve consumer satisfaction and slowly form loyal customers of the enterprise.

2.3 Study the return management of online shopping led by consumers

For the series of problems such as "will the customer's return experience affect the subsequent purchase method? if so, how?", Griffis and raob (2012) selected only books as the research object, and took the consumption information on the shopping platform as the research object to study the impact of refund speed on subsequent purchases. Finally, using empirical analysis, they came to an answer: improving the operation management on return can cultivate long-term customer commitment, loyalty and improve the overall relationship value.[12] For the research on repurchase intention, Wang Chunhui proposed "whether the service quality of e-commerce reverse logistics has an impact on customers' repurchase intention, and if so, how." This paper verifies the internal relationship between the service quality of reverse logistics in e-commerce retail enterprises, customer satisfaction and customer repurchase intention, and comes to the conclusion that the service quality of reverse logistics in e-commerce enterprises has a positive impact on customer satisfaction, and customer satisfaction also has a positive impact on customer repurchase intention. It is learned from the literature that the research of many scholars usually focuses on a kind of product, a factor or a network background, which has certain limitations.

"Is it more appropriate to consider the problem in a broader context?" Sun Yongbo, Li Xia (2017) follow this idea to break the existing situation. On the basis of predecessors, they do not restrict the scope of research objects and shopping varieties, and take groups with online shopping experience as research objects to verify the subsequent impact of return from a broader environment. Sun Yongbo and Li Xia use five dimensions to reflect the looseness of return policy and its impact on subsequent behavior. The conclusion of the study is very meaningful.[13] Drawing on the above literature, this paper attempts to add six dimensions to reflect whether the return policy is loose or not under the background of Chinese shopping websites, subdivide the subsequent purchase behavior, and summarize and deduce their correlation one by one.

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The research on return policy has certain practical significance for consumers' subsequent purchase behavior in online retail environment firstly. On the one hand, the implementation of a good return policy can greatly reduce the risk that consumers bear when they buy dissatisfied products, so as to improve consumers' satisfaction and play a positive ordering butterfly effect on subsequent purchases.[14] On the other hand, the bad return policy will bring the butterfly effect of reverse return and increase the business risk of enterprises. Secondly, a large number of returns will reduce the marginal profit of the enterprise, not to mention the establishment of business reputation and corporate image.

III. RESEARCH PROCESS OF ONLINE SHOPPING RETURN AND SUBSEQUENT PURCHASE BEHAVIOR

3.1 Study preparation

According to the 43th statistical report on China's Internet Development released by China Internet Information Center (CNNIC), as of June 2020, China's Internet users are still dominated by the group aged 10-39, accounting for 72.1% of the whole. Among them, the proportion of Internet users aged 20-29 is the highest, accounting for 29.7%, and the proportion of groups aged 10-19 and 30-39 is 19.4% and 23.0% respectively. From the perspective of the professional structure of Internet users, the proportion of Chinese Internet users and middle school students is still the highest with 24.8% followed by self-employed / freelancers, with a proportion of 20.9%. The total proportion of management personnel and general staff of the enterprise / company reaches 15.1%. From the above, it can be seen that college students are still the most representative group of online shopping users. On the premise of considering the convenience of convening the experimental subjects, the control of experimental cost and the uneven regional distribution, this paper decides to select the group dominated by college students as the research object. The questionnaire was issued through the Internet, and the majority of school students and a small number of people from other occupations were invited to participate in the survey.

In the previous chapter, we mentioned that there are certain limitations in the conclusion of investigating the follow-up behavior of return only from the background of one kind of product, one factor or one kind of network. Therefore, this paper will expand the scope of research, regardless of which products to investigate and analyze.

3.2 Research assumptions

Combined with the current requirements of China's online retailers for consumers' return, the looseness of e-commerce enterprises' return policy is divided into six dimensions, including return amount, return time limit, logistics cost bearing, simplicity of return process, merchants' handling attitude and limitations of return logistics mode selection. Combined with the description of the subsequent purchase behavior of return in the relevant literature in the previous chapter, this paper is detailed to the following four points: purchase intention, purchase times, purchase amount and purchase quantity. In order to further understand the relationship between them, the following research model is constructed as shown in Figure 1.

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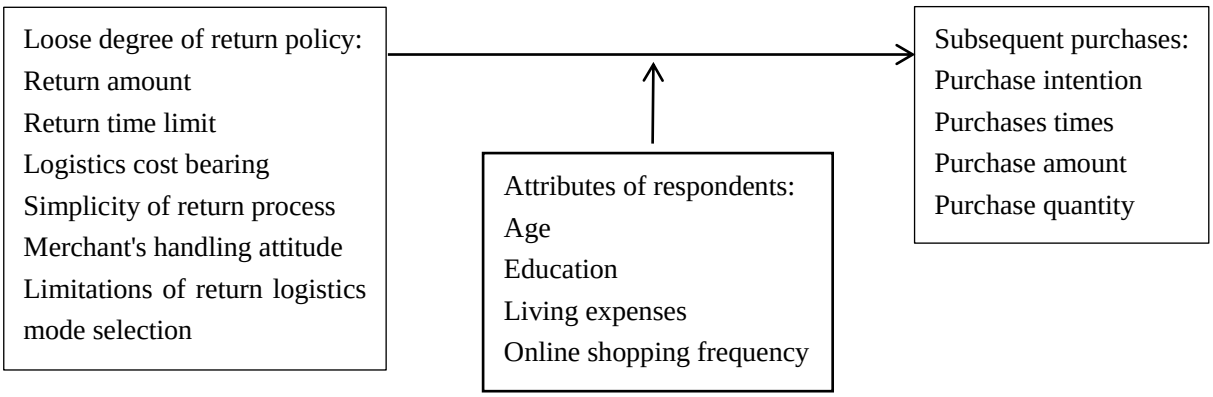

Fig 1: Research model

Based on this, we propose the following assumptions:

H1: the attributes of respondents have an impact on subsequent purchase behavior.

"Respondents" refer to the people who have returned goods, and their attributes include age, education, living expenses and online shopping frequency.

H2: there is a significant correlation between the loose degree of return policy and subsequent purchase behavior.

H2a: the loose degree of return policy has a positive impact on subsequent purchase intention.

H2b: the looseness of the return policy has a positive impact on the number of subsequent purchases.

H2c: the looseness of the return policy has a positive impact on the subsequent purchase amount.

H2d: the loose degree of return policy has a positive impact on the subsequent purchase quantity.

There are six dimensions reflecting the looseness of the return policy, namely, the return amount (such as full or partial refund), the return time limit (such as no reason to return in n days), the party responsible for the return logistics expenses, whether the return process is convenient, the merchant's handling attitude, and whether there are restrictions on the selection of return logistics methods.

3.3 Questionnaire design and recovery

On the basis of literature review, combined with the research purpose of this paper, we deeply interviewed several groups of people with return experience, and finally summarized and analyzed it. The questionnaire is divided into three parts, including the basic information of the research object, the reasons for the return and the impact of each return policy dimension on the follow-up behavior. The basic information of the survey object can be used to analyze the existence of return experience and whether the subsequent purchase behavior is affected by gender and income, and suggest merchants to treat them differently from the side. The reason for the return can let the merchant know what the root cause of the problem is and kill it from the cradle. The impact of each dimension on the follow-up behavior directly reflects the influencing factors and the degree of consumers' retreat behavior which can obtain more accurate information from consumers' intuitive response. A total of 185 valid questionnaires were collected,

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of which 159 were "having returned goods" and 155 were true and valid, which are the main reference data of this study.

3.4 Research results

(1) Through statistical analysis, it is found that 67.02% of girls believe that the looseness of return policy will affect subsequent purchase behavior. While only 55.39% of boys agree, relatively older people will more agree with this view, and consumption level and shopping frequency have different effects. It can be seen that different people's attributes have different effects on the subsequent purchase behavior of return. That is, H1 is established.

(2) The author selected the questionnaire as "having returned goods". Cross table analysis was used to test whether there was a relationship between the two variables. The two variables are consumers' attention to the factors in the return policy and the impact of each factor on subsequent purchase behavior. The degree of attention paid to the factors in the return policy can highlight consumers' relaxed requirements for each factor (only the return amount is taken as an example here, and the verification of other factors is the same as above). The subsequent purchase behavior is followed by the subsequent purchase intention, times, amount and quantity. Through the cross table analysis, the following table 1 can be obtained.

TABLE 1. Impact of return amount on subsequent purchase behavior

Item/Test value	**Chi square test**	**Symmetric metric**	
	Pearson chi square sig value	Phi value	V value
Subsequent purchase intention	.000	.559	.280
Subsequent purchases times	.042	.455	.228
Subsequent purchase amount	.031	.464	.232
Subsequent purchases quantity	.011	.490	.245

Among them, the sig values of Pearson chi square test are less than 0.05, so we believe that the looseness of return amount has a significant relationship with subsequent purchase behavior. Both phi value and V value represent the tightness of the relationship between the two variables. And the values are greater than 0.1, indicating that the relationship is close. That is, the looseness of the return amount has an obvious relationship with the subsequent purchase behavior. Therefore, it can be inferred that the looseness of the return policy is significantly related to the subsequent purchase behavior. Therefore the H2 hypothesis is tenable.

(3) Select the questionnaire that "the loose degree of online shopping return policy has an impact on subsequent purchase behavior" from the questionnaire. Then subdivide it into the impact degree of each return policy factor on subsequent purchase behavior (the impact degree is expressed in the following figures: 1 means "very unaffected", 2 means "unaffected", 3 means "commonly", 4 means "affected", and 5

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means "very affected"). Table 2 shows the impact of each return policy dimension on subsequent purchase intention.

TABLE 2. Impact of various factors on subsequent purchase intention

Title / Options	Very unaffected	Unaffected	Commonly	Affected	Very affected	Average
Return amount	3 (3.03%)	1 (1.01%)	14 (14.14%)	23 (23.23%)	58 (58.59%)	4.33
Return time limit	3 (3.03%)	7 (7.07%)	37 (37.37%)	28 (28.28%)	24 (24.24%)	3.64
Logistics cost bearing	4 (4.04%)	0 (0%)	24 (24.24%)	32 (32.32%)	39 (39.39%)	4.03
Simplicity of return process	4 (4.04%)	0 (0%)	21 (21.21%)	40 (40.4%)	34 (34.34%)	4.01
Merchant's handling attitude	4 (4.04%)	2 (2.02%)	9 (9.09%)	24 (24.24%)	60 (60.61%)	4.35
Limitations of return logistics mode selection	10 (10.1%)	9 (9.09%)	32 (32.32%)	24 (24.24%)	24 (24.24%)	3.43

It can be seen from table 2 that the average score of each return policy dimension is greater than 3, indicating that the looseness of online shopping return policy has an impact on subsequent purchase intention. Among them, 60.61% of the impact of "merchant's handling attitude" on subsequent purchase intention reached extraordinary impact, accounting for the largest proportion, followed by the proportion of "return amount", accounting for 58.59%.

What factors affect subsequent purchase intention? Research shows that consumer satisfaction plays a key role. Subsequent purchase intention refers to an individual's view or idea of repeated purchase of the thing. In the social background with rich formats, people's selectivity for goods has been greatly improved, which has caused a certain sense of crisis to businesses. In order to retain customers, businesses not only work hard on their own products, but also begin to provide higher quality services. And consumers naturally have higher requirements for service attitude. Therefore, among the factors affecting consumers' repurchase intention, the merchant's handling attitude has become a point that people attach great importance to. The average score of "merchant's handling attitude" in the table is the highest, which is 4.35, which also verifies this view. That is, the better the merchant's handling attitude is, the higher the feasibility of consumers' perception of the store, the greater the consumers' subsequent purchase intention. So H2a hypothesis is established.

(4) Table 3 shows the impact of various return policy factors on subsequent purchase times.

TABLE 3. Influence of various factors on subsequent purchase times

Title / Options	Very unaffected	Unaffected	Commonly	Affected	Very affected	Average
Return amount	2 (2.02%)	1 (1.01%)	16 (16.16%)	30 (30.3%)	50 (50.51%)	4.26

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Return time limit	5 (5.05%)	5 (5.05%)	37 (37.37%)	27 (27.27%)	25 (25.25%)	3.63
Logistics cost bearing	2 (2.02%)	2 (2.02%)	24 (24.24%)	32 (32.32%)	39 (39.39%)	4.05
Simplicity of return process	5 (5.05%)	3 (3.03%)	21 (21.21%)	37 (37.37%)	33 (33.33%)	3.91
Merchant's handling attitude	3 (3.03%)	0 (0%)	13 (13.13%)	22 (22.22%)	61 (61.62%)	4.39
Limitations of return logistics mode selection	8 (8.08%)	8 (8.08%)	33 (33.33%)	29 (29.29%)	21 (21.21%)	3.47

The intention of subsequent purchase is a spiritual idea, while the number of subsequent purchases is the actual material purchase.

"The merchant's handling attitude" had the highest impact on the number of subsequent purchases, accounting for 61.62%, followed by "return amount". And the average score of each return policy is greater than 3. As above, the degree of looseness of the return policy has a positive impact on the number of subsequent purchases. That is, H2b hypothesis is true.

(5) Table 4 shows the impact of each return policy dimension on subsequent purchase amount.

TABLE 4. Influence of various factors on subsequent purchase amount

Title / Options	Very unaffected	Unaffected	Commonly	Affected	Very affected	Average
Return amount	2 (2.02%)	1 (1.01%)	18 (18.18%)	22 (22.22%)	56 (56.56%)	4.3
Return time limit	3 (3.03%)	6 (6.06%)	36 (36.36%)	33 (33.33%)	21 (21.21%)	3.64
Logistics cost bearing	3 (3.03%)	3 (3.03%)	26 (26.26%)	26 (26.26%)	41 (41.41%)	4
Simplicity of return process	3 (3.03%)	4 (4.04%)	23 (23.23%)	37 (37.37%)	32 (32.32%)	3.92
Merchant's handling attitude	3 (3.03%)	1 (1.01%)	10 (10.10%)	34 (34.34%)	51 (51.52%)	4.3
Limitations of return logistics mode selection	8 (8.08%)	6 (6.06%)	30 (30.30%)	31 (31.31%)	24 (24.24%)	3.58

The main factor affecting the subsequent purchase amount of return is money. The statistical data also show that this idea is correct. Different from the above two examples, "return amount" accounts for the largest proportion as 56.57% which is "extraordinary impact". This practice is a typical stability seeking behavior. Because it is uncertain whether it will return goods, in order to avoid risks it has strict requirements on the return amount which must be guaranteed only by a full refund. Therefore, the change of subsequent purchase amount will increase with the widening of the return policy. Each average score is greater than 3, so H2c is established.

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(6) The impact of each return policy dimension on subsequent purchase quantity is shown in Table 5.

TABLE 5. Influence of various factors on subsequent purchase quantity

Title / options	Very unaffected	Unaffected	Commonly	Affected	Very affected	Average
Return amount	3 (3.03%)	3 (3.03%)	12 (12.12%)	30 (30.3%)	51 (51.52%)	4.24
Return time limit	4 (4.04%)	3 (3.03%)	26 (26.26%)	38 (38.38%)	28 (28.28%)	3.84
Logistics cost bearing	2 (2.02%)	4 (4.04%)	18 (18.18%)	29 (29.29%)	46 (46.46%)	4.14
Simplicity of return process	3 (3.03%)	2 (2.02%)	21 (21.21%)	40 (40.4%)	33 (33.33%)	3.99
Merchant's handling attitude	3 (3.03%)	0 (0%)	10 (10.10%)	29 (29.29%)	57 (57.58%)	4.38
Limitations of return logistics mode selection	8 (8.08%)	4 (4.04%)	25 (25.25%)	36 (36.36%)	26 (26.26%)	3.69

The main factors affecting the subsequent purchase quantity are still the "merchant's handling attitude" and "return amount". It is worth noting that the "bearing of logistics expenses" has an "extraordinary impact" on the subsequent purchase quantity of 46.46%, which is larger than the amount of the first three examples. And the average is also the highest in historical data.

The improvement of living standards does not mean that people will ignore the problem of discounts. For online shopping, if you need to pay the freight, many customers are often blocked out. People are more inclined to choose the shop for parcel post, which will make them feel economical. And this feeling will spread to the subconscious. The first impression is that their goods are cheaper than those who need to pay postage, so as to increase the number of goods purchased in this shop. The average score of each return policy is greater than 3. Therefore, the subsequent purchase quantity of online shopping return will change in the same direction with the looseness of the return policy. So H2d is established.

In conclusion, it is assumed that H1, H2, H2a, H2b, H2c and H2d are all true.

IV. RESEARCH CONCLUSIONS AND SUGGESTIONS

This study reveals the impact of retailers' return policy on consumers' subsequent purchase behavior in the online shopping environment. Through the analysis of the collected data in the form of questionnaire survey, the following conclusions are drawn. (1) The loose degree of return policy has a significant positive impact on the subsequent purchase behavior. (2) The attributes of consumers have an impact on the subsequent purchase behavior.

This paper empirically verifies that the return experience of online shopping has an impact on the subsequent purchase behavior. Furthermore businesses can affect consumers' subsequent purchase behavior by adjusting the return policy, so as to achieve a win-win situation. Loose return policy (full refund, more enthusiastic return service attitude, simpler return process and faster return speed, etc.) one side can largely attract consumers to spend in the store again after online shopping return. And the

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purchase intention, purchase times, purchase amount and purchase quantity under this consumption behavior will enable consumers to create the same or even higher value as before return. On the other hand, more and more people consider the return policy before purchase in the network environment because consumers can not timely contact the quality of the goods they buy. Under this premise, the return policy of online retailers will significantly affect consumers' decision-making. Therefore, merchants should not ignore the problem of return management in order to avoid high return cost. They should recognize the importance of return policy-making. Based on the above analysis, the following suggestions are put forward for the formulation of return policy and return management.

First, recognize the importance of return management. This study shows that under the adjustment of the return policy, consumers' subsequent purchase behavior will change. If ideal, it can reach the cost beyond the return cost which is the visible value, as well as the invisible value such as consumers' loyalty and word-of-mouth publicity. Therefore, the old idea that the return of goods will only bring high costs should be resolutely abandoned. It is necessary to face up to each return and take them as an opportunity to improve quality and image.

Second, implement the corresponding return policy according to the main objectives. The results show that a loose return policy can promote consumers' subsequent purchase intention. If the merchant's goal is to promote purchase and increase sales, it can provide a relatively loose return policy, especially loose logistics cost bearing such as the return freight which can effectively promote the purchase volume. Or it can simplify the steps of the return process. For example it can reduce the requirements for some packaging, labels, return orders, etc.

Third, improve the personnel arrangement and system in charge of return. Simplifying the return process of consumers is to increase the work content of retailers in a disguised form. While increasing the amount of tasks, we should also ensure that the work efficiency is not low, which requires the high cooperation of personnel and the support of system. Therefore, retailers should formulate reasonable and feasible systems for routine problems of return, and summarize some causes of return problems as a reference for personnel arrangement. The steps of the return process are assigned to relevant personnel in detail, such as return application processing, return logistics and refund processing, so as to try to deal with consumers' return problems with the fastest speed and most effectively.

Fourth, give consumers a humanized return experience. This study shows that consumers' subsequent purchase behavior will change with the loose degree of return policy, and whether the return policy is loose is not accurately defined, which completely depends on consumers' experience perception. It can improve consumers' return perception experience for consumers whether they can get a pertinent explanation when they have doubts, whether they can get a timely reply when they apply for return, and whether they can get warm words during interactive communication. In short the merchant's handling attitude plays a key role in the subsequent purchase behavior of consumers. Therefore, retailers should provide humanized services, consider problems from the perspective of consumers and give a positive attitude while ensuring their own reasonable interests.

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Fifthly, consider from many aspects and synthesize the influence degree of each dimension to formulate the most favorable return policy according to the characteristics of target consumers. Because of different enterprise brand positioning, the target customer group attributes are also different. And the return policy dimensions they care about will also be different. On the premise of considering the operating cost, we should know the trade-offs when formulating the return policy, focus on relaxing the dimensions most concerned by the target consumers, and appropriately tighten the dimensions less concerned, so as to attract consumers and successfully control the cost at the same time.

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