

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

