

CHAPTER 1

INTRODUCTION

1. Introduction

1.1 Introduction of E-Commerce in India

The E-Commerce market in India has enjoyed phenomenal growth of almost 50% in the last five years. Although the trend of e-Commerce has been making rounds in India for 15 years, the appropriate ecosystem has now started to fall in place. The considerable rise in the number of internet users, growing acceptability of online payments, the proliferation of internet-enabled devices and favourable demographics are the key factors driving the growth story of e-Commerce in the country.

The e-commerce has to manage challenges associated with a diverse supplier base, technological constraints, customer experience, authenticity of information and grievance redressal. The online retail segment has evolved and grown significantly over the past few years. Cash-on-delivery has been one of the key growth drivers and is touted to have accounted for 50% to 80% of online retail sales. Players have adopted new business models including stock-and-sell, consignment and group buying; however, concerns surrounding inventory management, location of warehouses and in-house logistics capabilities are posing teething issues. Players now offer a gamut of services ranging from buying/selling cars to finding domestic help/babysitter.

To ensure that e-Commerce maintains the steam that it has gained in recent years, the government needs to focus on the regulatory front. Unlike many other countries, India still does not have dedicated e-Commerce laws. The Sales Tax laws need to be revised, as they are posing issues for online retailers while they decide warehouse location. E-Commerce is set to continue on its growth path on the back of the stabilization of the ecosystem and interest demonstrated by VC players, combined with support from the Government of India (GoI). With the advancement of technology, the consumer purchasing behaviour has also changed a lot. These days, most people do extensive research online and research on product specifications before they make any purchase. So, not having a website means that you are missing out on that large chunk of potential customers. Even if people don't buy a product online, a website establishes a relationship between a business & its customers. The overall experience of a customer on the website will be a crucial factor in determining the brand perception.

With dealing with any new business, credibility issues arise. A website also establishes the credibility of the business. Many small businesses argue that they are doing well

despite of not having a website. But the truth is that sooner or later it is going to affect their sales. When people go for highly capital intensive deals or purchases, they will leave no stone unturned in interrogating the credibility of the business. Not having a website will hurt these businesses big time in the future and small businesses will never be able to grow rapidly in the future.

The trend of online shopping is set to see greater heights in coming years, not just because of India's rising internet population, but also due to changes in the supporting ecosystem. Players have made intensive efforts to upgrade areas such as logistics and the payment infrastructure. Furthermore, the Indian consumer's perception of online shopping has undergone a drastic change, and only for the good. Given these developments, venture capital investors, who were restricting themselves to the sidelines, are now taking a keen interest in the country's e-Commerce market.

In this report, we seek to provide an insight into customer perception on India's e-Commerce market. The report focuses on the expectations of online shoppers towards e-commerce and highlights factors driving growth of these companies. This also elaborates on the best company for online shopping based on these factors.

1.2 Project Overview

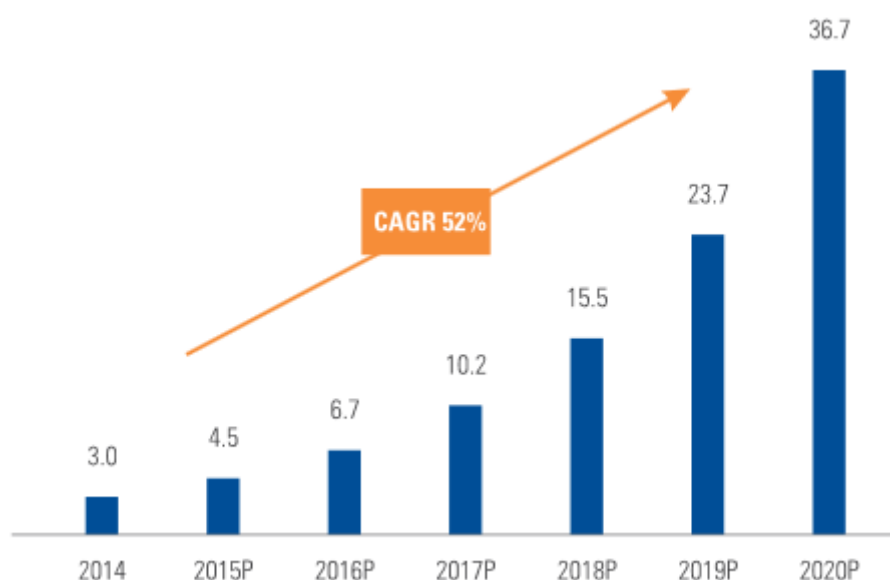
1.2.1 Ecommerce in India

The E-Commerce sector in India has seen an unprecedented growth in 2014 and 2015. There has been a massive increase in the number of people who have started using ecommerce websites. This growth can be attributed to rapid technology adoption by both ecommerce companies as well as consumers. With the introduction of devices such as smartphones and tablets, and access to the internet through broadband, 3G, etc., has led to an increase in the number of online consumers. Also, the ecommerce companies like Flipkart, Snapdeal and Paytm have seen huge investments in the last few years due to the huge potential of the sector.

Also, major players like Amazon & Alibaba have entered the Indian market, which has further intensified the competition. Both these players have waited for the initial introduction phase to pass and now are looking to use their deep pockets and knowledge to establish a stronghold in the Indian market. Their strong domain

knowledge and best practices from their international experience gives them an additional edge.

Since the e-commerce industry is fast rising, changes can be seen over a year. E-commerce sector in India is likely to be worth USD 38 billion by the end of 2016 with a 67% jump over the USD 23 billion in 2015. According to KPMG analysis, e-commerce sector is encountering CAGR of 52% (Refer figure 1) Books, apparel and accessories and electronics are the largest selling products through e-tailing, constituting around 80% of product distribution. The increasing use of smartphones, tablets and internet broadband and 3G has led to developing a strong consumer base likely to increase further.



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 at the cusp of a digital revolution. Declining broadband subscription prices, aided by the launch of 3G services, have been driving this trend. This has led to an ever-increasing number of “netizens.” Furthermore, the likely launch of 4G services is expected to significantly augment the country’s internet user base. Internet has become an integral part of this growing population segment for remaining connected with friends, accessing emails, buying movie tickets and ordering food. The changing lifestyles of the country’s urban population have also led many people relying on the internet for their shopping needs. The convenience of shopping from the comfort of

one's home and having a wide product assortment to choose from has brought about increased reliance on the online medium.

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 from the customer's point of view with respect to e-commerce sector in India and suggesting which parameter will has the significant impact on e-service quality.
3. The objective is to acquaint the factors that has 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 exponential growth in electronic commerce (e-commerce), more and more businesses are attempting to gain competitive advantage by using e-commerce to interact with customers (Lee and Lin, 2005). Consequently, the competition among online retailers has become fiercer and fiercer (Yang et al., 2003). In order to offset the price-transparency disadvantage, the competitors have utilized three primary strategies (Chen and Hitt, 2000): (1) geographic differentiations, (2) e-service quality differences, and (3) modest levers of switching costs. The growth of the online shopping has reduced the role of the physical geography for many consumers, and some implicit costs, such as those for the convenience and time utility, can also be shrunk by this geographical irrelevance. Therefore, the e-service quality differentiation has become the most important thing for attracting and retaining customers in the online shopping (Yang et al., 2004).

The worldwide trend toward the service quality was first initiated in the 1880s when businesses realized that the quality product, in itself, was not guaranteed to maintain a competitive advantage (van der Wal et al., 2002). The market research has already shown that customers who are dissatisfied with a service will tell their experiences to more than three other people. Therefore, the potential customer will be reduced by the poor service (Horovitz, 1990). As the service becomes more and more important and the competition becomes fiercer and fiercer in an industry, both consumers and managers should pay special attentions to the service quality (Tai, 1994). The term “quality” is widely used as a measure of excellences (Madu & Madu, 2002). According to Parasuraman et al. (1985, p.42), Service quality can be defined as “the comparison between customers’ expectations and perceptions of services”. The term perception pertains to the consumers’ beliefs concerning the received or experienced service (Parasuraman et al., 1988; Brown and Swartz, 1989). It is believed that the perceived service quality contributes to positive business outcomes, such as greater levels of customer satisfactions, and by extension, favorable marketing behaviors, such as repurchases and positive word-of-mouth behaviors (Taylor and Hunter, 2002).

Among them, the work conducted by Parasuraman et al. (1985) has been regarded as the most prominent, which reveals five dimensions of the service quality: (1) tangibility (2) reliability; (3) responsiveness; (4) guarantee or assurance ; (5) empathy.

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 E-service quality in online shopping

With the massive growth of the internet, it has become a popular marketing channel. It is particularly interesting for academics and practitioners, especially those in the field of the e-commerce to analyse customer evaluations in the online shopping. “The online shopping is a complex process, which can be divided into various sub-processes, e.g. the navigations, the searches of information, the online transactions, and the customer interactions.” (Lee and Lin, 2005, p.162). The total population shopping online in 2002 is 66 million and this figure is expected to double by 2007 (Nua Internet Surveys, 2002). Moreover, revenues from the online retailing continue growing too.

According to Grewal et al. (2002) and Monsuwe et al. (2004), the online shopping can fulfil several consumers’ needs more effectively and more efficiently compared with the conventional shopping.

The e-service quality is one of the key determinants of the success of online retailers (Jun, et al., 2004). According to Zeithaml (2002), online retailers fail primarily due to the poor quality services, which are rendered to their customers.

According to the current trend, customers first do extensive research about products online. Then they visit nearby stores with all the information to have a look and feel of the product. They finally evaluate cost & other factors and buy the product. It is observed that they buy mostly online due to huge discounts offered by ecommerce companies. For online consumers, the e-service quality of a high standard is the means by which the potential benefits of the Internet are realized (Yang, 2001).

According to Davis (1993), consumers' attitudes toward Internet shopping depend on the direct effects of relevant online shopping features.

According to Cai and Jun (2003), firstly the e-service quality greatly influences customers' satisfactions and intentions to shop online, and secondly the e-service quality is critical in attracting potential customers. Instead of trying to maximize indiscriminately the quality of the e-service provided, the company should design and implement a realistic program to achieve an optimum level of the e-service quality and the e-service quality is an essential component of the customer-centric strategy (Calin, 2003).

Therefore, many practitioners and academicians in online shopping have recently focused on the e-service quality to attract potential customers and on how to retain current customers (Jun et al., 2004). Additionally, Zeithaml (2002) emphasized that companies should focus on e-services quality including all cues and encounters that occurred before, during, and after the transactions.

Today's business environment, a new movement called dynamic e-business has emerged to advance e-commerce applications by simplifying business interaction over the web (Chen et al., 2003; Gajendra and Wang, 2013). Websites are useful tools for using e-commerce activities. The first indicator of Website quality is official page rankings. If a ranking is low, the owners should pay more attention in their efforts to analyze site quality and, after evaluation, proceed with changes to the weak elements of the Website (Vida and Jonas, 2011). Successful e-commerce should be supported by Website design which determines the ability of a business to reap the benefits of online sales. The Website has been defined as the e-commerce application of network systems that has become an important phenomenon over the past decade (Zwass,

2003). The service quality model of an e-commerce Website has posed different problems as a measure for quality (Myerscough, 2008; Alzola and Robaina, 2010). DeLone and McLean's (2003) studies found quality to be a measure of success. E-commerce is growing rapidly and provides an excellent opportunity for businesses. Multinational companies should identify with the possible effects of cultural context on consumer attitudes of e-seller loyalty before generating marketing strategies (Lu et al., 2013). A customer's intention to maintain a relationship with a company is dependent on his or her perception of the benefits of high-quality service that provides a continuous flow of value (Patterson et al., 2006). Tan et al. (2007) claimed that the conceptualization of service quality should include considerations of both service satisfaction and delivery. Websites with a more visually acceptable interface often result in greater service quality and can influence a user's experience and ultimately his or her long-term service provider relationship.

Service quality refers to how good the service supplied by an information service provider is, in terms of the internal organization, external provider and a third party. Website evaluation has been widely studied in previous literature. Trust makes consumers comfortable in sharing personal information and making purchases, and it establishes customer loyalty. E-loyalty intention offers the dependence and identification of the products or services of a Website (Chiu et al., 2009). Lee and Kozar (2006) evaluated online electronics and online travel Websites by adopting DeLone and McLean's (2004) information systems' (IS) success model and applying the analytic hierarchy process method.

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 Stephenaus, 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 mail and social media.

3.4 Tools of Analysis

The data in the study was analysed primary 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 1/3rd of them were in the age group 26-35. We can focus on other age groups in future research.
- With existence of much of the internet population in the students and working professionals, survey gave the maximum of 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 month online.
- Around 1/3rd 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

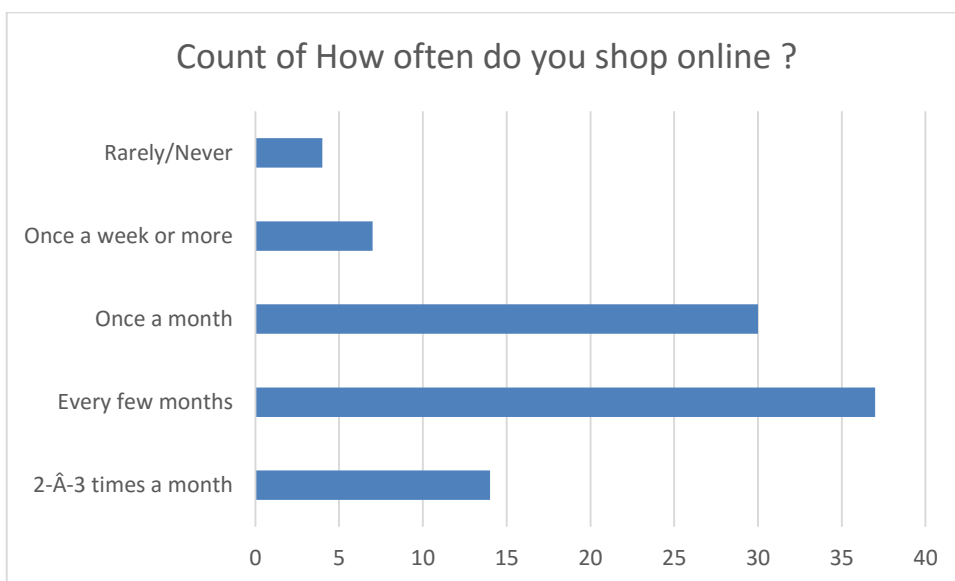


FIGURE 4.1: Buying Routine Chart

4.2.3 Average Rating for ecommerce 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

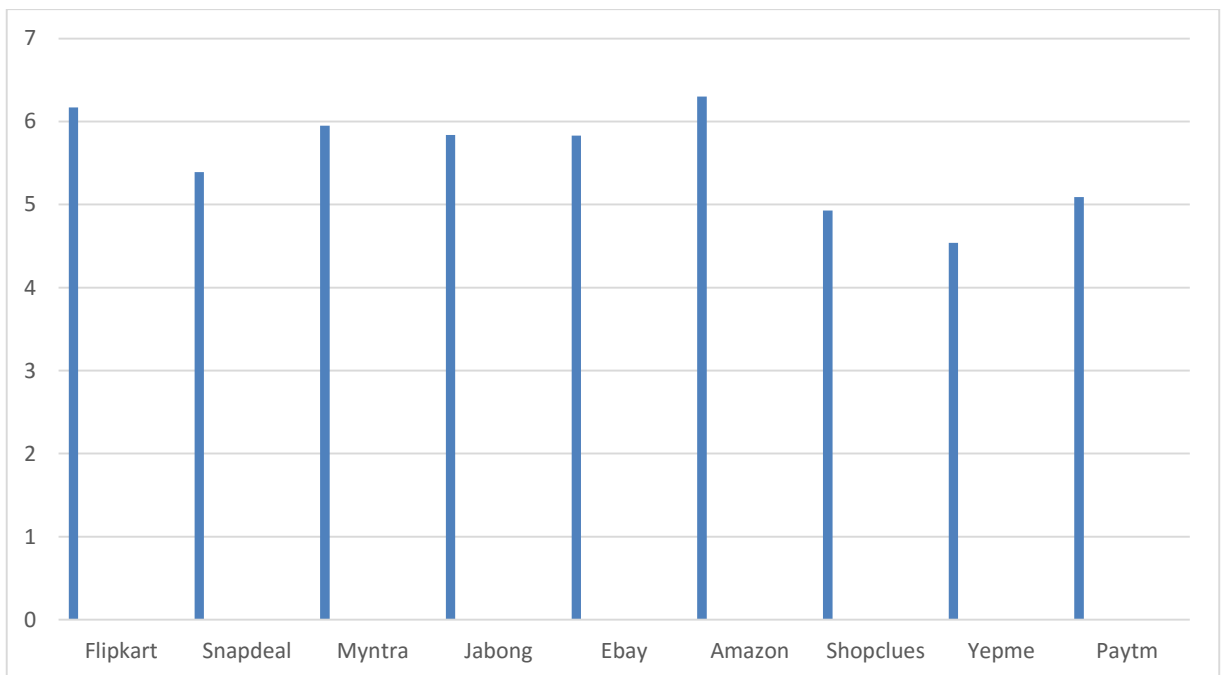


FIGURE 4.2.3: Average Rating of E-commerce websites

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, eigen value 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 in 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, 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 accurate and timely delivery of orders while technical site activeness received relatively lesser importance (85%).

- Very high importance (95%) was given to 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 are 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 is 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 are:

- 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 very less internet penetration

CHAPTER 5

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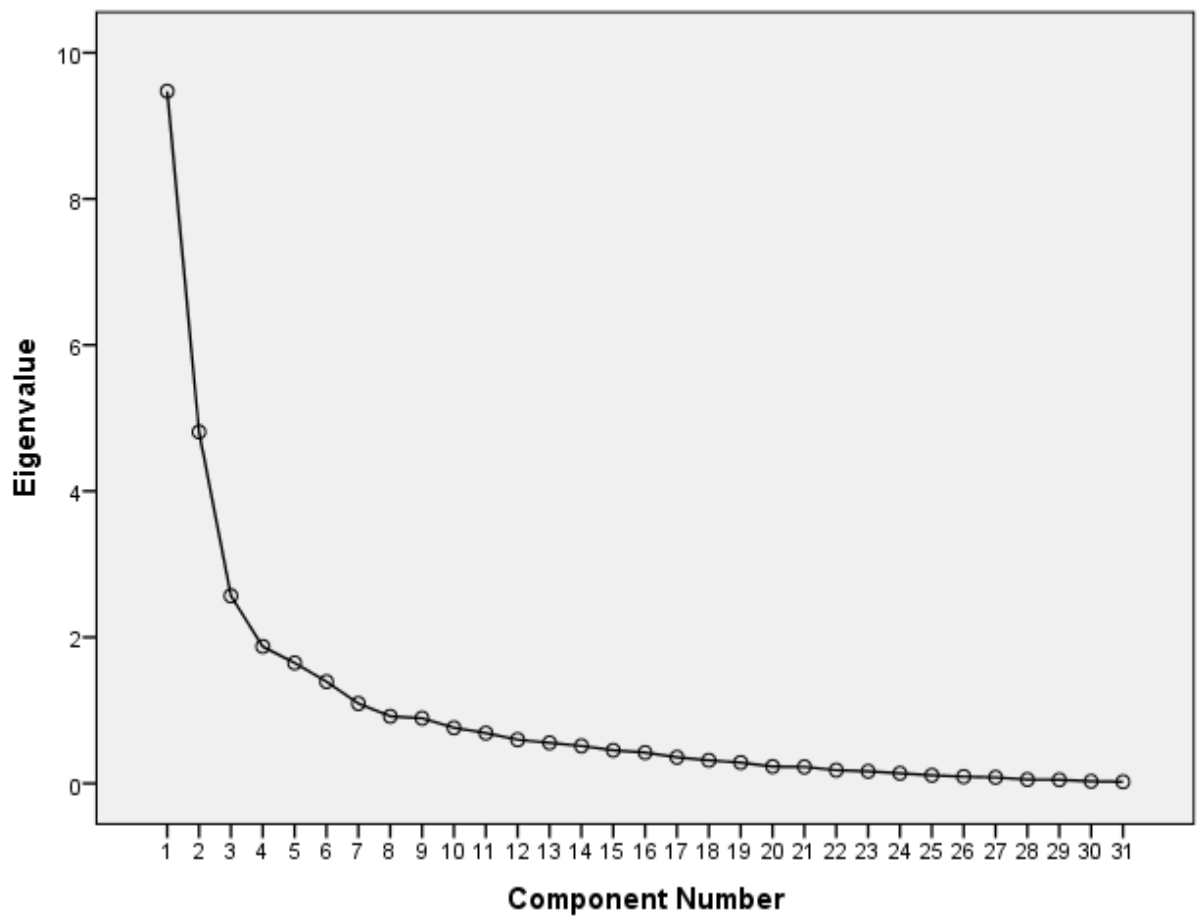
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Annexures

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^a

	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 behavior ?	.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			

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) ? [Ebay]				.889			
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) ? [Shopclues]				.883			
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) ? [Yepme]				.871			
The e-commerce website makes it easy to find what you need ?					.762		
The pages on the website load fast ?					.634		
The orders are delivered in a suitable time frame ?					.618		
Information is well organized on the e-commerce website ?						.758	
The website provides you a contact number to reach the company ?						.694	
The website never crashes ?						.468	.449
The website is always up & running for business ?							.808
The website launches & runs right away ?					.410		.642

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 16 iterations.

Customer's perception of e-service quality in ecommerce 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 ecommerce 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. The website is 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. Pages do 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 not share your shopping behavior? * 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 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"/>

Adherence Sheet

Particulars	Last Date	Signature of Mentors	
Title of the Project/Area of Topic Finalization	19-Jan-16		
Literature Review/Objectives of the study	02-Feb-16		
Methodology	16-Feb-16		
Questionnaire/Data Collection tools	02-Mar-16		
Data Collection	5-Apr-16		
Analysis	15-Apr-16		
Conclusion and Recommendations	21-Apr-16		
First Draft	24-Apr-16		
Final Report/Binding and Submission	02-May-16		