

**Project Dissertation**

**On**

**“COMPREHENSIVE STUDY OF CUSTOMER  
BEHAVIOUR ON E SERVICES”**

Submitted By:  
Kunal Divyanshu  
2K16/MBA/25  
DSM, DTU

Under the guidance of:  
Asst. Prof. Abhinav Chaudhary



**DELHI SCHOOL OF MANAGEMENT**

**Delhi Technological University**

**Bawana Road, Delhi 110042**

**JAN- MAY 2018**

## CERTIFICATE FROM THE INSTITUTE

This is to certify that the Project dissertation titled '**COMPREHENSIVE STUDY OF CUSTOMER BEHAVIOUR ON E SERVICES**', is a bona fide work carried out by Mr. Kunal Divyanshu, of MBA 2016-18 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide

Signature of Head (DSM)

(Abhinav Chaudhary)

(Seal of Head)

Place:

Date:

## **DECLARATION**

I, Kunal Divyanshu, student of MBA 2016-18, of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42, declare that the project report on 'COMPREHENSIVE STUDY OF CUSTOMER BEHAVIOUR ON E SERVICES', submitted in partial fulfilment of Degree of Masters of Business Administration, is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

Kunal Divyanshu

Place:

Date:

## ACKNOWLEDGEMENT

I am using this opportunity to express my gratitude to everyone who supported me throughout the course of this MBA project in '**Comprehensive Study Of Customer Behaviour On E Services**'. I am thankful for their aspiring guidance, invaluable constructive criticism and friendly advice during the project work. I am sincerely grateful to them for sharing their truthful and illuminating views on a number of issues related to the project.

I express my warm thanks to my guide **Mr. Abhinav Chaudhary (Asst. Professor, DSM)** for his support and guidance in the accomplishment of this dissertation and for all his deep ideas and concepts which helped me a lot in carrying out this dissertation in an effective and constructive manner. I would also like to provide my heartfelt gratitude to all the people who provided me with the facilities being required and conducive conditions for my dissertation.

I would also take the opportunity to thank **all the PhD Scholars** especially **Mrs. Meenu Chopra** for her guidance and invaluable inputs in the development of this dissertation and guiding me as and when required. She made me well versed with the intricacies of the dissertation.

In the end, I would like to extend my gratitude to my family and friends for their support and cooperation during this project.

Kunal Divyanshu

2K16/MBA/25

## **EXECUTIVE SUMMARY**

Internet is progressively reaching the hands of Indians customers, which makes it the best medium to pitch in the products. The project focuses on how satisfactory is the relationship of Indian customers with online shopping. The project has surveyed nine online shopping channels on the grounds of seven extracted factors (based on the principal component analysis) namely Redressal Mechanism, Consumer Preference (Quality Products), Reliability and Trustworthiness, Consumer Preference (Low Price Products), Website access and Product Delivery, Content Maintenance Factor and Website Interface. The analysis briefs us about the demographic data of the customers including age group, gender, profession and salary and also the frequency of buying, which can help the companies to identify the demography not involved in online shopping and hence help them in increasing their customer base and also help in framing their market strategies with the objective to enhance the frequency of their existing customers.

The project involves the feedback of the customers on the basis on Usability, Design, Information, Trust, Empathy, Ease of Use, Appearance, Linkage, Structure and Layout, Content, Reliability, Efficiency, Support, Communication, Security, Incentive, Fulfilment/Reliability, Website Design, Customer Service, Security/Privacy, E-space (website design), Customisation, Responsiveness, Assurance, Website Design, Reliability, Responsiveness, Trust and Personalization.

The effective increase in the online shopping has been witnessed as the result of various government policies, schemes and initiatives like Digital India to increase the Business to Customer (B2C) space.

Over the years the online shops has been able to build up the trust with its products and services. It has excluded the role of middle men and focussed on end to end services. Rising start-ups in the field of Unified Payment Interface is also an indicator of involvement of Indian customers in online shopping. Use of data science has also increased the customers' interest in online shopping.

## TABLE OF CONTENTS

CHAPTERS	PAGE NO.
1. INTRODUCTION	1
1.1 Introduction of E-Commerce in India	2-3
1.2 Project Overview	3
1.2.1 E-commerce in India	3-4
1.3 Objectives of the study	5
2. LITERATURE REVIEW	6
2.1 Service Quality	7-11
2.2 Quality of E-service in online shopping	11-13
3. RESEARCH METHODOLOGY	14
3.1 Purpose of the Research	15
3.2 Research Approach	15-16
3.3 Data Collection	16
3.4 Tools of Analysis	16
4. DATA ANALYSIS	18
4.1 Introduction	19
4.2 Data Analysis	19
4.2.1 Demographic Summary	19
4.2.2 Customer Buying Routine	20
4.2.3 Average Rating for e-commerce websites (out of 10)	21
4.3 Findings & Recommendations	22
4.4 Limitation	24
5. REFERENCES	25-27

ANNEXURE	28
KMO AND BARTLETT'S TEST	28
SCREE PLOT	28
Rotated component matrix	30-32
QUESTIONNAIRE	33-41

## LIST OF FIGURES & Tables

<b>FIGURE</b>	<b>PAGE NO.</b>
Figure1.1: India's e-commerce retail market size	4
Figure 2.1: Service Quality Model	10
Table 4.1: Demographic Profiles	18
Table 4.2: Buying Routine	19
Figure 4.1: Buying Routine Chart	19
Figure 4.2.3: Average Rating Of E-Commerce Websites	20



# **CHAPTER 1**

## **INTRODUCTION**

## **1. Introduction**

### **1.1 Introduction of E-Commerce in India**

The Web based business showcase in India has seen the remarkable development of for all intents and purposes five hundredth inside the most recent 5 years. The pattern of Internet business has been making rounds inside the Indian commercial center for a long time, the predefined conspire has as of now fell in situ. The expanded ascent inside the scope of web clients, developing agreeableness brought together installment interface, the multiplication of web empowered gadgets and ideal socioeconomics are the key elements driving the extension story of internet business inside the nation.

The online business ought to oversee challenges identified with a different supplier base, innovative imperatives, customer aptitude, validity of information and grievance redressal. The net retail stage has developed and grown-up impressively finished the previous couple of years. Money down has been one among the key development drivers and is touted to have represented five hundredth to eightieth of on-line retail deals. Players have received new plans of action together with stock-and-offer, transfer and group purchasing; be that as it may, contemplations enveloping stock administration, area of stockrooms and in-house providing abilities are the sitting dentition issues. Players presently give an array of administrations beginning from purchasing/pitching autos to discovering residential help/sitter. The govt. must target the regulative front to ensure that e-Commerce maintains the stem that it has gained in recent years. Not like several alternative countries, India still doesn't have dedicated e-Commerce laws. The nuisance tax laws got to be revised, as they're sitting problems for on-line retailers whereas they decide warehouse location. E-Commerce is ready to continue on its growth path on the rear of the stabilization of the scheme and interest incontestable by VC players, combined with support from the govt. of India (GoI). With the advancement of technology, the buyer getting behaviour has additionally modified lots. These days, the majority do in depth analysis on-line and analysis on product specifications before they create any purchase. So, not having a web site implies that you're missing out there-on giant chunk of potential customers. albeit individuals don't obtain a product on-line, a web site establishes a relationship between a business & its customers. the general

expertise of a client on the web site are an important consider determinant the whole perception.

With addressing any new business, quality problems arise. a web site additionally establishes the quality of the business. several little businesses argue that they're doing well despite not having a web site. however the reality is that sooner or later it's progressing to have an effect on their sales. once individuals select extremely capital intensive deals or purchases, they'll leave no stone unturned in interrogating the quality of the business. Not having a web site can hurt these businesses success within the future and little businesses can ne'er be able to grow speedily within the future.

The pattern of on-line looking is prepared to imagine greater statures in returning years, not just in light of India's rising web populace, however furthermore inferable from changes inside the supporting plan. Players have made concentrated endeavors to redesign territories like providing and furthermore the installment foundation. in addition, the Indian customer's view of on-line looking has experienced a mighty alteration, and only for the immense. Given these improvements, working capital financial specialists who were forbidding themselves to the sidelines areas are now taking an unmistakable fascination inside the nation's online business advertisement. In this report, we have a tendency to get to produce associate insight into client perception of India's e-Commerce market. The report focuses on the expectations of internet buyers towards e-commerce and highlights factors driving the expansion of those corporations. This additionally elaborates on the simplest company for on-line looking supported these factors.

## **1.2 Project Overview**

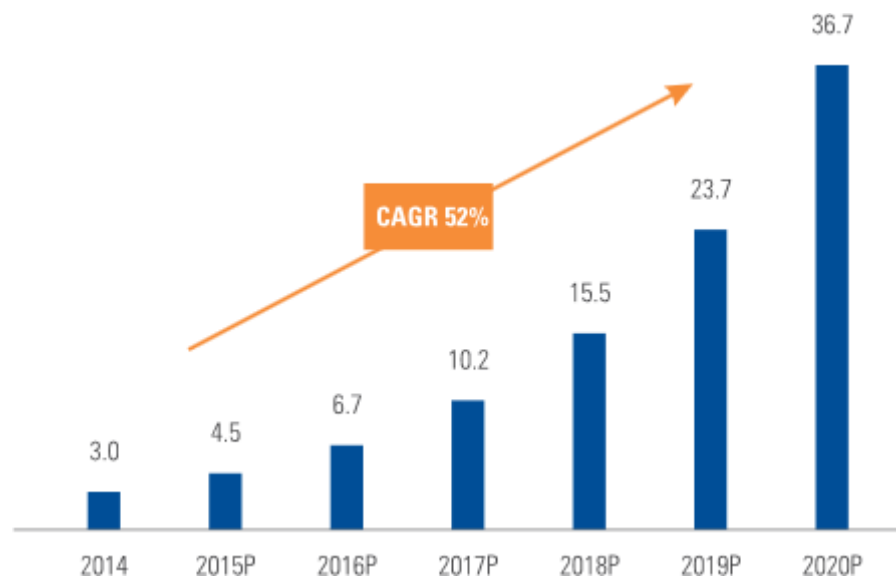
### **1.2.1 E-commerce in India**

The E-Commerce sector in India has seen associate unexampled growth in 2014 and 2015. There has been a vast increase within the range of individuals WHO have started exploitation e-commerce websites. This growth are often attributed to fast technology adoption by each e-commerce corporations moreover as customers. With the introduction of devices like smartphones and tablets, and access to the net through broadband, 3G, etc., has junction rectifier to a rise within the range of on-line customers. Also, the e-commerce corporations like Flipkart, Snapdeal and Paytm

have seen immense investments within the previous few years attributable to the massive potential of the world.

Also, major players like Amazon & Alibaba have entered the Indian market, that has any intense the competition. each these players have waited for the initial introduction section to pass and currently ar trying to use their deep pockets and data to ascertain a defence within the Indian market. Their sturdy domain knowledge and best practices from their international experience give them an additional edge.

Since the e-commerce business is quick rising, changes are often seen over a year. E-commerce sector in India is probably going to be value USD thirty eight billion by the top of 2016 with a sixty seven omit the USD twenty three billion in 2015. consistent with KPMG analysis, e-commerce sector is encountering CAGR of fifty two (Refer figure 1) Books, attire and accessories and physical science ar the biggest mercantilism product through e-tailing, constituting around eightieth of product distribution. The increasing use of smartphones, tablets and web broadband and 3G has junction rectifier to developing a powerful client base possible to extend any.



Source: KPMG in India analysis, 2015, based on industry observations and sector progress in 2014

**Figure1.1: India’s e-commerce retail market size**

India is one of the biggest hubs of digital market. Subscription costs of broadband is declining, motor-assisted with the arrival of 4G services, are driving this trend. This has junction rectifier to associate the growing range of “netizens.” what is more, the

possible launch of 5G services is anticipated to considerably augment the country's web user base. The net has become associate integral a part of this growing population phase for remaining connected with friends, accessing emails, shopping for moving-picture show tickets or ordering meal. The dynamical regimes of the urban population of the country, have additionally junction rectifier many of us counting on the net for his or her looking desires. The accessibility of looking from the contentment of one's home and having a luxury assortment to decide on from has caused inflated trust on the web sources.

### **1.3 Objectives of the Study**

1. The objective of this project is to gain the understanding of Customers' perception of E-service Quality in Online Shopping industry.
2. This report attempts in prioritising E-service Quality parameters taking into account the needs and demands of the customer with respect to e-commerce sector in India and suggesting which parameter will have the significant impact on e-service quality.
3. The objective is to acquaint the factors that have a significant impact on consumers buying behaviour while doing shopping from the e-commerce companies in India.

# **CHAPTER - 2**

## **LITERATURE REVIEW**

## 2. Literature Review

### 2.1 Service Quality

With the exponential development in electronic trade (web based business), extra and extra organizations attempt to understand an upper hand by misuse internet business to act with clients (Lee and Lin, 2005). Thusly, the opposition among on-line retailers has turned out to be fiercer and fiercer (Yang et al., 2003). In order to balance the value straightforwardness drawback, the contenders have utilized 3 essential ways (Chen and Hitt, 2000): (1) geographic separation, (2) quality variations in e-services, and (3) unassuming levers of progress costs. The extension of the net looking has lessened the part of the topography for a few clients, and a couple of verifiable costs, similar to those for the comfort and time utility, might be contracted by this land unconnectedness. In this manner, the e-benefit quality separation has turned into the chief vital issue for pulling in and holding clients inside the on-line looking (Yang et al., 2004). The overall pattern toward the administration quality was introductory started inside the Eighteen Eighties once organizations finish that the standard item, in itself, wasn't sure to keep up an upper hand (van der Wal et al., 2002). The advertising research has just demonstrated that clients WHO ar disappointed with an administration can advise their encounters to very 3 individuals. Along these lines, the potential customer are diminished by the poor administration (Horovitz, 1990). since the administration turns into extra related extra vital and furthermore the opposition ends up fiercer and fiercer in a business, every client and supervisors should give careful consideration to the administration quality (Tai, 1994). The expression "quality" is wide utilized as a live of brilliance (Madu and Madu, 2002). predictable with Parasuraman et al. (1985, p.42), Service quality are regularly laid out as "the examination between clients' desires and view of administrations". The term discernment relates to the shoppers' convictions in regards to the got or suggest benefit (Parasuraman et al., 1988; Brown and Swartz, 1989). it's trusted that the apparent administration quality adds to positive business results, as greater levels of customer fulfillment, and by augmentation, ideal advancing practices, similar to repurchases and positive viva-voce practices (Taylor and Hunter, 2002). Among them, the work conducted by Parasuraman et al. (1985) has been considered the foremost distinguished, that reveals 5 dimensions of the service quality namely PRRGS (Palpability, Reliability, Responsiveness, Guarantee

or assurance and Sympathy).

Original Model	Refined Model	Description
Tangibility	Tangibility	Physical aspects of what is provided to users.
Reliability	Reliability	The ability to accurately accomplish what was promised.
Responsiveness	Responsiveness	Ability to help users and promptly provide the service, capturing the notion of flexibility and the ability to adjust the service to the users' needs.
Competence Courtesy Credibility Safety	Guarantee	Competence and courtesy extended to users and the safety provided through operations.
Access Communication Understanding the user	Empathy	Individual attention provided to users.

Source: Marshall G, Murdoch L, 2001

**Figure 2.1: Service Quality Model**

## 2.2 Quality of E-service in online shopping

With gigantic development of web, it's turned into a favored advancing channel. it's outstandingly eye catching for educators and professionals, especially those inside the field of the web based business to investigate customer assessments inside the on-line looking. "The on-line looking might be an entangled technique, which might be isolated into various sub-forms, e.g. the routes, the hunts of information, the net exchanges, and furthermore the customer cooperations." (Lee and Lin, 2005, p.162). the entire populace looking on-line in 2002 is sixty six million and this figure is foreseen to twofold by 2007 (Nua web Surveys, 2002). In addition, incomes from the net marketing keep developing as well.

As indicated by Grewal et al. (2002) and Monsuwe et al. (2004), the net looking will satisfy numerous purchasers' wants extra viably and extra quickly contrasted and the standard looking.

The e-service quality is one among the key determinants of the achievement of on-line retailers (Jun, et al., 2004). steady with Zeithaml (2002), on-line retailers flop principally owing to the low quality administrations, that ar rendered to their clients.



As indicated by the present pattern, clients beginning do top to bottom investigation in regards to item on-line. At that point they visit close stores with every one of the information to have a look and feel of the stock. They at long last evaluate value factors and get the stock. it's resolved that they get generally on-line inferable from tremendous rebates offered by online business companies. For on-line clients, the e-benefit nature of a high typical is that the proposes that by that the potential favorable circumstances of the net ar finish (Yang, 2001).

As indicated by Davis (1993), customers' mentalities toward web looking depend on the immediate impacts of significant on-line looking alternatives.

As per Cai and Jun (2003), as a matter of first importance the e-benefit quality extraordinarily impacts clients' fulfillment and expectations to purchase on-line, and second, the e-benefit quality is significant in drawing in potential clients. as opposed to endeavoring to expand unpredictably the standard of the e-benefit gave, the corporate should style related actualize a viable program to understand an ideal level of the e-benefit quality and furthermore the e-benefit quality is a critical component of the client driven system (Calin, 2003).

In this way, a few experts and academicians in on-line looking have as of late focused on the e-benefit quality to attract potential clients and on an approach to hold current clients (Jun et al., 2004). to boot, Zeithaml (2002) focused on that partnerships should target e-administrations quality together with all prompts and experiences that happened previously, amid, and once the exchanges.

The present business climate, a shiny new development known as unique e-business has risen to propel web based business applications by rearranging business cooperation over the on the web (Chen et al., 2003; Gajendra and Wang, 2013). Sites ar supportive apparatuses for abuse web based business exercises. the essential

pointer of site quality is legitimate page rankings. On the off chance that a positioning is low, the house proprietors should give careful consideration in their endeavors to explore site quality and, once investigation, continue with changes to the feeble parts of the site (Vida and Jonas, 2011). prominent web based business should be bolstered by site style that decides the adaptability of a business to harvest the upsides of on-line deals. the site has been laid out on the grounds that the web based business utilization of system frameworks that has turned into an essential advancement over the previous decade (Zwass,

2003). The administration quality model of partner web based business site has acted very surprising issues like a live of value (Myerscough, 2008; Alzola and Robaina, 2010). DeLone and McLean's (2003) thinks about observed the standard to be a live of accomplishment. Web based business is developing expediently and gives a great opportunity to organizations. Transnational partnerships should set up with the potential impacts of social setting on customer states of mind of e-merchant devotion before producing advancing ways (Lu et al., 2013). A client's motivation to keep up an association with an organization is dependent on his or her view of the advantages of fantastic administration that gives a persistent stream of significant worth (Patterson et al., 2006). Tan et al. (2007) guaranteed that the conceptualization of administration quality ought to incorporate contemplations of both administration fulfillment and conveyance. Sites with an all the more outwardly satisfactory interface frequently result in more prominent administration quality and can impact a client's understanding and at last his or her long haul specialist organization bond.

Administration quality alludes to how not too bad the administration provided by a data specialist co-op is, as far as the inside association, outer supplier and an arbitrator or the outsider. Site assessment has been broadly examined in the past writing. Trust makes buyers agreeable in sharing individual data and making buys, and it builds up client devotion. E-devotion aim offers the reliance and distinguishing proof of the items or administrations of a Website (Chiu et al., 2009). Lee and Kozar (2006) assessed online hardware and online travel Websites by embracing DeLone and McLean's (2004) data frameworks' (IS) achievement show and applying the expository pecking order process technique.

# **CHAPTER 3**

# **RESEARCH METHODOLOGY**

### **3 Research Methodology**

#### **3.1 Purpose of the Research**

The purpose of the research was to determine the customer perceptions of service quality parameters with regards to e-commerce websites. The research has analysed what customers feel about various e-service quality parameters in terms of their levels of importance. The research scholar could also analyse which factor is more important than others on the basis of various demographic filters like age, gender, salary etc.

#### **3.2 Research Approach**

We did the research on the sample size of 92 and used the convenient sampling procedure for this. The sample was from the different demographics and profession.

A number of studies have been done in the area of e-service quality. There are many researcher, scholars & academicians who have used their own set of dimensions for measuring e-service quality. The e-service quality dimensions used by several researchers are as follows:

##### **Barnes and Vidgen (2002)**

- Usability
- Design
- Information
- Trust
- Empathy

##### **Santos (2003)**

- Ease of Use
- Appearance
- Linkage
- Structure and Layout
- Content
- Reliability
- Efficiency
- Support
- Communication
- Security
- Incentive

##### **Wolfenbarger and Gilly (2003)**

- Fulfilment/ Reliability
- Website Design

- Customer Service
- Security/ Privacy

**Ribbink van Riel Liljander and Straukens (2004)**

- Ease of Use
- E-space (website design)
- Customisation
- Responsiveness
- Assurance

**Lee and Lin (2005)**

- Website Design
- Reliability
- Responsiveness
- Trust
- Personalization

**Parasuraman Zeithmal and Malhotra (2005)**

Website entire customer base:

- Efficiency
- Fulfilment
- System availability
- Privacy for customers with non-routine encounters
- Responsiveness
- Compensation
- Contact

**Raman Stephens, Alam and Kuppusamy (2008)**

- Ease of Use
- Appearance
- Reliability
- Customization
- Communication
- Incentive

**Swaidand Wigand (2009)**

- Website usability
- Information quality
- Reliability
- Responsiveness
- Assurance
- Personalization

In this research, Parasuraman, Zeithaml & Malhotra, 2005, dimensions have been used. These dimensions can be broadly divided into 2 parts:

- a) E-Service Quality dimensions: It includes the following:
  - i. Efficiency: The ease & speed of accessing and using a website.
  - ii. Fulfilment: The extent to which the site's promises about order delivery & item availability are fulfilled.
  - iii. System Availability: The correct technical functioning o the website.
  - iv. Privacy: The degree to which the site is safe & protects customer's information.
- b) E-Service Recovery dimensions: It includes the following:
  - i. Responsiveness: Effective handling of problems & returns through the website.
  - ii. Compensation: The degree to which the site compensates the customers for problems.
  - iii. Contact: The availability of assistance through telephone or online representatives.

### **3.3 Data Collection**

For this report, data collection was done through both primary and secondary sources.

The data collection for this report was done mainly through the primary research which involved, gathering information about e-service quality and recovery from research reports and knowledge material published by renowned researchers and also by conducting surveys by sending questionnaires through the mail and social media.

### **3.4 Tools of Analysis**

The data in the study was analysed primarily by depicting it using the SPSS tool and basic Microsoft Excel functionality. Factor Analysis was performed using SPSS while graphical representation of data was done using Excel. Telephonic, email and internet surveys were conducted which consisted of mostly closed-ended questions.

# **CHAPTER 4**

# **DATA ANALYSIS**

## 4 Data Analysis

### 4.1 Introduction

After an extensive primary and secondary research, customers' perception of e-service quality in online shopping was analysed.

### 4.2 Data Analysis

**Number of Respondents:** 92

**Sources of Data Collection:** Survey Questionnaire

Parameter	Metrics	Count	Percentage
Age	0-17	2	2.17%
	18-25	54	58.69%
	26-34	34	36.95%
	35-55	2	2.17%
Gender	Female	31	33.69%
	Male	61	66.30%
Profession	Student	63	68.47%
	Homemaker	2	2.17%
	Working Professional	27	29.34%
Salary	10,000-25,000	2	2.17%
	25,000-50,000	25	27.17%
	50,000-1,00,000	4	4.34%
	Less than 10,000	61	66.30%

**Table 4.1: Demographic Profiles**

#### 4.2.1 Demographic Summary

- 66% of the respondents were male while 34% of them were females.



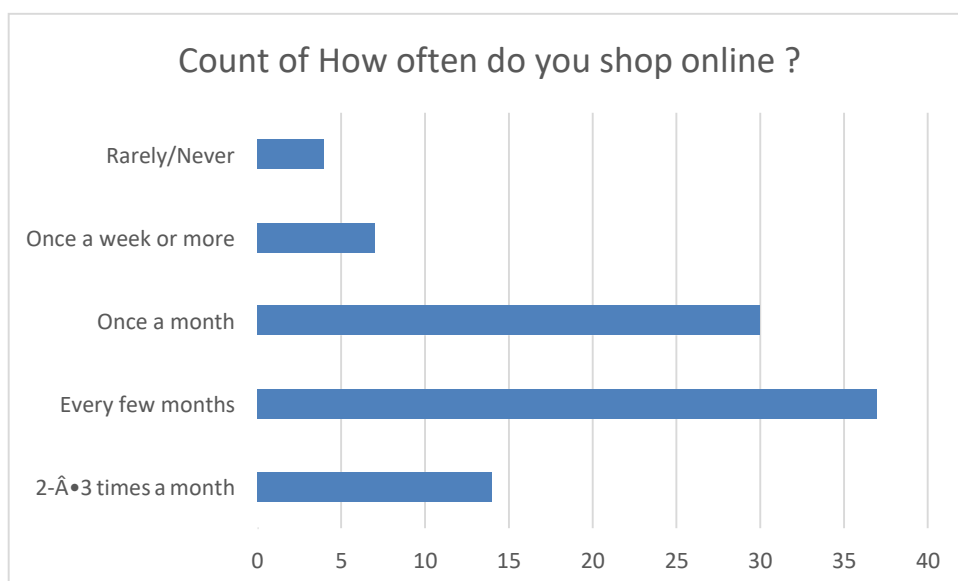
- More than ½ of the respondents (59%) were in the age group 18-25 while more than 1/3<sup>rd</sup> of them were in the age group 26-35. We can focus on other age groups in future research.
- With the existence of much of the internet population in the students and working professionals, the survey gave the maximum of the population from these two professions.
- Most of the respondents are either earning less than 10,000 a month or from 25,000-50,000 a month. The former mostly comprises of the students while the latter comprises of professionals.

#### 4.2.2 Customer Buying Routine

- Around 40% of the respondents buy every few months online.
- Around 1/3<sup>rd</sup> of the respondents buy once a month online.

Metrics	Count	Percentage
2-3 times a month	14	15.2%
Every few months	37	40.21%
Once a month	30	32.6%
Once a week or more	7	7.6%
Rarely/Never	4	4.34%

**TABLE 4.2: Buying Routine**

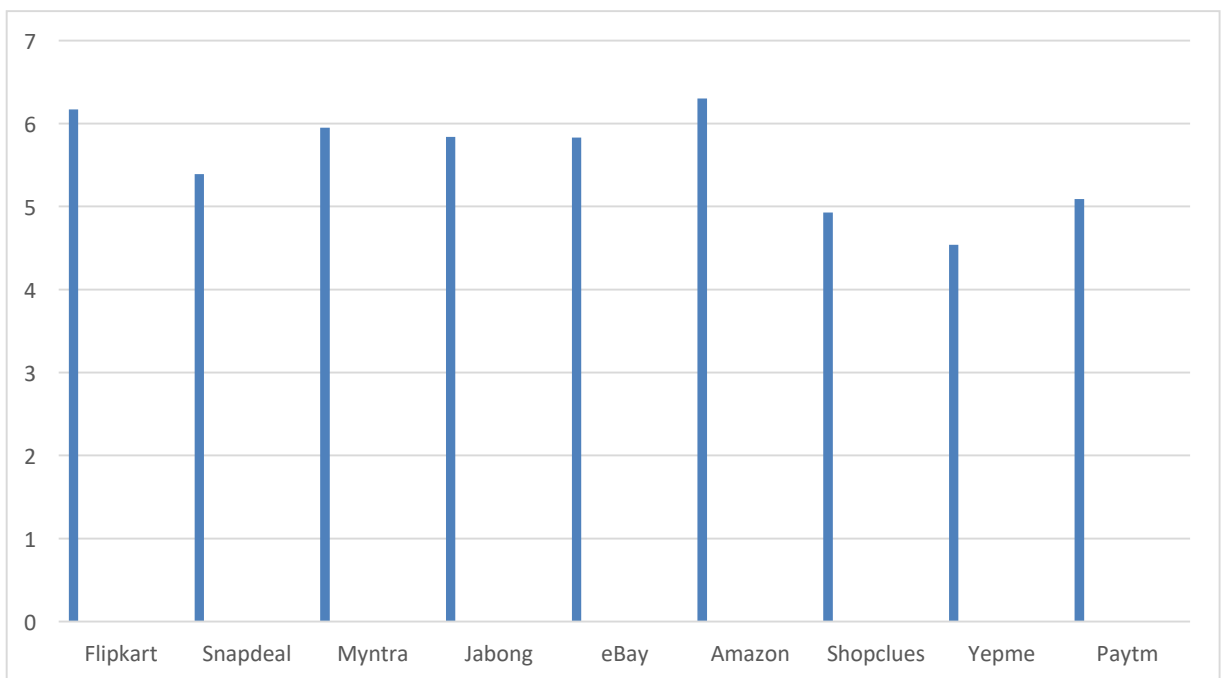


**FIGURE 4.1: Buying Routine Chart**

#### 4.2.3 Average Rating for e-commerce websites (out of 10)

Flipkart	6.17
Snapdeal	5.39
Myntra	5.95
Jabong	5.84
Paytm	5.83
Amazon India	6.3
Shopclues	4.93
Yepme	4.54
eBay	5.09

**TABLE 4.2.3: Average Rating of E-commerce websites**



**FIGURE 4.2.3: Average Rating of E-commerce websites**

Out of 9 e-commerce websites surveyed, Flipkart received the highest average rating (6.88) closely followed by Amazon India (6.72), Myntra (6.21) & Jabong (6.05).

Factor Analysis was performed using the SPSS tool on the 23 questions on customers' perception using an importance scale. 6 components were extracted from the analysis. This is similar to the 7 dimensions of E-service quality & recovery discussed earlier.

The interpretation is that the 23 questions are related in one way or the other. So, there 23 parameters can be reduced to 6 broad dimensions.

### 4.3 Findings & Recommendations

#### Findings

We performed KMO and Bartlett's test and obtained 0.623 as the measure of sampling adequacy (Refer Annexure: KMO and Bartlett's Test) and so were all the assumptions correct. Also, the eigenvalue of every factor is more than unity.

By using Factor Analysis with SPSS, 7 factors (Refer Annexure: Rotated Component Matrix) were obtained from the 30 questions. These factors are the dimensions of e-service quality in online shopping.

**Factor 1:** The first factor has six variables, which deals with product returns and service delivery on the same. These variables are: Late Delivery Compensation + Product Return + Problem Handling + Convenient Return + Service Representative + Protects Behaviour

**Factor 2:** The second factor deals with Company Ratings of the companies offering quality products (Amazon, Flipkart, Snapdeal, Myntra, Jabong, Paytm). This can be the consumer preference on the company for shopping quality products.

**Factor 3:** The third factor has five variables and deals with the credibility of the website and security of the consumer data. These variables are: Protects Info + Online Support Presence + Page Freeze + Transaction + Contact Number

**Factor 4:** The fourth factor deals with Company ratings of the companies offering low price products (Ebay, Yepme, Shopclues). This can be the consumer preference on the company for shopping low price products.

**Factor 5:** The fifth factor has four variables and deals with accessibility and flexibility on the website. These variables are: Findability + Fast Page Loading + Timely Delivery

**Factor 6:** The sixth factor has two variables and deals with content and information provided on the website. These variables are: Contact Number + Organized Information + Website crash

**Factor 7:** The seventh factor has two variables and deals with website usage and running. These variables are: Website Launch + Website Running

These 7 factors are the dimensions e-service quality in the research done.

The dimensions (factors) as a result are:

Factor 1: Redressal Mechanism

Factor 2: Consumer Preference (Quality Products)

Factor 3: Reliability and Trustworthiness

Factor 4: Consumer Preference (Low Price Products)

Factor 5: Website access and Product Delivery

Factor 6: Content Maintenance

Factor 7: Website Interface

The factor 1 is same as the dimension given by Parasuraman Zeithmal & Malhotra (2005) and Swaidand Wigand (2009)

The factor 3 is same as the dimension given by Wolfinbarger & Gilly (2003), Lee & Lin (2005) and Swaidand Wigand (2009)

The factor 6 is same as the dimension given by Barnes and Vidgen (2002) and Swaidand Wigand (2009)

The factor 7 is same as the dimension given by Wolfinbarger & Gilly (2003)

- Most of the respondents were either students or working professionals.
- Also, the majority of the respondents were in the age group of 18-35 where the age group 18-25 includes majorly students while the age group 26-35 includes majorly professionals.
- 72% of the professionals prefer to shop one or more in a month while 65% of the students do the same. So, from this data, we can conclude that there is not a huge gap in the percentage of student & working consumers. Students also show a similar buying pattern as professionals despite not drawing salaries.
- The respondents gave very high importance (close to 95%) to the accurate and timely delivery of orders while technical site activeness received relatively lesser importance (85%).

- Very high importance (95%) was given to the protection of customer's private information while they don't feel it is as important that their buying behaviour is shared.
- Respondents also feel that communication plays a very important role. They rate contact information as highly important for maintaining credibility.
- Amazon, Flipkart & Myntra are the top e-commerce websites in the eyes of the respondents.

### **Recommendations**

- Students also shop as much as professionals maybe slightly less. So, e-commerce companies should not forget students as they also make up a big chunk of their target market.
- The major chunk of online shoppers is in the age group of 18-35. They are the most active group as far as online shopping is concerned. So, it is vital for e-commerce companies to focus on this target group more than others.
- E-commerce companies should put a lot of emphasis on accurate and timely order delivery. If orders are not received in time there is no point of shopping online and people might switch to offline shopping.
- Consumers in India are still wary of online payment gateways. So, it is important for e-commerce companies to provide a secure payment gateway and protect their private information.
- It is also the responsibility of e-commerce companies to educate consumers about the benefits of buying online.
- E-commerce companies should entice new users to register by offering them attractive deals which are being followed by many companies currently.
- Companies should invest heavily in improving their search rankings by buying search keywords and massive advertising campaigns.
- Companies should prepare their websites for handling heavy traffic during big deal days like "Big Billion Day" otherwise poor performance may tarnish their image forever.

#### **4.4 Limitations**

The limitation of this study is that this study is:

- It mainly deals with the age group of 18-35. In future research, other age groups can also be considered.
- Most of the respondents of this survey are either students or professionals. Responses from other categories were very less and couldn't be analyzed.
- The respondents were majorly from Delhi-NCR region. The respondents can be focused from pan India region in the future research.
- Most of the respondents were highly educated and tech-savvy. So, this might not represent a general view of the Indian population where there is very less internet penetration.

# **CHAPTER 5**

# **REFERENCES**

## References

- Norizan Kassim, Nor Asiah Abdullah, (2010) "The effect of perceived service quality dimensions on customer satisfaction, trust, and loyalty in e-commerce settings: A cross-cultural analysis", Asia Pacific Journal of Marketing and Logistics, Vol. 22 Iss: 3, pp.351 – 371
- Syed H. Akhter. (2015). Impact of Internet Usage Comfort and Internet Technical Comfort on Online Shopping and Online Banking. Journal of International Consumer Marketing 27, 207-219.
- James V. Koch, Richard J. Cebula. 2002. PRICE, QUALITY, AND SERVICE ON THE INTERNET: SENSE AND NONSENSE. Contemporary Economic Policy 20, 25-37.
- AL-Faouri, A. & AL-Kasasbeh, M. (2010). 'The Influence of Aviation Companies' Perceived Websites Quality on E-trust: An Exploratory Study,' Proceedings of Aviation Information Technology, Engineering and Management 2010 Conference, March 22-24, 2010. New Orleans, Louisiana, USA.
- Barnes, S. J. & Vidgen, R. T. (2002). "An Integrative Approach to the Assessment of E-Commerce Quality," Journal of Electronic Commerce, 3: 114–127.
- Ethier, J., Hadaya, P., Talbot, J. & Cadieux, J. (2006). "B2C Website Quality and Emotions during Online Shopping Episodes: An Empirical Study," Information & Management, 43:627–639.
- Evanschitzky, H., Iyer, G. R., Hesse, R. J. & Ahlert, D. (2004). "E-satisfaction: A Re-Examination," Journal of Retailing, 80: 239-247.
- Cheung, C. M. K. & Lee, M. K. O. (2004/2005). "The Asymmetric Effect of Website Attribute Performance on Web Satisfaction: An Empirical Study," E-Service Journal, 3(3): 65-90.
- Cho, N. & Park, S. (2001). "Development of Electronic Commerce User - Consumer Satisfaction Index (ECUSI) for Internet Shopping," Industrial Management and Data Systems, 101(8): 400-405.
- Cristobal, E., Flavian, C. & Guinaliu, M. (2007). "Perceived E-Service Quality: Measurement Validation and Effects on Consumer Satisfaction and Website Loyalty," Managing Service Quality, 17(3):317-340.



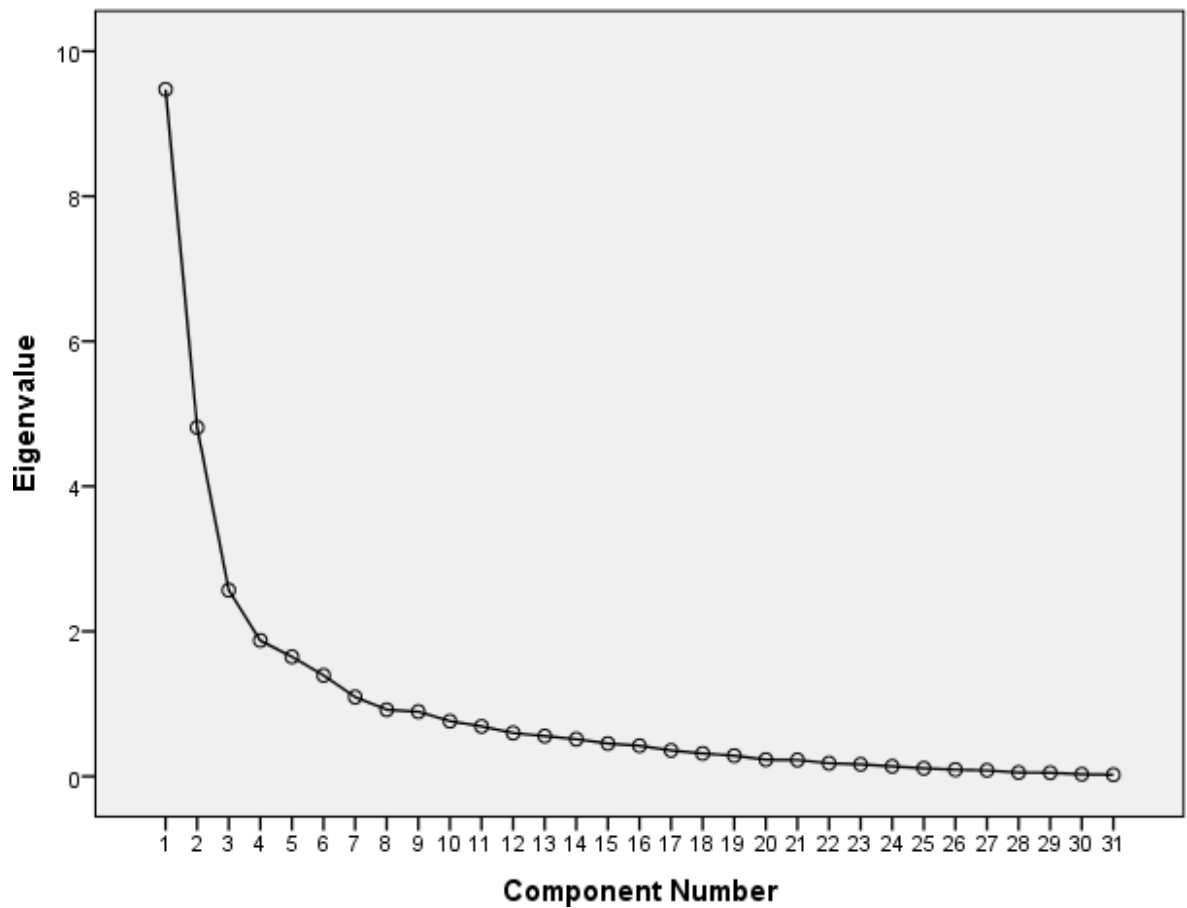
- Cronin, J. J., Brady, M. K. & Hult, G. T. M. (2000). “Assessing the effects of Quality, Value and Customer Satisfaction on Consumer Behavioural Intentions in Service Environments,” *Journal of Retailing*, 76(2): 193-218.
- Hernandez, B., Jimenez, J. & Martin, M. J. (2009). “Key Website Factors in E-Business Strategy,” *International Journal of Information Management* 29(5): 362-371.
- Janda, S., Trocchia, P. J. & Gwinner, K. P. (2002). “Consumer Perceptions of Internet Retail Service Quality,” *International Journal of Service Industry Management*, 13(5): 412-431.
- Lee, G.-G. & Lin, H.-F. (2005). “Customer Perceptions of E-Service Quality in Online Shopping,” *International Journal of Retail and Distribution Management*, 33 (2/3): 161-177.
- Lin, J. C.-C. (2007). “Online Stickiness: Its Antecedents and Effect on Purchasing Intention,” *Behaviour and Information Technology*, 26(6): 507 – 516.
- Lin, J. C.-C. & Lu, H. (2000). “Towards an Understanding of the Behavioural Intention to Use a Website,” *International Journal of Information Management*, 20:197-208.
- Loiacono, E. T., Chen, D. O. & Goodhue, D. L. (2002). “WebQual™ Revisited: Predicting the Intent to Reuse a Website,” *Proceedings of the International Conference on Information Systems, Barcelona, Spain, December 15-18*.
- Madu, C. N. & Madu, A. A. (2002). “Dimensions of E-quality,” *International Journal of Quality and Reliability Management*, 19(3): 246-258.
- Sousa, R., Yeung, A. C. L. & Cheng, T. C. E. (2008). “Customer Heterogeneity in Operational E-Service Design Attributes: An Empirical Investigation of Service Quality,” *International Journal of Operations and Production Management*, 28 (7): 592-614.
- Sukasame, N. (2005). “E-Service Quality: A Paradigm for Competitive Success of E-Commerce Entrepreneurs,” *Pacific Asia Conference on Information Systems PACIS 2005, Bangkok, Thailand*.

## Annexures

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.644
Bartlett's Test of Sphericity	Approx. Chi-Square	2415.924
	Df	465
	Sig.	.000

### Scree Plot



**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.474	30.562	30.562	9.474	30.562	30.562	4.888	15.767	15.767
2	4.810	15.517	46.079	4.810	15.517	46.079	4.294	13.851	29.618
3	2.567	8.280	54.359	2.567	8.280	54.359	3.517	11.344	40.962
4	1.874	6.044	60.403	1.874	6.044	60.403	3.047	9.828	50.790
5	1.649	5.319	65.722	1.649	5.319	65.722	2.427	7.830	58.620
6	1.393	4.492	70.215	1.393	4.492	70.215	2.419	7.803	66.423
7	1.094	3.529	73.744	1.094	3.529	73.744	2.269	7.321	73.744
8	.919	2.963	76.707						
9	.892	2.878	79.585						
10	.761	2.455	82.041						
11	.689	2.223	84.264						
12	.598	1.928	86.192						
13	.555	1.791	87.983						
14	.513	1.654	89.638						
15	.453	1.462	91.100						
16	.421	1.359	92.459						
17	.357	1.152	93.611						
18	.316	1.018	94.630						
19	.286	.921	95.551						
20	.231	.747	96.298						
21	.226	.728	97.026						
22	.181	.584	97.609						
23	.165	.532	98.141						
24	.138	.445	98.585						
25	.112	.360	98.946						
26	.093	.299	99.245						
27	.083	.266	99.511						
28	.052	.168	99.679						
29	.050	.160	99.839						
30	.028	.090	99.929						
31	.022	.071	100.000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix<sup>a</sup>

	Component						
	1	2	3	4	5	6	7
The website compensates you for any problem it creates?	.820						
The website compensates you for late delivery of items?	.745						.434
The website handles the problems promptly?	.717						
The website picks up items which are to be returned from your home?	.688						
It allows you to speak to a service representative online?	.648						
The e-Commerce website does not share your shopping behaviour ?	.627						
Its customer service representatives are available online ?	.593		.443				
The website provides you with convenient options for returning items?	.586		.463				
Keeping in mind the above factors, rate the following e-Commerce company on a scale of 1 to 10 (1 being the lowest & 10 being the highest rating)? [Amazon]		.919					
Keeping in mind the above factors, rate the following e-Commerce company on a scale of 1 to 10 (1 being the lowest & 10 being the highest rating)? [Flipkart]		.861					

Keeping in mind the above factors, rate the following e-commerce company on a scale of 1 to 10 (1 being the lowest & 10 being the highest rating)? [Snapdeal]	.808				
Keeping in mind the above factors, rate the following e-commerce company on a scale of 1 to 10 (1 being the lowest & 10 being the highest rating)? [Myntra]	.798				
Keeping in mind the above factors, rate the following e-commerce company on a scale of 1 to 10 (1 being the lowest & 10 being the highest rating)? [Jabong]	.703				
Keeping in mind the above factors, rate the following e-commerce company on a scale of 1 to 10 (1 being the lowest & 10 being the highest rating)? [Paytm]	.669	.413			
The e-commerce website is truthful about its offerings?		.720			
The e-commerce website protects your private information?		.669		.470	
The website tells you what to do if your transaction is not processed ?		.664			
The e-commerce company deliver orders when promised?		.641			
Pages do not freeze after you enter the information?		.575		.461	
The e-commerce website allows you to complete a transaction quickly?		.432			



# Customer's perception of e-service quality in e-commerce websites

The purpose of this research is to find out the relative importance of e-service quality parameters in e-commerce websites.

\* Required

## Demographic Information

---

1. What is your age?

\* Mark only one box.

- 0•17
- 18•25
- 26•35
- 36•55
- Above 55

2. What is your gender?

\* Mark only one box.

- Male
- Female

3. What is your profession?

\* Mark only one box.

- Professional
- Homemaker
- Self-employed
- Retired
- Student
- Others

4. What is your monthly salary? \* Mark only one box.

- Less than 10,000
- 10,000•25,000
- 25,000•50,000
- 50,000•1,00,000
- Above 1 Lakh

## Shopping Behaviour

---

5. How often do you shop online? \* Mark only one box.

- Once a week or more
- 2•3 times a month
- Once a month
- Every few months
- Rarely/Never

**Please rank in order of importance the following questions as per your experience while shopping on e-commerce websites.**

---

6. The e-commerce website makes it easy to find what you need?  
\* Mark only one box.

- Very Important
- Important
- Neutral
- Less Important
- Not Important

7. The website allows you to complete a transaction quickly? \*  
Mark only one box.



- Very Important
- Important
- Neutral
- Less Important
- Not Important

8. Information is well organized on the e-commerce website? \*  
Mark only one box.

- Very Important
- Important
- Neutral
- Less Important
- Not Important

9 The pages on the website load fast? \* Mark  
only one box.

- Very Important
- Important
- Neutral
- Less Important
- Not Important

10. Is the website always up & running for  
business? \* Mark only one box.

- Very Important
- Important
- Neutral
- Less Important
- Not Important

11. The website launches & runs right away? \*  
Mark only one box.

- Very Important
- Important
- Neutral

Less Important

Not Important

12. The website never crashes? \* Mark only one box.

Very Important

Important

Neutral

Less Important

Not Important

13. The pages not freeze after I enter my information?  
\* Mark only one box.

Very Important

Important

Neutral

Less Important

Not Important

14 The e-commerce website delivers orders when promised? \*  
Mark only one box.

Very Important

Important

Neutral

Less Important

Not Important

15. The orders are delivered in a suitable time frame? \* Mark only one box.

Very Important

Important

Neutral

Less Important

Not Important

16. The website sends current status of items (dispatched, in transit etc) in a timely manner? \*

Mark only one box.

Very Important

Important

Neutral

Less Important

Not Important

17. The e-commerce website is truthful about its offerings? \* Mark only one box.

Very Important

Important

Neutral

Less Important

Not Important

18. The e-commerce website protects your private information? \* Mark only one box.

Very Important

Important

Neutral

Less Important

Not Important

19 The e-commerce website does not share your shopping behaviour? \* Mark only one box.

Very Important

Important

Neutral

Less Important

Not Important

20. The website provides you with convenient options for returning items? \* Mark only one box.

- Very Important
- Important
- Neutral
- Less Important
- Not Important

21. The website tells you what to do if my transaction is not processed? \* Mark only one box.

- Very Important
- Important
- Neutral
- Less Important
- Not Important

22. The website handles the problems promptly? \* Mark only one box.

- Very Important
- Important
- Neutral
- Less Important
- Not Important

23. The website compensates you for any problems it creates? \* Mark only one box.

- Very Important
- Important
- Neutral
- Less Important
- Not Important

24 The website compensates you for late delivery of items? \* Mark only one box.

- Very Important

- Important
- Neutral
- Less Important
- Not Important

25. The website picks up items which are to be returned from your home? \* Mark only one box.

- Very Important
- Important
- Neutral
- Less Important
- Not Important

26. The website provides you with a contact number to reach the company? \* Mark only one box.

- Very Important
- Important
- Neutral
- Less Important
- Not Important

27. Its customer service representatives are available online? \* Mark only one box.

- Very Important
- Important
- Neutral
- Less Important
- Not Important

28. It allows you to speak to a service representative online? \* Mark only one box.

- Very Important
- Important
- Neutral

Less Important

Not Important

29 Keeping in mind the above factors, rate the following e-commerce website on a scale of 1 to 10 (1 being the lowest & 10 being the highest rating)? \* Mark only one box per row.

	1	2	3	4	5	6	7	8	9	10
Flipkart	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snapdeal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Myntra	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jabong	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paytm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amazon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shopclues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yepme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
eBay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

