MEASURING CUSTOMER PERCEIVED SERVICE QUALITY IN ONLINE SHOPPING: AN EMPRICAL STUDY

Dr.A.C.Deepa
Assistant Professor,
Department of Corporate Secretaryship,
Dr. N.G.P Arts and Science College, Coimbatore – 48.

Dr. N.Kodhainayaki
Assistant Professor,
Department of Commerce (BPS),
Dr. N.G.P Arts and Science College, Coimbatore – 48.

Mrs. G.Ilakiya
Assistant Professor,
Department of Corporate Secretarship
Dr. N.G.P Arts and Science College, Coimbatore – 48.

Dr.N.Renugadevi
Assistant Professor,
Department of Commerce,
Dr. N.G.P Arts and Science College, Coimbatore – 48.

ABSTRACT

Service quality is an assessment of how well a delivered service confirms to the client's expectations service business operators often asses the service quickly provided to their service to quickly identify problems and to better asses client satisfaction. Several studies defined the Quality as "conformance to standards and specifications" (Crosby, 1979) or "fitness for use" (Juran, 1999). A business with high service quality will meet or exceed customer expectations whilst remaining economically competitive. Service quality is an assignment of focuses on the needs and expectations of the customers. The service quality model or the 'GAP model' developed in 1985. Service quality is a comparison of perceived expectations (E) of a service with perceived performance (P) (Dehbashi S. & Nahavandi N, 2007). Measuring service quality may involve both subjective and objective processes. It is found that customer satisfaction is an indirect measure of service quality. Improvements to service quality may achieved by improving operational processes; identifying problems quickly and systematically; establishing valid and reliable service performance measures and measuring customer satisfaction and other performance outcomes.

Keywords: perceived, shopping, online, customer, quality.

INTRODUCTION TO E-SERVICE QUALITY

Generally, e-service quality as the "extent to which a website facilitates efficient and effective shopping, purchasing, and delivery (Parasuraman, Zeithaml, and Malhotra (2005). E-commerce is a transaction of buying or selling online. Several studies has been found that large internet base will have a direct impact in the Indian internet shopping or online retail business (also called as e-tailing). When India had its first e-commerce web site Fabmart.com (India plaza now) in 1999, only a small percentage of the three million internet users transacted online and the market size was at a modest US$11 million.

ONLINE PURCHASE AND SERVICE QUALITY

Nowadays, the online shopping has become a trend in India and the reason behind the adoption of this technique lies in the attractive online websites, user friendly interface, bulky online stores with new fashion, easy payment methods. Internet services have to be tailored to meet customers' needs. Lee and Lin (2005) identified the main factors influencing customer perception of e-service quality in online shopping namely, degree of user friendliness, reliability and security, responsiveness helpfulness and trust mechanisms provided by a website.

Satisfying the customer is no longer sufficient. Firms have to meet customers' expectations of having an enjoyable experience when they deal with a particular organisation (Independent on Sunday, 2000). Online shopping surrounds the issue of paying for purchases by credit card. Customers are ready to pay more, if they feel that they are getting more. This is the foundation of delivering quality service. With the increasing popularity of online shopping, business around the world now try to enhance their competitive advantages by focusing their resources on the virtual business environment. (Dehbashi & Nahavandi, 2007) .Customers intention to purchase online is determined by factor such as e-service quality, customer perceived value, customer satisfaction and customer loyalty which altogether may provide significant and depth information (Cho & Menor, 2010).

Service quality is the major factor that influence upon the purchasing intentions of the consumers which leads to the foundation for understanding the shopping experiences.

REVIEW OF LITRATURE

Si Shi, et al., (2018) conducted a research to investigate the impact of online service quality on customer repurchase intention. The survey is obtained from 274 college students, structural equation modeling was used to test the research hypotheses. The result shows that three main dimensions named perceived control, convenience and customer service are positively related to repurchase intention. Additionally, men are driven mainly by perceived control and service convenience whereas women was driven more about the customer service.

Nupur Arora and Aanchal Aggarwal (2018) conducted a research to scrutinize the impact of online shopping attitude on online shopping intentions. The study concludes that price benefit, convenience benefit and product variety benefit was found to be the most important perceived benefit for Indian women.

OBJECTIVE OF THE STUDY

- To identify the online service quality dimensions
- To examine the relative influences of each identified online service quality dimensions in producing overall customer satisfaction
- To examine the relative influences of each identified online service quality dimensions in repurchase intention towards online shopping.
- To study the relationship between online service quality dimensions on overall customer satisfaction and repurchase intention towards online shopping.

PERIOD OF THE STUDY

The study has been conducted from the period of January 2018 to February 2018.

SCOPE OF THE STUDY

The scope of the study is confined only to online shopping service quality and customers who buy products through online.

EMPIRICAL RESEARCH

Empirical research is research using empirical evidence. Empiricism values such research more than other kinds. It is a way of gaining knowledge by means of direct or indirect by observation or experience. The research design adopted here is empirical research in order to examine the customer perceived service quality of online shopping. The method used is questionnaire.

STATISTICAL TOOLS

The statistical tools used for this study is

- Reliability analysis
- Factor analysis
- Regression
- Correlation

LIMITATIONS OF THE SUDY

- This study considers only the online service quality.

- Due to time constraints, the sample sizes are restricted to 110 respondents.
- The information given by the respondents are tentative, which may changes from time to time.
- The researcher might have the chance to leave out some variables regarding his research. So, the future researches can have the chance to conduct research in new dimensions.

ANALYSIS AND INTERPRETATION

Age of the respondents

Table. 1 Age of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 18 years	9	8.2	8.2	8.2
	19 to 28 years	40	36.4	36.4	44.5
	29 to 38 years	29	26.4	26.4	70.9
	39 to 48 years	23	20.9	20.9	91.8
	49 to 58 years	6	5.5	5.5	97.3
	Above 59 years	3	2.7	2.7	100.0
	Total	**110**	**100.0**	**100.0**	

Table.1 clears that 8.2 percent sample respondents belong to less than 18 years, 36.4 percent of people fall between 19 to 28 years, 26.4 percent sample respondents fall between 29 to 38 years, 20.9 sample respondents fall between 39 to 48 years 5.5 percent belongs to 49 to 58 years and remaining 2.7 percent of sample respondents belong to the above 59 years.

Favourite portal for shopping

Table.2 Favourite portal for shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	**Flipkart**	40	36.4	36.4	36.4
	Amazon	42	38.2	38.2	74.5
	Snapdeal	9	8.2	8.2	82.7
	Ebay	11	10.0	10.0	92.7
	Myntra	3	2.7	2.7	95.5
	Others	5	4.5	4.5	100.0
	Total	**110**	**100.0**	**100.0**	

Table.2 discloses the respondent's favourite portal for shopping. 36.4 percent sample prefers Flipkart as their favourite portal.38.2 percent sample respondents prefers Amazon, 8.2 percent sample respondents prefers snap deal, 10 percent sample respondents prefer E bay. 2.7 percent prefer Myntra. 4.5 percent people prefer other purchasing modes beyond the list.

Time spent per day in online portal

Table.3 Internet usage per day for online shopping					
		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	**Less than 30 minutes**	32	29.1	29.1	29.1
	30 minutes to 1 hour	34	30.9	30.9	60.0
	1 hour to 1.30 hours	16	14.5	14.5	74.5
	1.30 hours to 2 hours	11	10.0	10.0	84.5
	More than 2 hours	17	15.5	15.5	100.0
	Total	**110**	**100.0**	**100.0**	

Table. 3 demonstrates the average hours spent by the respondents per day on browsing web sites for online shopping. 29 percent sample respondents spends less than an hour per day. 31 percent sample respondents spends around 30 minutes to one hour. 14.5 percent spend about 1 to 1.30 hours. 10 percent spend around 1.30 to 2 hours. 15.5 percent sample respondents spends more than 2 hours a day.

RELIABILITY ANALYSIS

Table.4 Reliability Statistics	
Cronbach's Alpha	N of Items
.901	33

Before analysing data the researcher have to perform reliability analysis. The main purpose of reliability analysis is to check the internal consistency of data. In ***Table.4***, this study results the reliability statistics for both dependent and independent variable. Value of Cronbach's Alpha is 0.901. This is above the threshold limit prescribed by Nunnaly (1977).

MULTIPLE REGRESSION ANALYSIS

Multiple regression is the type of analysis conducted to determine the influence of independent variables on the dependent variables.

Table .5

Dimensions	***t***	***Beta***	***Significant***
Relationship among nine service quality* dimensions, *overall level of satisfaction			
Constant		0.001	0.999
Ease of access	1.547	0.163	0.125
Information	2.619	0.269	0.010

Convenience	-0.339	-0.031	0.735
Communication	2.231	0.216	0.028
Website content	-0.130	-0.012	0.897
Visual appeal	2.374	0.223	0.020
Caring	0.578	0.056	0.564
Flexibility	-0.335	-0.031	0.738
Responsiveness	-0.378	-0.034	0.707
R			0.644[a]
R square			0.415
Adjusted R^2			0.362
Std. Error of the Estimate			0.778
Significance			0.000

The ***table.5*** reveals that the factors show the relationship between dimensions and overall level of satisfaction, the adjusted $R^2 = 0.362$ was statistically significant which means that the dimensions were 36 percent variance in the overall rating. All dimensions were statistically significant (Sig T<0.05). Of all the independent and dependent factors information provided by the E- retailers was trustworthy and honest to the customers. It makes the high level of satisfaction for them.

FINDINGS

- Out of all the respondents 36.4 percent of people fall between the age group of 19 to 28 years majority belongs to this category.
- Out of 110 respondents, 38.2 percent of the respondents prefer Amazon as their favourite portal and 36.4 percent sample prefers Flip kart for shopping.
- In this study, the average hours spent by the respondents per day on browsing web sites for online shopping is 60 percent sample spends less than an hour per day.

ANALYSIS AND DISCUSSION

The present study was conducted to measure the customer perceived online service quality. The study proposed nine independent variables that are ease of access, information, convenience, communication, website content, visual appeal, Caring, flexibility and responsiveness. While two dependent variable that is overall level of satisfaction and repurchase intention towards online shopping. As dimensions of service quality are analysed according to SERVQUAL proposed by Parasuraman, et al., 1988. These results are consistent with the study done by Ismail et al., (2006), Kaura (2013), who measured the customer perceived online service quality and satisfaction.

The findings of the study are similar with Rehman (2012) who analysed the effect of service quality on customer satisfaction. The study found that SERQUAL like information, communication & visual appeal positively contribute to service quality thereby enhancing customer satisfaction. The research findings are consistent with (Zhinlin yang, Minjoonjun, Robin (2004)) found that customers will shape the clear expectations of online shopping.

CONCLUSION

This study identified the nine dimensions of online shopping service quality. These are ease of access, information, convenience, communication, website content, visual appeal, caring, flexibility and responsiveness. Out of the identified dimensions, this study found that there is a significance influence on information and convenience provided by the e retailers. This study also found that there is a significant correlation exists among all independent and dependent variables.

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