

**CONSUMER PERCEPTION ABOUT THE
E-SATISFACTION DEVELOPMENT PROCESS WITH
REFERENCE TO ONLINE RETAIL SERVICE QUALITY**

A THESIS

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DECEMBER 2017

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My Mother

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ABSTRACT

CONSUMER PERCEPTION ABOUT THE E-SATISFSACTION DEVELOPMENT PROCESS WITH REFERENCE TO ONLINE RETAIL SERVICE QUALITY

The modern concept of shopping is web based retailing or online retailing. As one of the market trends, online retailing has been widely used in retail industry and growth is increasing day by day in today's scenario. The major benefit of online retailing compared to other retail formats is the immense number of alternatives that become available to customers. Due to the massive potential of online retailing and growing size of online shoppers, the Indian online retailing spectrum gets flooded with plenty of online retailing entities. Online retailers in India are expanding their offerings to the online population outside metropolitan India and are also investing heavily in the infrastructure to support these cities. The main reasons behind the growth of online retailing in India is the rapid urbanization, rising literacy levels, a large percentage of young population, increased smart phone penetration, increasing adoption of computers, rapidly growing access to the internet and the reasonable rates at which the internet can be accessed.

It is not just the metros that are fueling the online sales in India. The demand and supply gap in tier-II and tier-III cities where there is brand awareness, but no availability of products and services is also adding to this growth. The online retail purchase process flow comprises of information phase, agreement phase, fulfillment phase, and after-sales support phase. Customer e-Satisfaction has gained increasing attention and inspired considerable research during the past several years in the online environment.

The most apparent difference between traditional and online retail services is the substitute of individual-to-individual interaction with individual-to-machine interaction and therefore, new, or sophisticated approaches to conceptualizing and measuring customer satisfaction may be needed for online retailing environment. Dimensions of service quality may change when customers interact with technology rather than with service staff.

Most of the existing literature concentrated on customer e-Satisfaction as-a-whole. E-Satisfaction in online retail context gets developed gradually at various stages of the entire purchase life-cycle; and not at a single point of time. It is identified that the existing literature is mostly related to the consumer perception in well-developed tier-I metro cities in India. A need is identified to study the consumer perception about the service quality and the resulting e-Satisfaction in developing markets such as tier-II cities in India. A research need is identified to analyze the exhaustive components of service quality at various stages of the online retail process and their influence on e-Satisfaction. Service quality covers different aspects of the retail website and various elements of customer's experience online retailing context. It includes all stages of the customer's interactions with the retail website and refers to the extent in which the website supports shopping behaviour, as well as the processes of buying and delivery. Online service quality is the extent to which the vendor effectively and efficiently manages customer interactions involving searching, purchasing, order fulfilment and after-sales support. The current research is aimed at analyzing the e-Satisfaction development process at various stages of online retail purchasing and the detailed attributes which contribute to the development e-Satisfaction with the main focus on quality of information, quality of payment handling process, quality of delivery and quality of after-sales support. It is found that Quality of Information, Quality of Payment Handling Process, Quality of Delivery and Quality of After-Sales Support significantly influence customer e-Satisfaction in online retailing context. It can be inferred that the enhancement of service quality in online retailing, directly influences customer e-Satisfaction. The current study offers various suggestions to online retailers to achieve customer e-Satisfaction. These suggestions were offered for each of the four influential dimensions of the online service quality with reference to online retailing, namely Quality of Information, Quality of Payment Handling Process, Quality of Delivery and Quality of After-Sales Support.

Keywords: Online Retail, e-Satisfaction, e-Service Quality and Online Retailer.

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CHAPTER - I

INTRODUCTION

1.1 Introduction to the Chapter

This study is a response to the call for customer e-Satisfaction research in the online retailing environment. This chapter is designed to introduce the overview of retailing in general and then details about Indian Retail industry with brief focus on both organized and unorganized retail sector in India. This chapter provides in-depth details about the online retailing and customer e-Satisfaction. Brief introduction about consumer buying behavior in online retailing environment is introduced in this chapter. Researcher provided brief insights into Customer e-Loyalty and e-Trust which are connected to the e-Satisfaction directly. Conceptual overview of Technology Acceptance Model (TAM) with brief introduction to Perceived Ease of Use (PEOU) and Perceived Usefulness (PU) concepts is outlined in this chapter. Aspects of service quality are introduced with reference to online retailing concept in this chapter. An overview of online retailing procedural aspects is introduced in this chapter. A brief introduction to social media concepts is described in this chapter with special reference to online retailing context.

1.2 Retailing Overview

Retailing includes all the activities involved in selling goods or services to the ultimate consumers. It can be understood that, Retailing is the final stage in the distribution of merchandise, for consumption by the actual consumers of the products. Retailing is the set of business activities that add value to the products and services sold to consumers for their personal use. Retailing is not only the sale of products, but retailing also involves the sale of services too. Retailing need not be done in a physical store all the time. One of the productive examples of non-store retailing is web based sales of goods.

Retailing hence, may be understood as the last step in the distribution of merchandise, for consumption by the real end consumers. In simple, any business entity that trades products to the final consumer is considered as a retailing business unit. It therefore comprises of all activities involved in offering goods and services directly to the end consumers, for their personal use. The distribution of finished products starts with the manufacturer / producer and finishes at the ultimate end consumer. In between two of them there is a middle-person called 'retailer'. The major advantage in retailing is, there is a possibility of direct communication with the end-user. One of the advantageous factors to consumers in traditional retail format is, retailer displays products and consumers have physical touch & feel of the real product before the actual buying. The Indian retail industry is divided into organized and unorganized sectors. The major retail segments in the market are Food & Groceries, Apparel, Jewelry, Books, Pharmaceuticals, and Consumer Durables. Customer satisfaction plays very important role in the growth of retail industry.

1.2.1 Unorganized retail

The "unorganized retail" includes the local small shops and the other owner manned general stores. "Unorganized retailing" can be defined as an outlet which is maintained locally by the owner who lacks the technical know-how and business standards. The entire cycle of supply-chain / distribution and the sourcing of goods are also usually handled locally to meet the local consumer needs. The unorganized retail sector contains units whose activity is not regulated by any statutory or systematic provisions, and/or those, which may/may not maintain regular financial records systematically.

1.2.2 Organized retail

"Organized Retail" refers to the set-up of any retail business supported by a well-defined Supply Chain which usually has a small group of people. Organized retailing refers to trading activities undertaken by licensed retailers, that is, those who are registered entities; these include the corporate-backed hypermarkets and retail malls, departmental store, and the privately owned large retail businesses. The organized retail stores are handled by professionally managed store representatives, providing goods and services to customers, in an atmosphere that is encouraging for shopping and pleasant to end customers.

1.2.3 Retailing in India

Retail in India has established as one of the most dynamic and fast developed industries with many large players entering the market rapidly. Although majority of the players in the Indian retail industry are still developing, organized retail sector is experiencing a very fast growth in India. Transition from traditional unorganized retail to organized retail is taking place in India because of changes in consumer preference, dynamic nature of user expectations, increase in middle class population, more disposable income, advancement in the demographic blend, etc. The ease of shopping with online stores, availability of choice, and the growth of mall culture etc. are the factors cherished by the current young generation. These factors are anticipated to influence organized retail development in India in long term. Online retail in India is likely to be on par with the physical stores in the next five years, motivated by strong investment and rapid growth in the number of web users, as per the analysis of equity master. As per pwc, FDI is an influential factor for multinational retailers to invest in Indian retail market.

Both unorganized and organized retail sectors are expected to reach INR 47 lakh crore by 2016-17 from the level of INR 23 lakh crore recorded in 2011-12, as per a joint study by apex industry body ASSOCHAM and Yes Bank.

1.2.4 Retailing in Andhra Pradesh

Retail sector in Andhra Pradesh demonstrates similar growth trend as of India. With growing purchasing power, the State is showing a fabulous opportunity. Though, retailing in Andhra Pradesh is at an emerging stage but with the developing cities and overall economic prosperous have fascinated top retail brands and shopping malls to Andhra Pradesh. This illustrates a very high potential and growth prospects for organized retail sector to flourish in Andhra Pradesh. Guntur is one of the growing cities of the State of Andhra Pradesh and is the major hub of the modern retail in Andhra Pradesh, almost every brand is available in the city and the mall culture is in a flourishing mode.

1.3 Online retailing overview

1.3.1 Conceptual overview

The modern concept of shopping is internet retailing or online retailing. As one of the market trends, online retailing has been widely used in retail industry and growth is increasing day by day in today's scenario. Online retailing eliminates the need to

maintain luxurious and fancy showrooms. Instead, what attract customer attention to online stores are the “great deals” and “best prices”. The retailer's website acts as a platform for interaction between the online retailers and the buyer. The biggest benefit of online retailing compared to other retail formats is the immense number of alternatives that are available to customers.

Currently online retailing is present in many sectors like electronics, apparels, mobile phones, groceries, tourism. The growth of online retailing market is determined by the need to save time by the consumer. Online retailing can be defined as the sale of goods or services via internet or electronic channel. Virtual business is a modular structure of several individual business firms associated together via online technology. The individual firms building up the virtual business are networked, which enable sharing of cost, skill set, and unlimited access to various segments of the dynamic market. An individual business firm contributes only Its core competencies. The value of a virtual businesses is that they have the flexibility required to grab new opportunities and be competitive in a complex market. The major benefit of online retailing to customers is they need not follow the fixed store hours. E- shopping extended the geographic reach because consumers can purchase any product anytime at everywhere. Online stores enable customers to purchase goods 24X7. Online retail stores offer clients the simplicity of comparison while selecting the products and empower them to rapidly get to the products. To be successful in online business environment, a high-quality relationship is essential between the customer and the online retailers, because it is very easy to switch among many online retailers that are available with just a single click.

Jun et.al., (2004) recommended that online retailers should adopt the e-CRM (Electronic Customer Relationship Management). Despite the challenges, online retailers are increasingly using the Internet because it has the power to reach many consumers worldwide. Along with information about a company and its products, buyers can also have healthier access to various product reviews and rating systems that are available online. The use of internet tools to search the price and comparison, provides an added benefit in consumer’s choice, another advantage is they can purchase their desired products in the lowest price available in the competitive online market. **Fang et.al., (2013)** outlined that other buyer’s reviews have the power to influence potential buyer purchase intention in online shopping context. online retailers always try to ensure the greater availability of information about products

and services. It is very easy for e-customer to make shopping comparison and evaluate alternatives. The significance for online retailers to have a website is that it is informational and transactional in nature. Online business model allows companies to improve communication within the supply chain and expand service offering to customer satisfaction, thus providing chances for competitive differentiation. Web based business has become a significant shopping initiative. Companies have become more strategic about their operations witnessing a spiky rise in online retailing activity recently worldwide.

1.3.2 Online retailing in India

The Indian retail industry is undergoing an exemplar shift and 'Next Generation Retailing' has evolved with new standards and benchmark set for the sector, with higher and urbane technology at one end with growing focus on the demanding customer on the other. It is not just the metros that are fueling the online sales in India, the demand and supply gap in tier-II and tier-III cities where there is plenty of brand awareness, but no availability of products and services is also adding to this growth. Computer literacy is increasing with a rapid speed in India. Mobile phone has emerged as new platform mostly preferred by the individuals to do online shopping in India these days. More and more customers are becoming technically savvy and loaded with technical gadgets like smart mobiles, laptops, I-pads. Internet connections become very pocket friendly and affordable to everyone. Advanced features in banking services, availability of Credit card, Debit card and net banking are becoming very popular in India supporting individuals to shop online.

Technological developments are reducing the risk of electronic shopping by enabling secure transactions and increasing the amount and quality of information available to electronic shopper. One of the essential aspects of perceived web quality is the information privacy provided in the online retailer's website. Due to the massive potential of online retailing and growing size of online shoppers, the Indian online retailing spectrum gets flooded with plenty of online retailing entities. Some of the large online retailers have adopted an aggressive merger and amalgamation (M&A) strategy in which they acquire specialty online retailers in order to augment product and service offerings in their existing portfolio and attain economies of scale. As a result, such companies are able to proffer an integrated product portfolio to e-consumers and increase market penetration. online retailers in India are expanding their offerings to the online

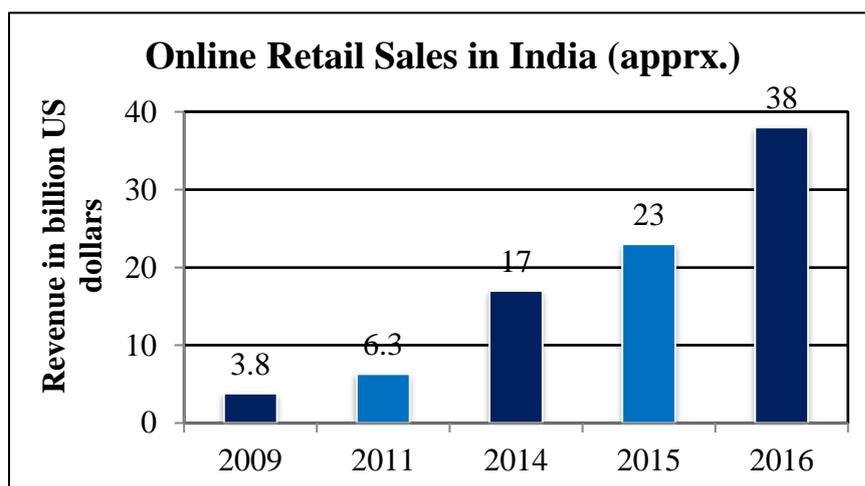
population outside metropolitan India and are also investing heavily in the infrastructure to support these cities. To broaden their reach, various online retailers are building warehouses outside central locations, testing shipping options that work in rural areas. Majority of the online retailers are offering flexible payment options like cash on delivery (COD) that provide options for the unbanked semi-urban and rural e-customers. Additionally, online retailers often view urban and rural users as having two distinct goals: Many of the former shop online because they have money but can't access the products they desire, while many of the latter shop online for items they require but can't access cheaply where they dwell.

The opportunity window for online retailers in India is huge; the main reasons behind that being the rapid urbanization, rising literacy levels, a large percentage of young population, increased smart phone penetration, increasing adoption of computers, rapidly growing access to the internet and the reasonable rates at which the internet can be accessed. The total online retail sales are growing at an impressive rate, registering a good growth figures year after year in India.

Table – 1.1
Online Retail Sales in India

Year	Online Retail Sales in India (billion USD)
2009	3.8
2011	6.3
2014	17
2015	23
2016	38

Source: Statista



Source: Statista

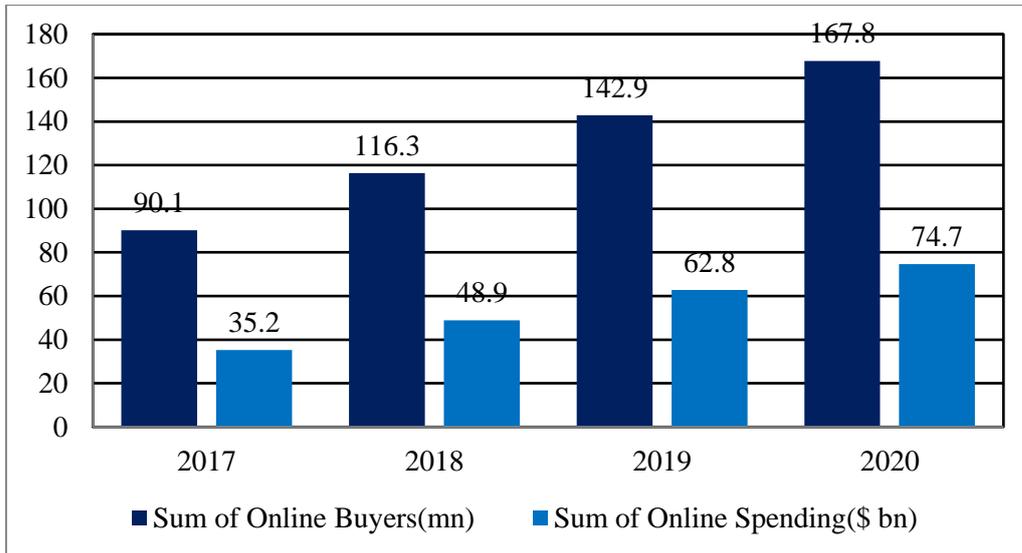
Figure – 1.1
Online Retail Sales in India

This timeline shows the online retail e-commerce sales figures in India from 2009 to 2015 and a forecast about the year 2016, in billion U.S. dollars. Online shopping sales in India totaled 23 billion US dollars in 2015 and are expected to surpass 38 billion U.S. dollars by 2016.

Table – 1.2

Online retail sales in India projection from 2017 to 2020

Year	Online Spending (\$ bn)	Online Buyers(mn)
2017	35.2	90.1
2018	48.9	116.3
2019	62.8	142.9
2020	74.7	167.8



Source: Forrester

Figure – 1.2

Online Retail sales in India projection from 2017 to 2020

It is projected that e-commerce in India will grow to \$75 billion in 2020, at a compounded annual rate of 44 per cent. Mobile commerce already represents nearly 50 percent of online retail sales in India, compared with around 48 per cent in China and 34 per cent in the US. It is expected that mobile sales in India will overtake PC-based sales in 2016 and reach \$51 billion by 2020. The other unique component of India's e-commerce market is how quickly it expanded to tier 2 and tier 3 cities across the country.

Source: Forrester Research online retail Forecast 2015 - 2020, Asia Pacific.

Table – 1.3

Retail e-Commerce sales worldwide

Year	Sales in billion USD
2014	1336
2015	1548
2016	1859
2017*	2290
2018*	2774
2019*	3305
2020*	3879
2021*	4479

Source: Statista

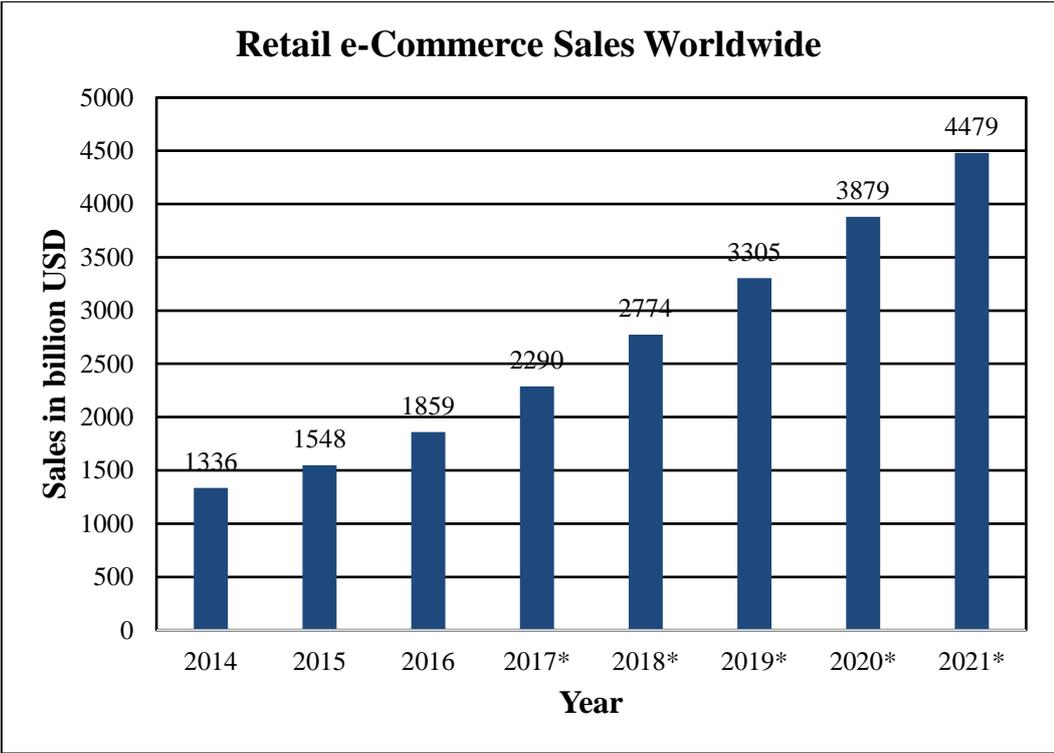


Figure – 1.3

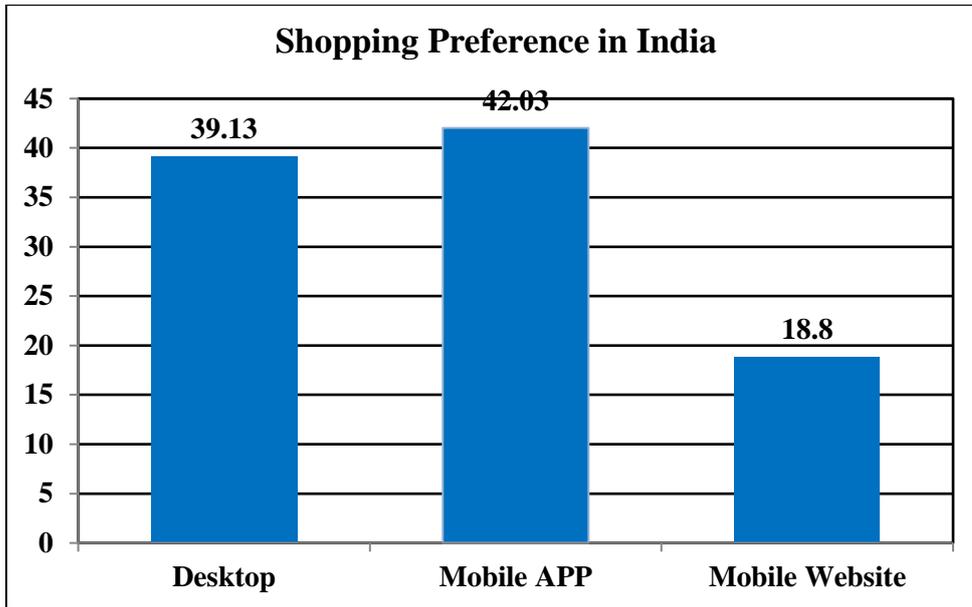
Retail e-Commerce sales worldwide

As per the graph 1.3, the worldwide retail e-Commerce sales in 2014 were 1336 billion USD whereas 1859 in the year 2016. It is estimated that retail e-Commerce sales worldwide will reach 4479 billion USD by the year 2021.

Table – 1.4

Shopping preference: device wise

User Preference	% of users
Desktop	39.13
Mobile APP	42.03
Mobile Website	18.8



Source: dazeinfo

Figure – 1.4

Shopping Preference in India

It is interesting to note how the e-commerce industry in India has evolved as Smartphone penetration is getting increased at a steady rate. The above graph shows some of the interesting trends noticed among the Indian online shoppers, the most surprising of which has been a major shift in preference from the mobile e-commerce websites to their apps.

Table – 1.5

Digital buyer penetration in India from 2014 to 2020

Year	Digital buyer penetration in India (%)
2014	30.3
2015	37.3
2016	43.8
2017*	52.3
2018*	58
2019*	64.4
2020*	70.7

Source: Statista

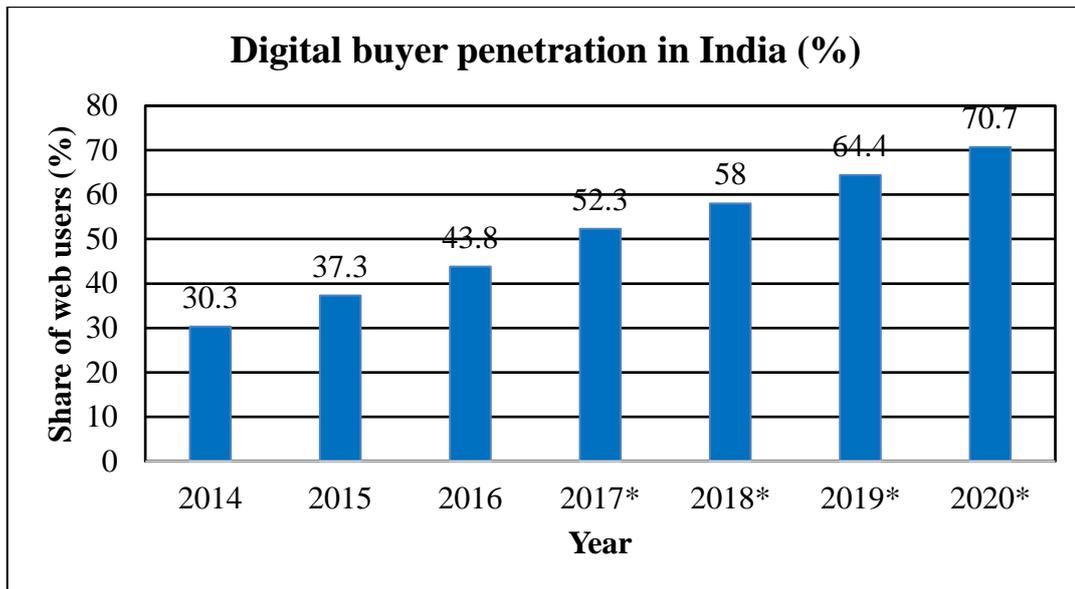


Figure – 1.5

Digital buyer penetration in India from 2014 to 2020

Figure 1.5 gives the information about the digital buyer penetration in India from 2014 to 2020. In 2016, 43.8% of web users in India had purchased products in online. In 2019, this figure is expected to grow to 64.4% and 70.7% by the year 2020.

1.4 Online retail Process Overview:

1.4.1 Online retail work flow

Liu and Arnett (2000) suggested that, to provide high quality service to e-customers, online vendors should implement service-oriented model for both pre-sale and after-sale stages. As depicted in diagram 1.6, the online retail sales process generally comprises of pre-sales service (mode of information and comparison facility), transactions (product related and financial), physical order fulfillment (delivery of goods), and after-sales support / service. In general, the e-customer interaction phase takes place online and the fulfillment phase take place offline. The sales process focuses on physical and virtual activities and the challenges to fulfill e-customer expectations at each stage of this sales process. Online businesses have a limitation that their customers cannot try, touch, see the product before it is delivered to them, unless customers are already familiar with these products. **Kim et al., (2009)** Customers rely completely on the online retailers for the right product delivered as they cannot examine the products during the actual purchase.

Among the online retailer’s characteristics, web site performance, product information, pricing, ease of ordering, and shipping/handling have a positive influence

on e- customer perceptions of shopping ease at the online retail web-store. **Yang et al., (2004)** stated that the structure of online catalogue should be designed in such a way that it is easy to follow and navigate as the online vendor’s website works as an information system for their customers. It is suggested that to gain customer e-satisfaction, online vendors should maintain easiness and smoothness of the whole transaction process. Ease of use significantly influences overall service quality valuation by online consumers. While shopping online, e-customer can easily compare prices and product information before making a purchase decision. **Chen et al., (2013)** suggested that online retailers should give importance to the website design in terms of aesthetics and easy navigation. If the online retailer’s website is designed with quality features and it can guide the customer for a successful transaction completion it will attract the customers to revisit the web store again. **Wang et.al., (2008)** stated that online vendors should make sure that their website is designed with easy navigation feature. Customer’s buying behavior in the online shopping context is considerably influenced by various categories of the products.

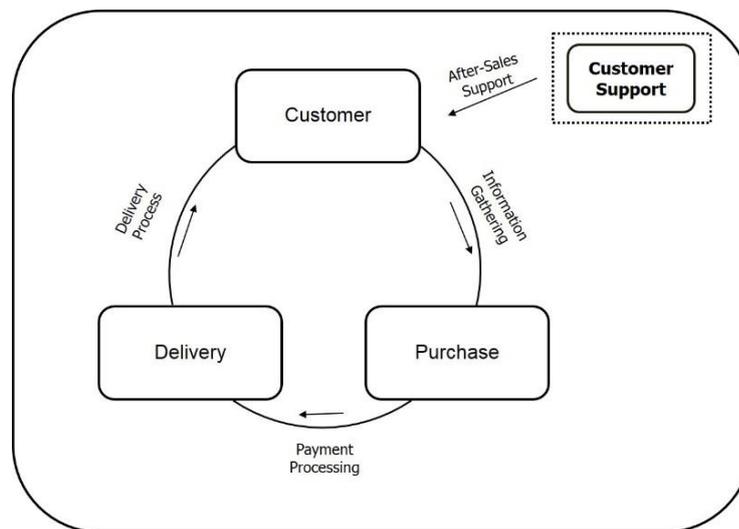


Figure – 1.6

Online Retail Process Flow

Suitability of product range and the impact of logistical complexities of getting goods to the customer at acceptable costs and within an appropriate time-frame are very important for the online retailers; as they are the key determinants to find out whether retailers offer a viable channel of choice for e-consumers.

Chen et al., (2013) opined that online retailers can achieve customer e-satisfaction by improving logistics-mechanism in order to fulfill the orders. For successful

development of the online channel, online retailers also need to have in place a suitable technological infrastructure, and a supportive and technologically integrated supply chain management in place. In the online retailing environment during the pre-purchase stage, retailer's website constructs a worldwide market-space where e-customers can satisfy their needs without geographic and timing limitation. Search engines, customized services and online intelligent agents enable customers to gather rich information related to online retailers easily. In the purchase stage, website provides sophisticated and safe electronic transaction facilities and payment mechanism, such as SSL or Secure Electronic Transaction (SET). As web-based applications can be easily integrated with backend enterprise information systems, these applications can efficiently support delivery service logistical operations. Moreover, the e-mail feature and virtual community concept provide enormous help to improve real-time post purchase / after-sales support services.

1.4.2 Shipment mechanism in Online retailing

Yang et.al., (2003) suggested that prompt delivery and quick response to customer's concerns and inquiries are important factors of increasing customer e-satisfaction. Most of the online retail stores are outsourcing their logistics operation to the third-party logistics service provider. Some of the online retailers, in order to keep better control on the distribution of goods, have designed their own distribution channel, through which they control their logistics very easily. Customer usually expects quick response to their orders, which means they want quick delivery of the products, so that they can use the products. **Lee and Lin (2005)** indicated that online vendor can achieve customer e-satisfaction by making sure the delivery of products as promised. Online retailing companies give the tracking facilities of the customer's order, which will enable customer to track the product delivery status easily. **Chen et.al., (2013)** opined that online retailers can achieve customer e-Satisfaction by strengthening delivery mechanism in order to fulfill orders efficiently. Logistics is an important aspect of the online retail success in the competitive and customer driven market, it is very important for online retailers to make sure that the product delivered at right place, on right time, in right quality and at lowest cost to the e-customer. To achieve this, it is necessary to either hire a third-party logistics service provider or own distribution network.

Customer gets both SMS and an email confirmation on each order placed on online retail store, with the details of order number and the product details. This online tracking of shipments, provides up to date shipment movements to consumer anytime. Some online retailers offer free shipping on adequately large orders. Customers will also be given online coupons, gift vouchers, promotional codes based on special offers through which a considerable amount can be knocked off. There are software tools available to integrate with the online retailer's website to handle the entire SMS process.

1.4.3 Payment technology implementation in online retailing

Lien et.al., (2011) stated that implementing SSL for secure transaction processing is important in online shopping context. Payments can be done in different ways as and how it is suitable for the customers. Most popular are by using credit card, net banking, and cash on delivery (COD). Usually online retailers link the Bank account with payment gateway, to which the payment will be credited. Customers have the facility of converting their purchase amount into EMIs. (Equated Monthly Installments)

Hung et.al., (2014) opined that e-payment is a vital feature in online business. Potential security threats may discourage customers from providing their credit-card information while buying in online. To prevent them from abandoning shopping cart in the middle, online vendors should implement the essential measures which will reduce the customer's perceived risk. Online retailers usually use a secured payment concept called SSL. SSL stands for Secure Socket Layer. It provides a secure connection between internet browsers and websites, allowing you to transmit private data online. The main purpose of SSL implementation is to protect private information – passwords, credit card numbers – submitted to any website. Customers will buy with confidence, knowing the information they enter on any secured page is protected. Plus, an SSL (HTTPS) will also help boost search rankings of the website on Google. **Guo, (2011)** suggested to implement SSL based payment security in online shopping websites. Online Vendors should communicate to their customers about the security of their websites clearly.

1.4.4 Information search in online retail website

Yang et.al., (2003) stated that online retailers should accomplish all the important

functions that are required for a customer, such as design user-friendly screens, and take steps to provide suitable information, and retrieval speed; to help e-consumer search for desired products, services, and information, The concept of internet lowers the cost to the buyer to acquire information about the reputation by surveying consumers who have recently purchased similar products online from these online retailers.

Lower search costs in online retail environment will make it easier for buyers to find low-cost sellers, and thus will promote price competition among online sellers. The internet lowers seller search costs, by allowing sellers to communicate product information cost affectively to potential buyers. By reducing search costs on both sides of the market, it appears likely that buyers will be able to consider more product offerings and will identify and purchase products that better match their needs, with a resulting increase in economic efficiency.

Online retailers consider customer satisfaction as vital to conquer sustainable growth and competitive advantage in online shopping market. Appropriate information is the key to consumer's consumption behavior in online market; so it is an essential question for online retailing companies on how information about products and services is presented to in the website. When online customers are supplied with an ampler set of information before purchasing by the online retailers, they get a clear idea of what they will receive in terms of products and services after purchase. This may reduce the level of perceived uncertainty and risk, and possibly increase e-customer's comfort level with their purchasing decisions in online environment. Consumer evaluation of online store attributes and the impact on consumer trust and satisfaction vary by the level of consumer online purchase experience.

1.4.5 Ethical values in online retailing

The consumer's perception about the ethics of an online retailer's web site generally refers to the honesty and responsibility of the company behind the website in its endeavor to deal with e-consumers in a secure, confidential, fair, and candid manner that eventually protects consumer's interests. **Lee and Turban (2001)** suggested that online vendors should implement policies to convey a clear message of honesty and trustworthiness to the customers. There are four main ethical dimensions in the online retailing context, they are privacy, non-deception, reliability and security. From the technical perspective, the online retailers need to be able to comprehensively and

systematically define the system goals and determine functional and non-functional requirements that will generate a website design to achieve these goals.

1.5 Online Buying Process

1.5.1 Online buying decision making

There are various important stages involved in online buying decision making process as depicted in figure – 1.7. **Tractinsky & Lowengart (2007)** opined that online consumers purchase decision making process and their attitude towards the web stores. gets influenced by aesthetic design of online store. Online retailer's website design should ensure that it provides the consumer with sufficient information for making appropriate purchase decision in that store. Quality of information helps the e-consumer to take proper purchase decision in online retail website. The way the information is presented, and the quality of that information plays a vital role in e-purchase decision in online retail website.

Product information is expected to help customers to compare products, improve shopping experience, take greater purchase choice. Fast, organized, and easy to navigate websites save on shopping time for the e-customer. Certain aesthetic elements of a website are considered as purchase motivators, while other aesthetic elements serve as hygienic factors in purchase decisions about any online retail website.

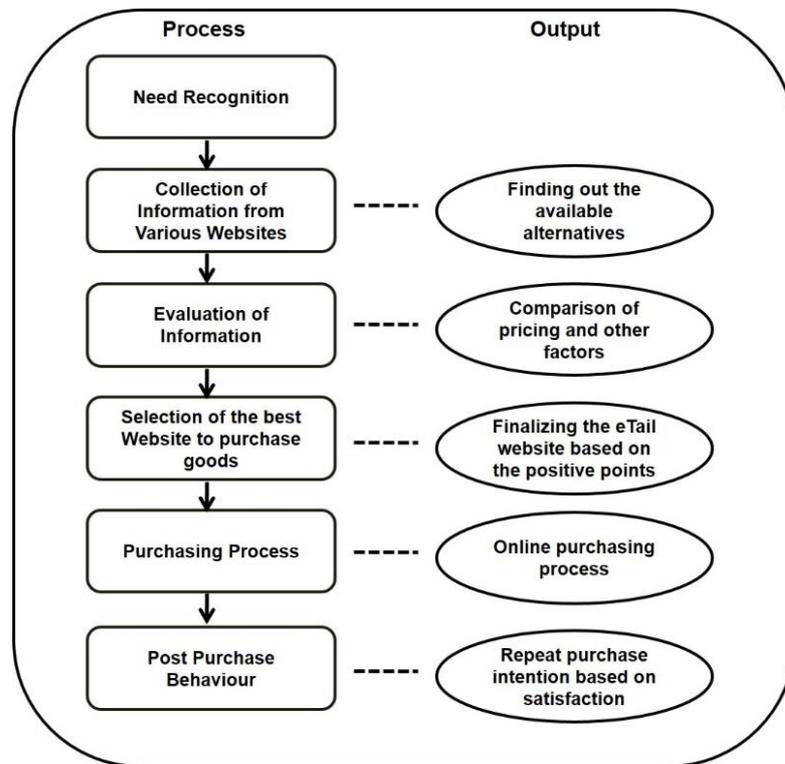


Figure – 1.7

Consumer Buying Decision Making Process

Chen et.al., (2013) stated that online retailers should give importance to aesthetics and easy navigation while designing the website. The color and background images of web page are important in showing positive effect on consumer choice. Computer users, particularly those who seek online substitutes to the physical shopping experience, would value aesthetic designs. The layout of an online retail store refers to the underlying website structure which is a crucial factor that would make consumer elaboration and response in retailing and significantly influence the online retailer's overall performance. The web environment offers an opportunity to add differential values by providing complete information. Complete information can provide a fascinating online shopping experience which can influence the online purchase decision in future. Product related information is a vital decision-making variable for online purchases. The twin advantages of reducing product search cost and providing complete information influence strongly the online purchasing decision making process.

Teo (2003) indicated that the kind of website interactivity may influence e-consumer decision making process in online shopping context. Website quality may show

some impact on consumer's preference and purchasing decision and also on financial performance of the online retailing business. The richness of information, online-service quality, easy to use navigation features, interactivities, web security and reliability / accurate delivery are the fundamental factors affecting customer's purchasing decision in online retail store. When buyers have more experience with online purchasing, the impact of perceived factors is different from that of inexperienced online buyers. Information gained from experience over a period of time certainly has the potential to transform future intentions of online buying.

1.5.2 Online buying behavior

Li and Huang (2009) stated that e - customer's behavioral intention towards online shopping shows positive influence on actual purchase behavior. Given the ever-increasing growth in online retailing, a better understanding of online purchasing behavior and factors affecting online consumer intentions has become an important issue for online retailers in order to maintain their customers. In that sense, to be successful, online retailers must understand the factors that motivate consumers' online shopping.

Shih (2004) stated that perceived quality of information, system, and service shows influence on e-consumer shopping behavior. In order to better understand online consumer behavior, it is also important to look at the user's interaction with the website both as a store and as a system. Online consumers find a product of interest by visiting the website of the online retailers directly or by searching among alternative vendors using a shopping search engine. **Guo, (2011)** opined that security and privacy factors, influence e-consumer purchase behavior.

1.6 Online Service Quality

Jun et al., (2003) observed that service quality is the influential factor which can enhance the customer e-satisfaction in online retailing context. The quality of e-service can be defined as a customer's experience with the service provider through a given electronic channel without human intervention, because the Internet is regarded as a primary channel for delivering e-service. **Li and Suomi (2007)** studied e-service quality in the online purchasing process and found that various dimensions of e-service quality carry different kind of significance at various stages of the purchase transaction process in online environment. Service quality of online

shopping sites can be conceptualized as the overall support provided by the online retailers to customers in the pre, during, and after sale functions. Service quality has several dimensions, including reliability, responsiveness and assurance. The other dimensions of service quality represent the vendor's ability to meet the customer's expectations, which means invoking the capability process of trust building in the customer.

Wang (2003) indicated that online service quality and consumer e-Satisfaction are very important in the online business. Service quality has a significant relationship with trust. Service quality is an important indicator of customer e-Satisfaction. Elevated perceived service quality has always been coupled with amplified customer e-Satisfaction and retention in online shopping context.

In general e-service can be defined as interactive, content-centered, and internet-based customer service that is driven by the customers and integrated with the support of technologies and systems offered by service providers, which is targeting at strengthening the customer-provider relationship. When the online customers are included in e-service quality evolution, development and evaluation, they can contribute to the product-development and enhancement process very effectively. Building and retaining customer relationship is one of the key to gain the competitive success in online retailing, which depends on providing effective e-service quality to customers.

Lien et al., (2011) stated that, online retailers should improve their technical functions such as order processing mechanism, logistics mechanism to strengthen their delivery model aiming at enhancing the over-all e-service quality. The important factor in online retailing is not only to set up the proper web links and avoid broken links, but also to maintain these links regularly.

Definition specifies that service quality on the internet is the extent to which a website facilitates effective and efficient shopping, purchasing, and delivery of products. Consumer perceived e- service quality is one of the most important factors which can influence online retailer's success in the competing market. Recently e-service quality has become popular in the world with the enhanced features availability on the Internet, but the relevant theory and practice of e- service quality is still in its infancy stage. There are four components of service quality namely quality of information,

quality of payment handling process, quality of delivery and quality of after-sales support in online retailing context as depicted in figure – 1.8.

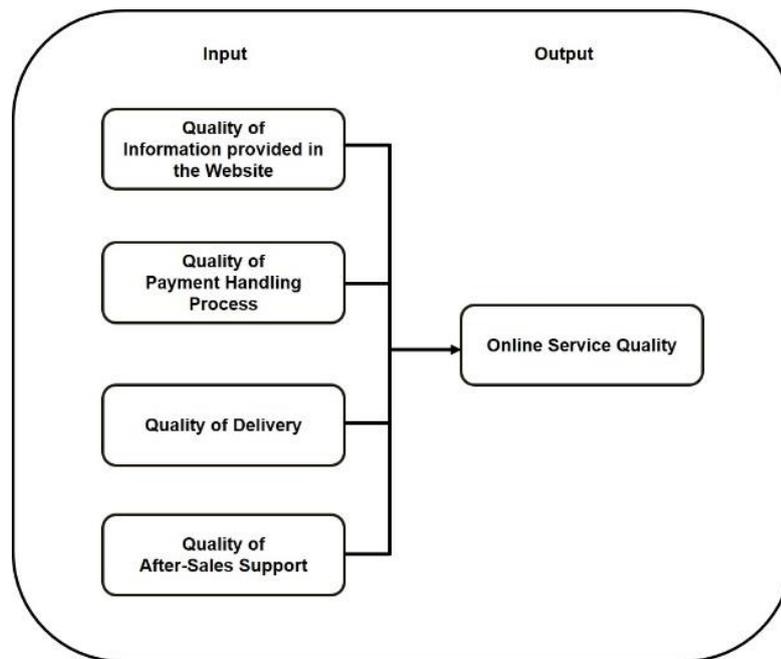


Figure – 1.8

Online Service Quality Development Process

Wang (2003) suggested that it is very important to understand in what way e-customers assess e-service quality. Service Quality not only affects service value and satisfaction but also influences purchase behavioral intention. Online services have unique characteristics and various challenges that offline services do not possess, which can affect the perception of service quality. These may include, for example, server issues, hardware issues, connectivity outage issues for backing up information, and network connectivity issues.

Guo (2011) opined that, to gain customer e-satisfaction it is important for online vendors to improve the service quality and fulfill commitments. In online retailing context, e-Service quality shows strong influence on customer e-Satisfaction. E-service quality is the extent to which e-commerce providers effectively and efficiently manage customer interactions involving searching, shopping, and purchasing and order fulfillment. E-service provides online customers with a diversified experience with the interactive flow of information. How information is perceived and used, and what information customers need or expect to accomplish, plays significant role in

information quality in e-service development process. Responsiveness has a direct impact on recovery service quality, customer e-loyalty and willingness to recommend the online shop and repurchase intention. Easy ways to contact service staff and their communication behavior, may influence perceived recovery service quality. The talent and motivation of online vendor's customer support staff to solve post-purchase issues are subsumed in the factor responsiveness.

Zhang et al., (2014) stated that service recovery quality shows significant influence on customer e-satisfaction in the online environment. Online customer's purchase intention remains stable, and probably get enhanced, when service recovery mechanism is established in a strong way by the online retailers. Success of online retail website mostly depends on facilities such as providing customers with easy access to the needed information, providing necessary guidance for performing purchase related tasks and efficient transaction handling. It is very important for online retail websites to provide the ability to browse and find relevant information without much effort by the online buyers. In the online retailing context, e-service can be regarded as information-driven service process. In the e-service context, information is essential for online customer to make the buying decision since they cannot physically examine what they want to purchase. Customers need sufficient information to make their buying decision in online market place.

Hsu (2008) observed that understanding the factors that influence customer e-satisfaction is very essential to online business success since customer satisfaction with respect to various service quality aspects determines the success or failure of online business. E-service quality covers different aspects of the online retail website and various elements of customer's experience with the online retail website. It includes all stages of the customer's interactions with a website and refers to the extent in which the online retail website supports shopping behavior, as well as the processes of buying and delivery. It should be understood that when the online customers are included in e-service quality assessment process, they can add value to the product development process.

Kim et al., (2004) stated that customer e-Satisfaction is mostly influenced by the level of service quality and the system quality of the online vendor. E-service quality is the extent to which a website can provide reliable & accurate information, facilitates efficient & safe payment process, delivery of products as agreed, and providing

prompt after-sales support to satisfy customer needs. What brings online customers back to online retail website is a sense of loyalty that comes from high-quality services presented by the online vendor.

Following are the key elements that are useful in measuring the service quality in Online Retailing:

- a) Customer satisfaction with overall online buying experience.
- b) Customers would recommend the online retail website to their friends
- c) Likelihood of future purchases by the same customers.

1.6.1 Quality of information

The quality of information provided in the online retail website plays a very influential role while the consumer is making a purchase decision. Effective and accurate information has the potential to positively influence customer attitude towards the website. Online consumers usually read the information related to product reviews before making a purchase decision. **Doh & Hwang (2009)** opined that potential e-customers visit various websites and read the available product reviews which are provided by other customers, to learn more about a product prior to making a purchase decision. Relevance of information on a website refers not only to the type of information presented but also to the quality and accessibility dimensions. **Hung et.al., (2014)** suggested that online vendors should observe their system quality by comparing with their major competitor's system quality, since e-customers most probably compare pricing & product information across the available websites. They should mainly focus on improving information quality since e-customers mostly depend on this attribute to decide if they would like to stay with their preferred vendor or migrate to another vendor. Online customers most probably choose to purchase from their favorite vendor if they are satisfied with the system, information, and service quality. The possibility that customers will stay loyal to their favorite website is huge as long as their information quality is better when compared to their main competitors. An online vendor should ensure that the information quality on their website is always unparalleled. **Flanagin et.al., (2014)** opined that customers consider the product ratings as an indicator of product quality. Higher perceived product quality connected with greater purchase intention. Information from other online consumers (including user provided product ratings) is important in helping

individuals to assess the credibility of information online. User rating shows some impact on perceived product quality, which can influence purchase intention. Online customers depend on information when measuring product quality and making purchase decision. Product ratings and their valence, influence individual's valuation of product quality and the buying intention. **Wolfenbarger & Gilly (2003)** opined that the level of information provided in the website and Information search during the purchase process are important. **Ling et.al. (2010)** opined that online retailer's website is a channel to provide full version of online product search information and product related quality information to target quality oriented e-customer. **Kim et.al., (2006)** sufficient information has to be available in the website to make a proper purchase decision. **Chung & Shin (2008)** stated that informativeness provide shows a positive influence on e-satisfaction, Thus, online retailers should provide customers with useful and good information related to product features.

1.6.2 Quality of payment handling process

The development of the online environment for shopping adopted digitalization in the payment processing methodology by providing a variety of e-payment options. Trustworthiness and security of the vendor's online transaction system, which enables transactions in the online environment should be highly secured and successful. The security dimension in online retailing context gives very particular emphasis on assessing the level to which the customer trusts that the website is safe about the payment methods. **Lee & Lin (2005)** suggested that to enhance customers e-satisfaction and their purchase intention, online retailers should enhance the reliability dimensions, such as strengthening the online transactions security. **Gim, (2014)** opined that payment process has strong relationship with customer satisfaction in online business. **Williams et.al., (2009)** stated that maintaining successful options of payment and the aspects of payment in the website have a very important role in online shopping context. **Kim et.al., (2006)** providing multiple payment option is important in online retailing environment. **Li, (2014)** suggested that the influence of payment security has importance on credit risk perception in ecommerce. Cash on delivery is a good way for online buyers and they feel it as an assurance for them to get the purchased product. **Hung et.al., (2014)** opined that electronic payment is an essential feature for online business. Potential security threats may deter customers from providing their credit card information to complete the whole shopping process. To

prevent them from abandoning shopping cart in the middle, online vendors need to implement the required measures which will reduce the customer's perceived risk. **Corbitt et.al., (2003)** outlined that customer's data security is very important. Customer's Privacy & Data should be protected and communicated effectively. **Limbu et.al., (2011)** suggested to provide multiple payment options which can offer added layers of security. Online vendors should provide very clear instructions relating to the security policies and problems such as statement on the guarantee against credit card fraud to be provided in the website. **Wolfenbarger & Gilly (2003)** opined that Privacy to customer information and Transaction security which includes privacy to the information shared by customer during the purchase process and the security of credit card payments is important.

1.6.3 Quality of delivery

Delivery of goods as per agreed timeline and as per the promised quality is very important online retailing. Quality of Delivery plays a very important role in achieving customer e-satisfaction in online retailing context. Delivery has two important dimension one is delivering the purchased product on time and the second one is delivering the goods as per the promised quality. **Jun et.al., (2004)** opined that it is very essential that online retailers should have a smooth physical distribution channel. **Lee & Lin (2005)** suggested that online retailers should enhance the reliability dimensions, such as capability of delivering products as promised, to enhance customers e-satisfaction and their purchase intention. **Gim (2014)** stated that delivery has a very strong association with customer e-Satisfaction. **Lin et.al., (2011)** opined that e-customers consider the product and delivery as very important; thus, online vendors should pay more attention to the product sourcing and provide a higher quality of delivery by ensuring delivery as per agreed timeline, order accuracy, and safety of packaging. **Chuang & Fan (2011)** opined that online retailers should concentrate more on customer's needs, support customer with follow-up services, and adhere to the fulfillment of the promises in an effective manner. This will increase customer's e-trust and ultimately encourages online purchasing behavior. **Kim et al., (2009)** opined that order fulfillment plays an important role in gaining customer e-satisfaction and trust in online shopping context. Customers usually rely completely on the online retailers for the right product delivery as they cannot examine the product during the actual purchase. It is suggested that online retailers should focus

on offline fulfillment to gain e-customer satisfaction. **Lien et.al., (2011)** suggested that online retailers should enhance their technical functions related to order processing along-with other functions such as credit administration in order to guarantee the delivery of product on time and also to ensure that customers get exactly what they ordered. **Chu & Li (2008)** opined that online consumers are highly worried if the product selected does not perform as expected or it is not of the value at all. **Wolfenbarger & Gilly (2003)** opined that Quality of product delivered and delivery of goods as per agreed timeline are important.

1.6.4 Quality of after-sales support

Providing appropriate after-sales support is very important in online retailing environment. Handling returns of purchased goods has a huge role to play in generating customer e-satisfaction. Customers may look for help from online retailers even after the purchase is completed for various kinds of support; customers feel happy if they receive appropriate support. The efficiency of after-sales support team in handling customer calls help in generating e-Satisfaction in online retailing context. After-sales support influences the perceived value of the customer and hence, the quality of the relationship between online retailers and customer get stronger. It is very important to provide multiple ways of contacting the support staff for any after-sale support.

Jun et.al., (2004) opined that Online Customers expect the online retailers to respond promptly to their questions, especially e-mail inquiries. It is suggested that online retailers should enhance their customer service response time through e-mail automation. It is suggested that online retailers should have sufficient staff members to answer various questions of their customers via e-mails and telephones. It is suggested to provide proactive help when the buyers seem to be in a need. Online customers usually prefer to have multiple modes of contacting the online retailers when needed, such as their street, e-mail address, and telephone / fax numbers. **Harris & Goode (2010)** suggested that online vendors can increase e-trust by placing the contact telephone number on every webpage, so that e-customers can quickly & easily contact the vendor to discuss any special requirements or ask for additional information. **Lien et.al., (2011)** opined that responsiveness and trust are considered as key factors which should be considered as important in online shopping context. **Kim et.al., (2006)** opined that providing prompt response to customer inquiries is very

important in online retailing environment. **Wang et.al., (2008)** suggested that online vendors should do everything that is possible to make sure that their e-customers receive excellent & prompt service. **Wolfenbarger & Gilly (2003)** opined that Customer service staff willingness to respond to customers and handling returns of goods is very important.

1.7 Online Service Quality Outcome

1.7.1 Customer e-satisfaction:

E-satisfaction is defined as the customer's pleasurable fulfillment about their prior online experience (including browsing experience and purchasing experience) with a given online retailer's website. In online shopping environment, interactivity between e-customers and online retailers offers various opportunities to obtain information about the customer, such as purchasing habits, needs, preferences, which makes it possible to offer customer personalized service. Personalized service can improve customer's satisfaction. Positive experiences in terms of comfort, service delivery, web site security have all been usually support the increase of customer satisfaction in online retailing. Customer satisfaction positively impacts on loyalty and re-purchase intention toward online shopping. The key dimensions of online shopping quality that significantly influence e-Satisfaction level are associated with customer trust and the level of personalization. The quality of information reduces the time taken to search the required product information by customer in online store, this shows direct influence on customer satisfaction on the online retail context.

With the number of choices increasing at an astounding pace and the amount of information available about these choices amplified, the online customers have become more knowledgeable and hence more demanding and complex to handle. The world of consumerism is an extremely competitive field wherein online retailers continuously attempt to create an inspiring image in the minds of the online consumers.

Yang et.al., (2003) suggested that prompt delivery and quick response to customer's concerns and inquiries are important factors which influence customer e-Satisfaction. Service quality has strong impact on customer satisfaction and the performance of online vendor business. Price savings create higher levels of customer satisfaction in online retailing context. Consumers are more likely, to choose the online retailers who continuously offer lower prices/discount coupons/promo codes than competitors.

Online customer satisfaction / e-satisfaction is often defined as the customer's post-purchase comparison between pre-purchase expectation and the actual performance of the goods purchased in online. The relationship between service quality and customer satisfaction has gained increasing attention and inspired considerable research during the past several years in the online environment. Customer satisfaction in general can be defined as the level of feeling obtained after evaluating the experience of using or consuming certain product or service provided by the online vendor.

The most apparent difference between traditional and online retail services is the substitute of individual-to-individual interaction with individual-to-machine interaction and therefore, new or sophisticated approaches to conceptualizing and measuring customer satisfaction may be needed for online retailing environment. However, the fundamental importance of customer satisfaction and its resulting impact appear to remain intact even in online retailing. Customer Satisfaction results from the collective impressions of online customers of a specific retail website performance. The usage of responsive web design characteristics rather than a traditional list-type interface in product presentation leads to higher level of consumer satisfaction and increases the chances of repurchase intention in online retail store. In general, e-customers who put the greatest effort into researching information on the web are expected to get attracted to online retailers who provide key attributes, such as user-friendly presentation of products, proper information related to products, and advanced technologies implemented in their website.

Lee and Lin (2005) indicated that online vendor should ensure delivery of products as promised, offer accurate information and greater focus on security features to gain customer e-Satisfaction. Consumers evaluate not only what products/services the website offers, but also how their needs are fulfilled through offline support, such as order fulfillment and delivery. Receiving the product in the expected and agreed time-frame, getting the exact product as per the order, and receiving the product in a promised condition shows effect on the level of e-Satisfaction. **Kim et al., (2009)** suggested that online retailers should focus on offline fulfillment to achieve customer e-Satisfaction. In online shopping context e-Consumers are not picking up the product they have examined and chose but rather relying on the online retailers to pick the right product the consumer ordered, so it is very important for online retailers to maintain the quality in the order fulfillment process. Technology capability of a firm will affect

online retailer's web page quality, speed of accessing, and online security features which in turn earns customer satisfaction with the retailing website.

Kim et.al., (2011) Security shows a significant positive influence on customer e-Satisfaction in online environment. Website's downloading time plays an important role in achieving customer e-satisfaction in online retailing. Perceived Ease of Use(PEOU) is a key factor of e-consumer satisfaction. Not only a potential e-customer but also a repeat e-customer can build e-trust through the perception of the good reputation that online retailers have. When a potential customer has little or no direct experience with the e-vendor, the opinion that they received from an experienced known e-customer about the trustworthiness of the online retail website can be a major source of information for e-trust building. E-trust will influence initial purchase intention; and then the actual purchase. The quality of service received by customer may yield the actual e-Satisfaction. **Lin et al., (2011)** stated that customers consider the product and delivery as very important factors of satisfaction in online retailing environment. It is suggested that quality of delivery, delivery as per agreed timeline and safe packing are important to gain customer e-satisfaction. Timeliness and reliability of delivery play a very important role in gaining customer e-Satisfaction in online retailing. Repeat customers estimate the trustworthiness of the online retail store by its reputation in the market space. A high level of customer e-Satisfaction will decrease the perceived need to switch service provider, thus increasing customer repurchasing intention and ultimately enhancing profitability of the organization in online retailing. Identifying the parameters of customer e-Satisfaction is significant as it acts as a benchmark of the business performance, and it also serves as guidelines for future possible improvements.

Jun et al., (2003) stated that service quality is the most significant factor to enhance the customer e-satisfaction in online retailing context. Service quality has a direct influence on retaining customer and to maintain loyal relationship with the online retailers. Online retailers with great service quality have the benefit of learning about their customer's expectations on their services, accordingly improving their satisfaction levels. Customer Satisfaction is one of the most important metrics that many organizations utilize to measure the success of marketing plans & strategies, and also to design the future marketing plans.

Kim and Na (2015) indicated that customer e-satisfaction shows positive influence on repurchase intention. Customers' services are very essential for the survival and expansion of any business in online environment, because it contributes to the e-satisfaction of the customers; and contributes to the purchase and repurchase intentions of the customers. Eventually, customer service is the key factor to achieve customer e-satisfaction. A successful website in the context of online retailing is one that attracts more customers, makes them feel the site is trustworthy, stable, and reliable and also generates high customer e-Satisfaction. Customer Satisfaction in online retailing context can be defined as the positive result of the specific service transaction offered by the online vendor. online retailers who are capable of presenting and exchanging information through various available platforms with the customers would most likely increase the customer satisfaction and add value to buying experience. Customer's evaluation of the value they received may lead directly to the formation of satisfaction. Customers who experience repeated satisfaction with online vendor are motivated to continue this relationship for long term.

The mixture of web store and physical presence is always a better composition to ensure that more consumers shop online. Such a blend provides better pre-purchase and post-sales services to e-consumers, thus generates trust in online retail model. To attain competitive advantage, it is essential for online retailers to discover what attributes e-customers utilize in their evaluation of overall e-service quality and satisfaction and which attribute are important. Growth of online shopping emphasizes the importance of focusing on the customer e-satisfaction as a key factor for discussion when designing any online retail website. Despite a vast amount of theoretical literature, there is only little empirical research into how all dominant factors show influence on e-Satisfaction in Indian context, especially related to developing market in tier-II cities.

1.7.2 E-Loyalty development process:

E-Loyalty can be defined as customer's favorable attitude and intention towards the online retailers, resulting in repeat buying intention and relatively the buying behavior, which involves customer's various interactions with the online retailers such as browsing and purchasing. E-loyalty can be understood as the customer's commitment to a particular web store or online service provider when alternatives are available in the market. It is implied that e-loyalty and intention are different concepts, and that

E-loyalty cannot replace online purchasing intention. What brings online customers back to web store is a sense of e-loyalty that comes from good services offered by online vendors.

In an online environment, although customers may increase their interaction with the online retailers through website, there are plenty of online shops offering similar products or services, and customers can switch their purchasing decision very easily. Therefore, it is very difficult for the online retailing company to build customer loyalty when e-consumer can leave the web store with a click of the mouse. Familiar brands with established records of performance help in building e-trust. Online vendors with a good reputation are usually considered as trustworthy in the market. Perceived benefits involve the variety of products, the price savings and the speed of purchases. **Lim (2013)** suggested that online retailers should ensure safe and secure purchase process in their web store, to achieve customer e-loyalty. One way of increase the quality of the customer experience and associated customer loyalty is to enhance the shopping experience by providing personalized and highly relevant product recommendations.

Hu and Chuand (2012) stated that online retailers have to consider customer loyalty as an important factor to persistently achieve their financial and business goals. Online retailing companies usually spend lot of effort on advertising, to increase awareness of their online presence since website awareness is directly related to brand loyalty and purchase intention. E-loyalty brings high rate of customer retention and reduced cost for acquiring new customers which leads to long-term profitability to the online retailers.

Zhang et al., (2014) observed that service recovery has a substantial influence on customer e-satisfaction and e-loyalty in the online shopping environment. online retailers can gain customer e-loyalty by implementing a superior process of service recovery. online retailing organization can maintain consumer retention by responding to service failures in a fair and speedy manner, purchase intentions will remain stable, and possibly increase, when service recovery is effective. Customer loyalty is considered as an essential factor to organizational success and profit in online retailing. Loyal customers always spread favorable messages about their service provider and recommend new customers to the online retailing website.

Customer re-purchase intention is a measure of response behavior and reaction to certain experiences in online environment.

Luo and Lu (2012) opined that customer's e-satisfaction shows some influence on e-loyalty in online shopping environment. Satisfaction is the strongest forecaster of re-purchase intention of customers in online retailing. Satisfied customers are most likely to have the intention to re-purchase if the online retailers met or exceeded their expectations. It is important to understand that organizations with large group of satisfied loyal customers will have large market share. Website design and after sale support show some positive influence on customer loyalty intention in online retailing. **Chung & Shin (2008)** outlined that customized services, product recommendation, and appropriate ordering procedure of online retail website are important elements to enhance e-loyalty. Delivering value to online customers is to develop loyal customers who can increase purchase rate of recurrence, purchase quantity, and avoid of switching intention. Customer loyalty is a strategy that generates mutual rewards to do good to firms and customers in online retailing. Learning about to what extent customers are satisfied with online shopping experience in their website is essential for online retailers to establish and maintain customer loyalty in competitive online retailing market. The cost required to attract new customers in online retailing is very huge that of maintaining customer loyalty.

1.8 Online Purchase Intention

1.8.1 Technology Acceptance Model (TAM):

Technology Acceptance Model (TAM) has emerged as a powerful model among the models to analyze the acceptance and use of new technology including the innovation. TAM proposes that the perceptions or beliefs about the innovation are instrumental in the development of attitude that eventually results in system utilization behavior in online retailing. **McKechnie et.al., (2006)** studied the application of Technology Acceptance Model in online retailing and found that Perceived Ease of Use and Perceived Usefulness are key in influencing individual's attitude towards the online environment, which is a predecessor to extent of use. TAM suggests that the user's decisions to accept a new technology are based on two rational assessments of its expected outcomes; they are Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). TAM gives more priority in postulating numerous conceptually

independent determinants of online buyer's attitude towards using task related new technology.

Lim and Ting (2012) stated that online shopping website should implement suitable technologies for providing a great shopping experience to customers. It is found that e-consumer's intention to purchase using online store is determined by their attitude towards e-shopping. PEOU and PU of are important in understanding consumer's attitude in terms of how much effortless the website is and how useful online shopping website is in creating a favorable shopping environment. The website of the organization is the primary method by which the service provider and customers interface during purchasing process in online retailing environment. It is a very fundamental point for online retailers to understand their user expectations and how they feel about the website they use for their shopping needs. The more positive attitude towards the website, the higher the intention they will have to revisit the same online retail website for future shopping needs. While TAM successfully predicts the potential user acceptance, it provides numerous supports in design and development of online retail website with a high level of acceptance by new users. According to TAM one's actual use of a new technology system is influenced by the user's behavioral intention, attitude, and perceived usefulness of the system and perceived ease of use of the system as a whole.

1.8.1.1 Perceived Usefulness (PU)

Perceived Usefulness can be defined as the level to which the online buyer believes that the technology would enhance the performance of the activities to purchase in online retail environment. Usefulness is a strong factor in determining adaption of innovations in online retailing. The greater the Perceived Usefulness of using online retailing services, the more likely that online retailing will be adapted. Consumer's perception regarding the outcome of the experience can be understood as PU. Online retailer's understanding about the factors that influence Perceived Usefulness has a strong potential to improve the design and implementation which can lead to increased customer acceptance and usage of online retailing for various shopping needs. Perceived Usefulness of a system or application is a dependable forecaster for its future usage.

Davis (1989) stated that Perceived Usefulness (PU) has a strong correlation with the user acceptance of new technology/application/system. The conceptual framework of Perceived Usefulness is one of the core concepts of Technology Acceptance Model (TAM). Perceived Usefulness is one of the factors that influence the online shopping behavior of consumers. online retailing websites which provide functions which support consumers in making better purchasing decisions are perceived as useful. A system which is high in perceived usefulness, in turn, is one for which a user believes in the existence of a positive user performance.

Online retail websites which are capable of providing useful services to consumers and also the services which are not available in other models of shopping are perceived as useful by most of the consumers, and as a result leads to the development of favorable attitude towards the online retail shopping. Information quality has a significant relationship with Perceived Usefulness. Comparison of Perceived Usefulness versus the original expectation of usefulness world has an impact on the continuance intention of consumers. Online vendors are considered more trustworthy among by the customers, when they are perceived to have the ability to deliver what have been promised. Perceived Usefulness in the TAM model reflects task related productivity, performance and effectiveness.

1.8.1.2 Perceived Ease of Use (PEOU)

Perceived ease of use is the level to which a customer expects the target online retail website to be free of effort. PEOU means that users can easily surf the websites without any challenges. Perceived Usefulness and Perceived Ease of Use have the power to influence the customer intention and willingness to shop in online retail environment. Ease of Use(EOU) would help the online retailers develop and maintain a strong relationship with the customer, and is part of a broader concept of customer comfort and satisfaction. Online customer intention to adapt a new technology is primarily determined by the Ease of Use(EOU) and the usefulness of the technology. If the Ease of Use(EOU) & usefulness of information seeking and transaction process supports customer shopping needs in a productive way, they prefer to shop in that particular Online Retail website for all their shopping needs. It is apparent that usefulness and ease of use of online transactions can play a vital role in gaining online customer satisfaction.

McKechnie et.al., (2006) studied the application of Technology Acceptance Model in online retailing and found that perceived ease of use shows impact on perceived usefulness. Perceived ease of use influences user's acceptance of new technology model such as online retailing, mainly through perceived usefulness. Customer's knowledge would influence e-trust through the mediate of perceived ease of use in online retailing. Ease of use depends mostly on two factors; how easy it is to search the required information in a website and how easy the website can be navigated by the user. Ease of use can be further defined as an important element of e-service quality and has a significant influence on online buying behavior. The ability of consumers to experiment with a new innovation and evaluate its benefits can be defined as PEOU. Perceived Ease of Use plays an important role in influencing online shopping behavior of the consumers.

1.8.2 E-Trust development process:

To become as successful online retailers, it is very important to invoke consumer's trust and lower consumer's risk perception through marketing activities and technology improvements regularly. **Teo and Liu (2005)** observed that there is a positive relationship between customer's e-trust and their attitude towards an online store. Trust in online relation between online retailers and e-customer is the most vital and important facets of online shopping quality, and has the strongest influence on e-customer's perception of web store quality. **Li et al., (2007)** stated that customer e-trust has a significant relationship with purchase intention in online shopping context. **Flanagin et.al., (2014)** suggested that online vendors might be able to improve their website's trustworthiness in the market by providing appropriate opportunity for their consumers to review and rate products. The reputation of an online retailers is likely to influence a customer's trust. Fully integrated interaction channels would enable vendors to obtain a unified view of customers across all interaction channels and deliver consistent and personalized service. This provides online retailers with an effective way of creating a smoother and more satisfying shopping experience for e-customers and extending assisted service to the customers, which helps to improve customer satisfaction and e-trust.

Wang et al., (2009) identified that consumer's perceived integrity of an online retail website is positively related to their trust in online shopping. E-trust in online retailing market can be understood as the belief or expectation of the online customer

that the online retailers will keep promises and fulfill purchasing requirements promptly. Trust can be conceptualized as e-customer confidence in the quality and reliability of the service offered. Trust has a significant impact on the establishment of loyalty in both offline and online. It is essential to enhance customer's initial trust to reduce their apprehension about the online shopping. Secondly, consumers can easily switch to another online website due to low switching cost and therefore establishing the initial trust is the essential factor for retaining customers. Online trust includes customer perception of how the retail website would deliver on expectations, how authentic the website's information is, and the level of assurance in the website. **Lee and Turban (2001)** Online vendors should take measures to convey a clear message of honesty to the customers. Company policies, especially the policies related to customer relationship such as privacy protection principles should be established with a strong set of principles. It is suggested to online vendors to have these principles displayed straight in an eye-catching place in the online web store.

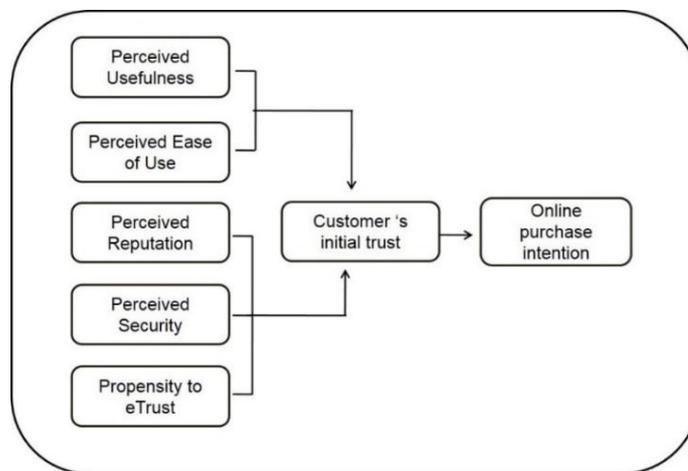


Figure – 1.9

e-Trust Development Process

Online consumer's perception of a retail website's capability to perform the required functions, and perception of the good intention of the firm behind the online store, contributes to their perception of trust in that website. Customers perceive a higher level of risk with online retailers than other formats of retail business in terms of delivery, payment, information disclosure, etc. Thus, online customers may prefer to transact with online retailers they can trust. Online customers may perceive high risk as they are unable to physically examine the products prior to purchase.

Perceived ease of use, perceived usefulness, perceived reputation of the retailer,

perceived security of the website, and propensity to trust have the power to influence initial trust and purchase intention as depicted in figure – 1.9.

Cheng et al., (2011) suggested that online vendors should implement very extensive security policies and procedures to increase customer e-trust. Online vendor's security guarantees can increase consumer's e-trust. Security guarantees by online retailers reduce consumer's perceptions of risk and enhance e-trust. Online customers may also perceive a higher level of risk with online retailers in terms of payment, delivery, information disclosure, etc. Hence, online customers may prefer to purchase goods from the online retailers that they can fully trust. So, it is very important for online retailers to build e-trust to strengthen their customer base. Perceived ease of use and perceived usefulness are some of the significant positive predictors of customer's repurchase intention from the same online retail store.

Easy to use navigational features amalgamated with multiple payment options and running innovative customer reach programs could act as winning factors for online retailers to attract and retain online customer. Attractive and easy to use website design may improve traffic to online retail store. Information quality is an important factor for online retailers to build trust in customers. Prompt and helpful response to customer's inquiry shows positive impact on customer's trust towards the online retailers. It is also necessary that a website provides complete information that the customers are searching for, including information regarding price, product specifications, and delivery time. A customer is not in a position in an online retail website to touch and see the product physically, so a website that offers customers absolute and accurate information increases the customer's e-trust.

Kyauk and Chaipoopirutana (2014) stated that online customer trust has positive and considerable association with customer satisfaction and repurchase intention. In general e-trust gets increased with more online buying transaction from the same website, which means, with the increased use of the Prior experience is a fundamental basis of e-trust. Trust mainly affects consumer behavior. It is suggested that online retailers need to develop trustworthiness for consumers to continue to contribute to the growth of the e-commerce marketplace. Providing access to competitor price information may result in enhanced long-term preference of the selected online vendor. Trust usually mitigates the thoughts of ambiguity that arise when the shop is

unknown/virtual, the shop owner is unknown/invisible, the quality of product is unknown (touch and feel is not available), and the quality of after-sale support is unknown. All of these circumstances are likely to occur in an e-commerce environment. To enhance e-customer purchase intention, online retailers should strengthen their marketing strategies to enhance the trustworthiness, reliability, and responsiveness of web-based services. Online atmospheric features such as graphics, links and colors have some influence on e-customer emotions such as pleasure and encouragement, both of which have successive effect on customer's online buying intention. As regards the effects of consumer's perception of online retailer's ethical behaviour on consumer purchase and revisit intentions, it can be understood that perceived ethics of an online retailer's website significantly affects consumer's trust and attitude towards the online retailer's website that ultimately had positive influence on purchase and repurchase intention.

1.9 online retailing Transaction Overview

1.9.1 Transaction cost in online retailing

Many online customers hesitate at the last moment to click the final order button for a purchase when the online retail website confirms the transaction cost. In general, online retail website reduces transaction costs which are defined as the costs of exchanging information and incorporating decision process. To proceed with a transaction, online consumers should search for information and monitor the process to ensure the best deal. The costs involved in all such transaction related activities are called as transaction costs.

1.9.2 Deals and offers in online retailing

Online retailers provide the deals of the day to customers, with attractive offers in their website. Online retailers display recommended products on the home page as "recommended products based on the user browsing history". In online retailing industry, interactivity between customers and companies offers an opportunity to acquire information regarding customer, such as purchasing habits, preferences and needs, which makes it possible for the online retailers to offer customer very personalized services. Personalized service has the ability of improving online customer's satisfaction.

1.9.3 Innovative and latest delivery options

Online retailers recently launched a new service called Scheduled Delivery. This feature will allow customers to choose a specific date and time for delivery of their order. The popular online retailers say that customers can now choose delivery slots starting as early as the next day. Some of the online retailers started strengthening their fulfillment process with an in-house delivery department. They use their own vehicles and employees to fulfill orders to ensure customers receive superior service.

Unavailability of customers during delivery and restricted entry of delivery boys into various industrial parks and gated communities are among the primary reasons that leads to customer dissatisfaction with the delivery process. To overcome this, recently a few of the online retailers in India introduced an alternative delivery model called collection points, to boost customer usefulness, while enhancing scale and reach in supply chain expansion. These collection centers allow customers to walk into a center at their own time and collect products ordered online. Collection points will form a key element of online retailer's rural expansion strategy. It is a way for the online retailers to reach into Tier 4 towns and rural areas by making the entire town serviceable from a pick-up center, a reliable alternative to door delivery in small towns. Most of the online retailers started pickup services that lets buyer collect their parcels from select locations.

1.9.4 Sales and operations planning (S&OP)

The sales and operations planning team of any online retail organization does the demand and supply planning to meet the market demand and competition. This planning considers the forecast from the category teams and the existing and planned capacity from the operations planning team. Based on the S&OP, the purchase orders are released to the vendors/Suppliers/Manufactures. Based on the schedule, the products are delivered at the warehouses or distributions centers of the online retail organizations. From there, the products are distributed as per the plan and requirement.

1.9.5 Encouraging factors in online retailing context:

Online retailing provides both organizations and consumers, with infinite opportunities to choose from various options. Consumers on one hand have the ease of choice, the comfort of shopping from home and an endless variety of products, while saving time and money. Organizations, on the other hand, are exploiting the unlimited

shelf space the internet offers, operational timings and geographical boundaries it liberated and the opportunity it creates to cater to wide markets at a comparative miniscule cost. Smaller manufacturers can have access to wider market through the online retailers.

Online market has the power to influence the organizations having customers across the globe. Accordingly, customers and organizations are having a great and complete relationship than ever before. The major advantage for customers of online retail platforms is customers can easily purchase from various sellers that are available on the web store by using a single user account.

1.9.6 Role of innovation in online retailing

In response to growing consumer needs, online retailers persistently need to develop innovative strategies to attract more business. The focus should be on promotion of business models constantly to adapt to any kind of market situations in the global market environment. To succeed in interaction and in creation of long-term relationship with online customer who is very demanding, organizations need to contemplate strategies from an overall perspective with an increased focus on customer satisfaction. The rapid growth of online businesses worldwide has created a huge amount of priority and innovation in providing better customer services. These services have been found to be very useful in growing customer satisfaction and have become a key element in making an online business successful. Competition in the market may force online retailers to provide more and more innovative services, and in many scenarios vendors are competing on service features and quality to make customer happy. This is especially true for many products and services that are presented at the same price by various vendors who persuade to match the prices of their competitors. To provide better service, online retailers usually implement several customer oriented service functions into their web site such as 24 X 7 services, FAQs, online delivery tracking systems, and issue management systems.

The success of an online retailing business is more likely when it's website is developed to provide the utmost level of service quality among the other alternative websites in the market. This has the power to influence online customers in selecting a web store as the most preferred web store for their shopping needs. If more customers select the web store, there is higher possibility of improvement in business performance. Understanding the customer or the website visitor profiles and their

needs enable the online retailers to tailor not only its prospective consumer interface but also its future line of product features and offerings. This can be achieved by employing various statistics like hit count versus purchase count and many others.

1.9.7 Shipment tracking

Shipping refers to packing and dispatching of the order. While placing an order, customer will find a shipping timeline on the products displayed on the website. This refers to the number of working days it will take to dispatch the product from the online retailer's side. Once the order is confirmed and processed, customer will receive a shipment notification via E-mail/SMS advising on the estimated date of delivery. Customer can also check the current status of the order by using shipment tracking facility on the online retailer's website. While placing an order the customer can see if the online retailers can deliver to their location by typing the pin code of their area in the online retailer's website.

1.9.8 Back office operations in online retailing

There will be a huge team working on the back-end systems of the web site which is called as control panel / system admin / back office team. In which a group of people will be updating the product categories, products, prices, specifications, and many other information before it is getting listed in the website. Other than this, to attract more users, the marketing team will often send mailers / newsletters by giving more offers/deals.

1.9.9 Option to customer to return the purchased goods

Xing et al., (2001) suggested that return policy should be clearly mentioned on the website and appropriate arrangements to be made to deal with the returned goods. Customer can place return request online if they have received an item in a 'Damaged', 'Defective' or 'Not as Described' state. The item you wish to return will be picked up from your doorstep. Once the seller receives the originally delivered item, a replacement item is shipped, or a full refund is issued. A return can be created at item level and if the customer ordered multiple items, they can initiate a return for a partial quantity.

Guo (2011) stated that customer e-trust can be enhanced by having a strong replacement and returns policy. Replacements of the goods and the refund for the

defective products is also the next important attracting feature for the customer. Most of the shopping sites have the facility for the replacement of goods and refund of the money. And this has encouraged the use of online shopping. **Liu and Wei (2003)** indicated that online vendors should maintain a well-designed return policy.

Zhang et al., (2014) stated that service recovery is very important in online environment. Online customer's initial requirement in the recovery services process is contacting the vendor. **Wang et.al., (2008)** suggested that online vendors should provide adequate vendor warranty and offer return policy to reduce e-consumer perceived sacrifice accompanied with online purchasing. **Lim (2003)** indicated that online vendors should give greater importance to handle returns of goods. It is suggested to establish good procedures and measures for handling product returns to accomplish e-satisfaction.

1.10 Role of Social Media Marketing in online retailing Growth

The emergence of social media in different forms of user groups has supported the increased user involvement through which today online retailers strive for better engagement with their customers. The latest method of capturing customer feedback and customer satisfaction in online retail environment is by utilizing social media platforms. Online retailers can participate in social media platforms and capture customer feedback and reach out to them to make them satisfied, as social media platform provides two-way communication. **Shergill & Chen (2005)** stated that Social media channels enable online vendors to be in touch with the customer during both pre-sale and post-sale period. Social media channels offer incomparable opportunities to interact with customers and build associations, largely due to their synchronized, interactive nature. In the current world of connected environment, where customers conduct their own research, purchase online and seek recommendations from friends and family, it is in the best interest of the online retailers to have an electrifying and interactive social media presence. Social media platforms also allow the user to tailor the content for each market segment and give businesses the opportunity to get their messages across more widely.

Clark and Melancon (2013) stated that organizations should encourage consumers to join and follow their social media page on the web. Social media, especially social networking sites, provide a space for people to communicate through the web, which also might be an important representative of e-consumer engagement and socialization.

The blogs have emerged as an avenue for information dissemination and two-way communication for online retailers and e-consumers.

Vinerean et.al., (2013) opined that using social media marketing platforms online retailers can create strong relationship with the e-customers quickly and this relationship may result growth in sales. Most of the online retailing websites allow their customers to login to their website via social media login. There are many benefits available for online retailers that embrace social media, including the ability to connect with and advertise to particular customer demographics. Social media is increasingly a platform e-consumers use to express their loyalty to their favorite brands and products, and many seek to obtain payback from brands for serving promote the products. Social media is the means to socialize content across the globe. They use web-based tools & technology to quickly socialize knowledge and information to a huge number of users. They allow creation and exchange of user-generated content. Social media encourages everyone to share a lot about their business. Online retailers have various advantages with social media platforms as depicted in figure - 1.10.

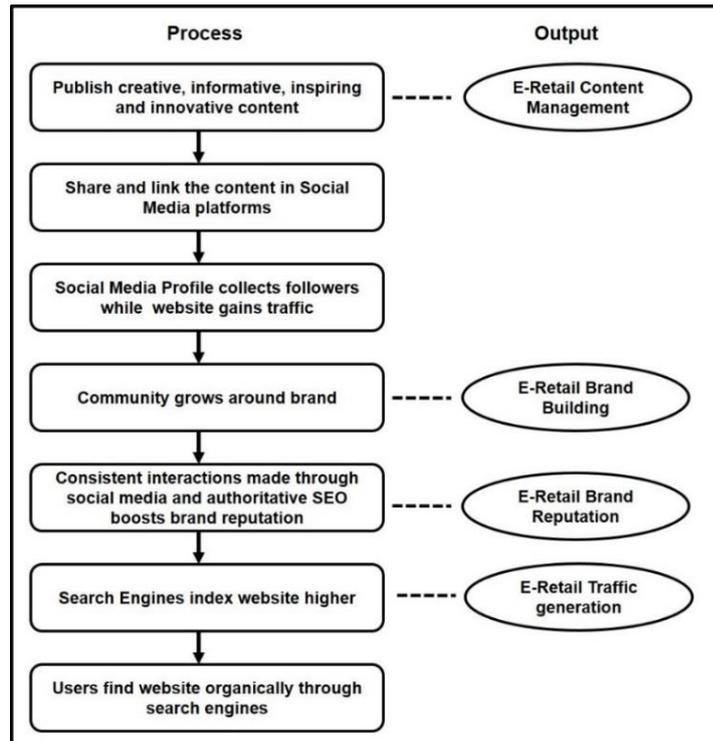


Figure – 1.10

Role of Social Media Marketing in online retailing Growth

Fei and Liat (2015) suggested that online vendors should participate actively in social

media platforms to attract more potential customers. Social media sites are becoming the go-to place for e-consumers who want to learn more about a business/product. That is because these sites allow companies to offer the most up-to-date information about their products, services, or upcoming events and offers. Social media platforms not only help e-customer service teams discover brand information and customer issues in synchronized, but also provide a platform for routing customer issues to the appropriate department to fix these issues quickly. With social media, e-businesses can assess marketing communication and approaches, measure user responses and refine the message accordingly.

Online customers usually read reviews written by previous customers to determine the value and quality of a product and to reduce the uncertainty associated with that product purchasing decision. Online reviews written by previous e- customers provide information about an item's perceived value. These online reviews are supportive for making purchase decisions because they supply new customers with indirect experiences and help potential customers diminish the uncertainties involved in inferring product quality. For items with lesser product coverage, that is, items with a slighter number of reviewers, there is an often-limited amount of quality information about that item other than online reviews written by these reviewers. Therefore, the role of reviewers plays a very significant role in terms of updating consumers about the product quality and diminishing the uncertainty for such products. Each new reviewer might expose additional product quality information to a potential online customer.

The incremental impact of the reviews issued by a reviewer will be larger when an item has smaller number of pre-existing reviewers that covered it earlier. Due to the unique characteristics of social networks, items sold through social networking sites may differ from those sold in other online stores, whose businesses focus entirely on shopping services. Online shopping sites mostly sell "real goods" or "real services," whereas social networks can carry not only real items but also "virtual items." Real items refer to goods or services that can be used offline, regardless of whether the goods or services are bought online or offline, such as books, furniture, clothes, flight tickets, and so on. Virtual items instead are products or services whose use, and purchase are constrained to a particular web space. Profile layouts, virtual gift items, and music that can be only used on specific Web sites are examples of virtual items.

Iona and Stoica (2014) opined online retailers can measure e-consumer buying

behavior patterns and associated attributes by continuously following consumer feedback on various products in various social media platforms. Online retailers give importance to manage customer interactions across different interaction channels using a common set of information and processes, and leveraging information learned on any channel to provide better services or more targeted offers on other channels. Online retailers always give customers the choice of interacting with them in the manner that is most comfortable for customers. Awareness of the website is increased when a significant group who know and want to experience the web purchases. Online customers usually prefer to select a web store that has been selected by a large number of other online customers.

1.11 Website Design Elements

Chen et.al., (2013) opined that online retailer's website design also plays an important role in the business success. Website design plays a very important role in attracting customers in online retailing environment. **Cheng et.al., (2011)** suggested that online vendors should design their website by giving importance to usefulness and easy to use mechanism. Website design influences customer's perceived image about the retailing company, and attract customers to purchase online. **Lim (2013)** opined that website design should ensure that it has easy navigation feature which may attract prospective customers. Organized, speed and easy-to-navigate websites economize on shopping time.

Cho and Kim (2012) opined that visual design of the website is important. Certain design elements of web-store like website design, design of products and service comparison and information, time required to complete online order, ease of searching products and services, screen layout, screen intricacy, web page composition, information retrieval methods, information display, use of colors and background images, assistance to the online user, and speed of accessing the web-store play crucial roles in attracting and retaining the e-customers. **Liu and Arnett (2000)** observed that there is a direct relationship of system design quality with website success in online shopping environment. Animated product attributes can capture the consumer's spontaneous attention and forms a different insight of the product than that purely based on direct experience. Public clouds are commercially available platforms for hosting a retailer's website and data. Private clouds are customer specific and typically used to host within the online retailer's IT system. **Wang et al., (2008)**

suggested that the online vendor website should be designed in such a way that it guarantees the financial security of all the online transactions.

1.11.1 Website operational workflow

Normally a user will get to know about an online shopping web site through many ways; most frequently all online users will find websites on the go by using search engine. **Brynjolfsson and Smith (2000)** indicated that as it takes very less-time to compare prices online, online buyer most probably compares prices at various online retailer's websites before making a buying decision. When they see the web site information link, they click to it, complete the website registration process if any, choose the products they are interested, compare similar products specification cost etc., and confirm the items selected and finalize the invoice and make payment via their debit card / credit card bank account. Once the payment is received the merchant will start processing the order, and ship the product to the user's delivery / shipping address. Further if the product is carrying warranty, post-sales support and service should be facilitated to the customer in order to create good word of mouth and get a good returning customer base which is the key success factor for the online retailers. When online customers transact with online retailers, they evaluate not only what products/services the web store offers, but also how their needs are fulfilled through offline support, such as order fulfillment and delivery.

1.11.2 Site map in online retail website

Online retailers usually pay lot of attention to an important feature called sitemap, which is all about when a visitor is browsing the web site, they should feel easy to navigate to all pages of the site without any difficulties.

1.11.3 Out of stock

If the item is not available for sale currently, the online retail web site displays it as "out of stock". The e-customer can use the 'Notify Me' feature to know once it is available for purchase.

1.11.4 E-Cart overview

Most of the online retailers use shopping cart feature to allow the consumer to accumulate multiple items and to adjust quantities. A "check-out" process follows in which payment and delivery information is collected. Some online stores allow consumers to sign up for a permanent online account so that some or all of this

information only needs to be entered once. The e-consumer receives an e-mail confirmation once the transaction is complete.

Each online visitor is expected to be carrying a "shopping cart". Each item that a customer is interested in purchasing can be saved into the shopping cart. During the shopping process, the customer can maintain the shopping cart by adding a new item, deleting the selected item, increasing the purchased quantity of an item, or simply emptying the whole cart to start it again. If a customer did not finish the shopping in an earlier visit, cart items can be saved by the online retail store and render to the corresponding customer during next visit. The items in the cart are usually listed in a format including product number, product description, purchased quantity, unit price, tax, subtotal, etc... Customers are able to navigate product categories within a single or multiple levels of category structure. A list of products will appear depending on a customer's selection through such a product structure. Often the customers are given alternatives to filter products by name, brand, and/or price. The product description page offers the customers additional details of product information such as product reviews, product comparison, and price comparison. The search feature allows customers to type in the product description in order to find the product availability. After the customers type in their interested item/description, a list of relevant items will appear on the results page to choose.

1.11.5 Product recommendations

Guo (2011) opined that recommending relevant products to customers is a good factor to gain customer loyalty. Recommender systems have been essential parts of modern online retail websites. They facilitate the increase of sales by suggesting to e-consumer selected products on any special offer. Recommender systems are certainly an interesting part of personalization in this online shopping environment. The system can support customers within their buying process by presenting recommendations that are suitable to the customer's personal preference as they search for products. The products can be recommended based on the demographics of the e-customer, or on an analysis of the previous buying behavior of the consumer as a forecast for future buying needs. The forms of recommendation include suggesting products to the consumer, providing personalized product information, summarizing community opinion, and providing community critiques. These recommendation techniques are

part of personalization on a retail website because they help the site become accustomed itself to each e-customer. As part of the personalized services if online retailer's website can capture customer's desired product details and search for the same specifications till found and then send an email confirmation to the customer about the details of the available product, customer satisfaction on this vendor will grow. When online product ordering is accomplished, perception of customer on after sale services such as safe packaging, quick delivery, and return/exchange services become more important under online shopping environment. Consistent, reliable and timely delivery of products in safe package is one of the primary objectives of online customers. **Lin et al., (2011)** stated that customers consider the product delivery as very important factors of satisfaction in online retailing environment. It is suggested to online retailers should maintain quality of delivery by adhering to the agreed timeline and safe packing of the products.

1.11.6 Saved cards

Most of the online retail websites save the customer card when they pay for the purchased goods. The website automatically saves the card details when the user enters the details for the first time and can make the subsequent payments with those details. This is to enable faster payments during future transactions. Only the card number, expiry date and name on card are saved. CVV Numbers are not saved. The online retailers use world class encryption for storing card details and the systems are PCI DSS security.

CHAPTER - II

LITERATURE REVIEW

2.1 Introduction to the Chapter

Literature review provides the researcher with a greatest opportunity to present the conceptual overview of the subject under research in a detailed manner. This chapter also helps in determining the necessity of development of a knowledge base for analyzing various aspects of online retailing and Customer e-Satisfaction. This chapter offers an overview of the existing literature regarding each of the following constructs:

1. Online Service Quality
2. E-Satisfaction
3. E-Trust
4. E-Loyalty
5. Online Retailing
6. Payment Handling Process Quality
7. Delivery Quality
8. After-Sales Support Quality
9. Information Quality

2.2 Review of Literature

Ahn et al., (2004) opined that both online features and offline features are important for online vendors as customers look at both online and offline features while evaluating the quality variables.

Akrimi and Khemakhem (2012) reported that ‘On the social networks, the activity of recommendation can be considered as a means of asserting one's personality’. Electronic word of mouth can be understood as one of the feature in social media marketing and the positive feedback of online buyers moves very fast over internet to the public, this may result in increased traffic to online retailer’s website.

Bakos (2001) opined that consumers have the advantage of lower prices and more choice available in online shopping environment. With the advancement of technology online merchants can easily understand the customer preferences and provide good service.

Baruah (2012) reported that social media platform is a cost-effective marketing tool for business entities and less time-consuming tool to market the products. E-retailers by adopting social media marketing concepts for their product marketing strategies can save funds of marketing budget and divert the same fund for other channels of marketing techniques. As social media marketing concept is less time consuming, the effort saved can be spent on other channels of marketing to generate new prospective customers and convert them into e-customers. Social media platforms help online retailers in online customer interaction and also customer support very affectively.

Bijalwan and Sirswal (2013) opined that customers prefer to save time in shopping. Online retail stores provide this facility of time saving as the customer can purchase desired goods online. Online retail websites are providing goods at less expensive prices to the consumers. Customer retention is the major challenge for the online retailer.

Bolotaeva and Cata (2011), social network advertising is the order of the day and businesses have huge opportunities to expand their customer base. Presence of the online retailers on social media updates them about the latest trends in the market, customer needs and habits, changing market influence on the online buyers, segment

wise customer preferences. Online retailers can plan the product positioning in various segments based on the feedback in the social media which is a strong tool in the online space.

Brynjolfsson and Smith (2000) observed that online retailers charge lower prices. It is also observed that incremental change in prices by online retailers is very smaller. Internet is a more proficient channel in terms of price levels and menu costs. As it takes less time to compare prices online, it is probable that the average online buyer may compare prices at many online retailer's web stores before making a purchase decision. Online retailers can gain trust by developing a reputation among their e-customers with reliable services.

Burt and Sparks (2003) opined that the facility of self-service in online retailing environment allows the customer to select as per their choice, freedom on substitute product decision and free to replace goods instantly while choosing. This gives ease of selection to customer and increase in sales to online retailers. Online customers have the advantage of viewing the products from multiple suppliers in online retailing environment.

Chang and Chen (2009) opined that online consumer's purchase intention can get influenced by the quality of the customer interface of the web store. Web store's customer interface quality positively affects perceived security. It can be noted that a well-organized website interface could improve customer perception of security while transacting with that web store. Customer interface quality plays an important role in influencing online customer satisfaction. Customer interface quality and customer opinion on security may lead to customer loyalty, which may result in repurchase from same web store in future. It is suggested that online vendors should concentrate more on customer interface design as a marketing tool aiming at improving customer interactivity and comfort.

Chang and Fang (2013) in their study observed that the website of the online vendor provides useful and correct information and maintain a reliable order fulfillment track record will gain more trust from their customers. Consumer's online proficiency facilitates in improving the e-trust towards the online vendor. It is suggested that online vendors should focus more on increasing the brand strength in the online purchasing context. The Internet enlarges the referral/recommendation effect because

word spreads very fast on the internet. It is very important for online retailers to learn about the influential factors for retaining consumers as one of the best long-term strategies. It is also suggested that online vendors must consider different personality factors of the potential customers in targeting different market segments.

Chen et al., (2013) opined that online retailers can gain customer satisfaction by improving logistics mechanism in order to fulfill orders. online retailer's website design is also very important in their success in the market. It is suggested that online retailers should give importance to the website design in terms of aesthetics and easy navigation. Quick response to customer's inquiries or requests, and providing timely, correct, and essential information are also important to online retailers to capture and increase e-customer loyalty.

Chen et al., (2010) indicated that perceived usefulness is a very important factor in customer retention in online retailing environment. It is suggested that online vendors should design their web site to meet customer's desires for enhancing performance in online shopping, providing enough information about the products they offer to customers. Customer satisfaction is a vital factor influencing the repurchase intention of the online customer. It is also suggested that online retailers need to continuously observe the customer satisfaction levels with their web store to compete in the dynamic online shopping environment. Online guidelines or tutorials usually help the online customer in completing shopping transactions.

Cheng et al., (2011) customer's intention towards online shopping is usually influenced by the value and trust they have on web store. To be successful in e-commerce space it is very important for online retailers to build a strong online trust. To increase customer trust, it is suggested that online retailers should implement comprehensive security methods. Reputation exhibits the online retailers as trustworthy in the market. To increase online customer's perceived value, it is suggested that online vendors should design their website by giving importance to usefulness and easy to use mechanism. online retail website reputation and security mechanism influence consumer's e-trust.

Chinwuba and Egene (2013) opined that delivering what is of value to the customer is important for organizations to generate repeat business. Measuring intangible expectations of customer is very difficult. Quality of service is very important for any business success. Greater service provided to customers can generate amazing experience to the customers.

Chiu et al., (2013) opined that that customer satisfaction has a direct influence on repeat purchase intention. In general customer trust is identified as a vital enabling factor in online transactions. Switching cost acts as a mediator between online customer trust and repeat purchase intention. Enhanced e-trust resulting from contract fulfillment may increase online customer repeat purchase intentions. There are chances of a customer not purchasing products from a trustworthy vendor certain times, but definitely will not purchase products from an untrustworthy vendor. Obtaining customer e-trust is mostly under vendor's controllable space.

Cho et al., (2003) opined that Information search effort to compare products may get reduced, if a customer becomes loyal to a certain web store or a particular brand on the web. It is suggested that online vendors need customized and tailored strategies to specific product categories in order to enhance customer relationship management. It is also suggested to online vendors that they should implement better system and managing tools to enhance customer satisfaction. Online vendors can gain customer satisfaction by having highly interactive communication tools, such as online chatting facility. Product brand image may influence customer purchasing decision online.

Cho and Kim (2012) opined that the success of small sized online retailers without high brand image depends more on their ability to attract customers to spend time on exploring the web site. Online customers those who perceive the website to be matching with their personality evaluate the site to be more aesthetically pleasant and professional. They look at the content of the information more relevance and easy to use navigation features. They even look at the website's transaction and security design more kindly. Online customers will not think about the amount of time the spent on the web store, if the web interface design is well built. Visual design of the web store is utmost important, and then information clarity / navigation features design to attract customers.

Chu and Li (2008) opined that brand image is considered as risk reduction strategy by online customers. Consumer's knowledge on transactions and products usually grows if they are frequent online shoppers and because of this they may perceive a lower level of risk in online transactions. Online purchase intentions may get some influence from risk reduction strategies. Consumers may perceive similar kind of risks regardless the product type that they are trying to purchase online. It is possible that consumers with no online shopping experience may perceive risks in different perception. It is always good to provide transaction security to online consumers, as they usually be concerned about transaction security.

Chu and Yuan (2013) opined that E-trust is the important aspect for any company's reputation in the market, and very important in e-commerce business. It is suggested that online vendors should dedicate more resources to improve the information quality and also the system quality to enhance their customer satisfaction and loyalty. Enhancing web features that allow greater interactivity is desirable to attract new customers and retain existing customers. Attitude toward the website has a relationship with online customer's purchase intention.

Clark and Melancon (2013) opined that organizations should encourage consumers to join and follow their social media page on the web by offering incentives to do so. This sort of encouragement may give good results in attracting more followers to visit the online retail website and turns them into potential customers in the future. To achieve this, online retailers should provide eye-catching content on the social media platforms continuously.

Colla and Lapoule (2012) opined that price is very important for retail customers. The website of online merchant should provide various functions, including good navigation features and automatic search engine to satisfy the online customer.

Collier and Bienstock (2006) opined that it is very important that online vendors have to give significance to the delivery of purchased goods, such as how the ordered goods are received by the customer. The quality of transaction's result directly affects customer satisfaction levels. The way online retailers handle the service recovery shows direct impact on customer satisfaction. Customer staying on the online retail website depends on the kind of interaction facility or the functionality provided by the online retailers in their website.

Corbitt et al., (2003) indicated that the individual web sites influence the online customer's decision of choosing which website to purchase from. In predicting ecommerce trust, perceived website quality and customer's web experience play an important role. Online customer's motivations may influence their participation in e-commerce. Online shoppers may take suggestions from the people around them during their online purchase decision. Money back guarantee by online vendor reduces customer's perceived risk level. Customer's trust may also get influenced by online vendor's certain offline marketing activities. Perceived website quality has a positive impact on trust of online buyers. Online customers own experience and attitude also influence their decision-making process in online purchases. Trust will strengthen the customer relationship in the online marketplace and fetch new business to online vendors as it is positively related to customer participation in e-commerce. It is very vital that web sites have to be very responsive to customer requirements. Online vendor's web site quality is a very important factor, which helps to enhance customer's favorable attitude to e-business. It is also suggested that e-customer trust and web experience are the most influencing factors in online market place.

Craig Lefebvre (2011), Social Media marketing is a good tool to meet the unique needs of segmented markets. online retailers can establish market segments and utilize social media platforms to reach out to the prospective customers in those segmented markets quickly and easily. online retailers can have dedicated social media marketing strategies for each target segment and achieve the desired results. Segment wise consumer preferences can be noted and incorporated for product marketing strategies by online retailers.

Dai et al., (2014) outlined that online customers gain knowledge on online retailer's capability of fulfilling orders and meeting customer expectations based on their past experience. Risk perceptions depends on the type of the product that customer purchases online. Customer privacy does not influence purchase decision for specific transactions. Product category plays a significant role in understanding customer's purchase intention. It is suggested that online retailers should introduce loyalty programs to encourage customers which will yield repurchases.

Dharmawirya and Smith (2012) opined that understanding the target market is very important for the online vendors to get success in the competitive market. Age and experience of the customer are also important factors that online vendors should consider while understanding the target market. It is suggested that online vendors should create easy to use online store in order to gain repeat purchase from customers. Good brand image in the market is very important for online vendors.

Doherty and Chadwick (2010) suggested that online retailers have to build their marketing strategies by giving importance to social media marketing concepts. In order to provide highest levels of service to the customers, the retailers have to consider the strategies of integrating their online and offline channels more effectively. They also opined that the retailers who are technically expert and good at internet concepts will dominate the market as they gain better understanding of their customers.

Fei and Liat (2015) opined that website credibility is very important for online vendors in order to attract customers to purchase from their web store and to gain more customer loyalty. Physical presence is also very important for online vendors to gain customer trust. It is suggested that steps involved in payment process should be clearly mentioned to make it easy for new online customers. It is also suggested that online vendors should participate actively in social media platforms to attract more potential customers. To increase the traffic to web store, online vendors should improve the website features like easy to explore and easy navigational features. It is better to provide the customer with various ways to contact the vendor when there is a need arise for any support during shopping, such as online customer support facility.

Fiona et al., (2007) suggested that online retailers have to give importance to their web site and ensure that all the resources and capabilities to be aligned and integrated to achieve the desired benefits. It is very important for online vendors to be attentive and respond to any new online initiatives in the competitive market.

Gbadeyan (2010) observed that the skill set of the team members who are responsible for social media participation from the organization side, plays an important role in establishing appropriate and proper marketing strategies in online marketing environment. The enthusiasm to participate in social media platforms results in creating strong and attractive content which in turn gets the focus of prospective

customers in the market. Online retailers can attract more customers in the market by involving highly skilled team to contribute to social media. Market positioning of each brand can be done by affectively utilizing the available social media platforms and encouraging the prospective customers to participate in various online events to get their attention on the brand image.

Gefen (2000) studied the role of familiarity and trust in e-commerce and observed that online customer trust is an important characteristic of E-commerce business. It is observed that website familiarity is important in the context of online shopping environment. It is suggested that the 'about us' section should be placed in a visible place on the online vendor's website and not just as a hyperlink to a neighboring secondary page. Online vendors should focus on increasing website recognition in the online customer's community which may result in achieving more business.

Guo (2011) opined that efficient shipping mechanism is an important factor in making customer satisfied. Customer trust in logistics related factors can be achieved by implementing strong communication and commitment. To gain online customer satisfaction it is important to improve the service quality and fulfill commitments. Online customer trust can be improved by having a strong returns and replacements policy. Recommending relevant products to customers is a very useful and productive factor to gain customer loyalty. Online customer queries should be answered well. Online vendors should convince customers that online transactions are safe and secure. It is suggested to online vendors to implement SSL mechanism.

Ha and Perks (2005) observed that brand experience considerably affects customer satisfaction and brand trust in online shopping environment. Online vendor's effort in increasing customer brand familiarity shows influence on customer satisfaction. Growing positive experience of customer results in increasing customer brand familiarity and directly influences customer satisfaction. It is suggested that online vendors, as part of their regular brand trust building strategy should put in effort to observe the customer environment. Online customer satisfaction influences brand trust. Online vendors should provide facilities where the customer can display satisfaction, thereby giving an important indicator of how the overall e-service experience is going and providing the website brand owner with a clear view of how the customer is likely to assess the website's performance.

Hsu (2008) observed that understanding the factors that influence online customer satisfaction is very important to online business success as customer satisfaction with service quality determines the success or failure of e-commerce. It is suggested that a trustworthy image of online retailers is a vital asset to influence e-customer willingness to purchase in online store. online retailers can gain more success by focusing their effort on the accurate order fulfillment, the attractiveness of the website, and delivery as per agreed timeline. Online customers usually read the reviews before they make a purchase in online retail store.

Hu and Chuand (2012) stated that online buyers usually pay a lot of concentration to the visual presentation and quality of the web store in general. Customer trust is the most significant factor in building loyalty in online shopping environment. It is suggested to online retailers that they should develop policies regarding web systems, transaction procedures and information exchange mechanism, which can achieve customer trust for the online stores. Online consumer perceived value of trust for a particular online retailer can be achieved through a good website reputation. It is indicated that online retailers have to consider customer loyalty towards the web store as an important factor to persistently achieve their financial goals.

Hung et al., (2014) opined that customers feel happy if the service quality of the online retailers is good. Leading retailers allow their customers to return the goods purchased online to any of their physical stores if they wish to return, this is possible as their online system integrates customer information across sales channels. The customer feels comfortable with this facility.

Iona and Stoica (2014) opined that social media influences online consumer buying behavior and organizations can strengthen their relationship with potential consumers by providing product information strongly on social media platforms. online retailers can measure e-consumer buying behavior patterns and associated attributes by constantly following consumer feedback on various products in social media platforms. Improved quality of products related information and engaging customers in social media platforms provide tremendous opportunities to online retailers to convert potential customers into purchasing customers very quickly. Online retailers can create brand awareness to the targeted masses of prospective customers in less time and in turn achieve the expected business results.

Jiang and Rosenbloom (2005) suggested that Customers have more positive price perception about online retailers who are more trustworthy in fulfillment. Customer service should be the high priority for online retailers. It is very important for online retailers to maintain worthy online information and interactive communication to encourage customers to revisit the online store. Customer testimonials also play an important role in attracting customers to online retail store. Maintaining error free and accurate billing system gives confidence to customers on online retailers. Both online and offline after sales support is very important for online retailing environment.

Jin and Park (2006) found that customer trust comes first and results in satisfaction. Hence, online retailers are suggested to build e-consumer trust first by identifying various sources of trust, so it can be transferred to satisfaction and ultimately to loyalty. Merchandising is also a key factor in enhancing customer trust and satisfaction in online retailing. It is suggested to online retailers that it is better to tailor communication messages based on the consumer's online purchase experience.

Jiradilok et al., (2014) have studied the customer satisfaction on online purchasing and observed that the value assurance and empathy are the most influential factors of customer being satisfied with online shopping. This is applicable for both fresh and experience online buyers. It is also suggested to online vendors to ensure that the customer receives the goods as promised.

Jun et al., (2003) observed that service quality is the important factor in enhancing ~~and~~ the customer satisfaction in online retailing environment. They have suggested online retailers to implement information systems that integrate their online and offline operations to advance delivery performance. Personalized services to customers are also important in making online customer satisfied.

Jusoh and Ling (2012) observed that there are many advantages of online shopping and it is gaining importance in the modern society. The consumer behaviour may differ from one geographical location to another geographical location.

Keisidou et al., (2011) stated that online consumer behaviour may vary based on the product cost, it may be different when buying inexpensive products and different when they are buying expensive products. Consumer attitude may also change based on the kind of products that are buying, such as everyday products and products and

services they intent to use in the long term. Consumer attitude towards online shopping may be influenced by the product.

Kim et al., (2009) opined that it is important for online retailers to make the website pleasurable to amplify the consumer attitude towards the website and purchasing intention. Customer's emotion is positively associated with attitude towards the website and purchasing intention. The way products are displayed on the retail website also influences customer's evaluation of products.

Kim et al., (2004) outlined that system quality and service level maintains significant relationships with customer satisfaction in online shopping environment. It is suggested that reputation and information quality of the website are very important for online vendors. To achieve more reputation and to maintain information quality online vendors need to put in more effort, as a pre-purchase trust building activity. It is also suggested that online vendors need to dedicate more effort in improving their service level to achieve satisfaction from their e-customers. In general, customer satisfaction is mostly influenced by the level of service quality and the system quality of the web site in online shopping context.

Kim and Lim (2001) suggested that providing useful and accurate information in the website is very important. Entertainment factor has to be ensured by maintaining a great quality of information to satisfy online customers.

Kim and Lennon (2008) observed that online customers may obtain more product related information from verbal descriptions that are difficult to see in a picture in the online retail website, and thus feel more knowledgeable about the product. It is suggested that more detailed verbal descriptions of a product are important to positively influence online consumer purchase decisions in online retail stores. Online retailers need to find out and provide the relevant product information which their target customers seek when making purchase decisions. Online customers may perceive less risk, when they feel that they are strongly knowledgeable about the product that they are purchasing in online retail store, and their perception of less risk is likely to have a positive influence on their shopping outcomes.

Kim et.al., (2009) opined that order fulfillment plays an important role in gaining customer satisfaction and trust in online environment. It is very important that the e-

customer should be assured that the ordered products will be delivered as expected, as the physical appearance of goods is not available to e-customer in online retailing during the purchase. Customers usually rely completely on the online retailers for the right product delivered as they cannot examine the products during the actual purchase. It is suggested that online retailers should focus on offline fulfillment to gain e-customer satisfaction. Online retail website design also plays an important role in achieving e-customer satisfaction.

Kim et al., (2012) opined that customer's perception of hedonic and utilitarian values has the power to increase their reference towards a specific online shopping website. Hedonic and utilitarian values influence e-satisfaction of online customers. Hedonic and utilitarian values can promote customer re-purchase intention significantly. Online retailers should provide a system which is easy to access, responds quickly to customers. It is suggested to provide current information always which can be considered as utilitarian value to the customer. Providing diverse product information and speedy product delivery and quick returns mechanism are part of hedonic value. It is suggested that online vendors should invest all the possible effort to enhance quality of their system, quality of information and quality of service to satisfy customer's hedonic and utilitarian values, which can ultimately lead to the success of their business.

Kim and Na (2015) observed that the two attributes of online shopping store 'Price and product quality', and the two attributes of service quality 'service stability and service diversity', show influence on online customer satisfaction. Customer satisfaction will have positive influence on repurchase intention. Highly satisfied customer is more likely to repurchase from the same web store again. It is suggested that online vendors have to be cautious in price competition by setting product prices to match them to their respective quality, and making the prices cheaper than those of competitors in the market. In general, online vendors also need to have a range of products available on their store, and should keep updating their product collection with new products very regularly. Online customers are likely to trust and get satisfied if the colors and material of the products delivered are the same as what were shown on the website, and product quality attributes are good.

Koivumaki (2001) stated that customer satisfaction and the probability of a repeat

purchase are strongly related in online shopping environment. It is observed that navigational experience is one of the main contributors for online store success. There is a possibility of retaining customers if they are satisfied with online vendor. Online vendors can achieve more customer satisfaction by implementing conceptual map type interface in their web store. Online vendors can provide positive navigational experience to their customers by including enhanced hypertext features in the Web shops. There is a positive relationship between customer satisfaction and possibility of repeat purchase. In addition to the repeat purchase, customer satisfaction helps the online vendors in retaining the existing customers.

Koo (2006) opined that when customer completes product ordering in online shopping, their perception on services such as delivery speed, packaging safety gains a very high significance. Two important aspects of delivery: Delivery of products as per promised time-line and Delivery of the exact product as per the order are included in the measurement model of online store quality.

Kwon and Lennon (2009) observed that both online and offline brand trust influences attitude of a customer towards the multichannel retailers in both offline and online. Large retailers who are operating for a long time in the offline channel are having the advantage of the bright effect of their existing favorable offline brand image when they decide to go online. It is suggested that the online retail website design should always convey a consistent image customer. Even though the online sales volume is very high, it is very important for online retailers to maintain a well-built offline brand image. Tight integration of multiple channels in retailing is extensively accepted in general.

Kyauk and Chaipoopirutana (2014) stated that online customer trust shows positive and considerable relationship with customer satisfaction and repurchase intention. Online chat facility gives the customers a positive opinion and confidence that online vendors are ready to provide any required information and help them when they are in a need during their shopping process. It is suggested that to achieve customer satisfaction and trust, online vendors should maintain service quality and product quality.

Lee and Lin (2005) observed that online vendor can achieve e-customer satisfaction by ensuring the delivery of products as promised, providing accurate information and focus on security of online transactions.

Lee and Kozar (2006) have studied the effect of website quality on e-business success and found that there is a positive relationship between website preference and business performance. Online customers usually consider system quality as the most important factor during the online purchase process. It is suggested that online business companies might use superior service quality as a strategic tool for differentiating them-selves from other competitors in the business to gain success.

Lee and Overby (2004) observed that consumers recognize online utilitarian value to be important. Online customers have the advantage of price savings and time saving in online shopping. online retailers can gain online customer satisfaction and e-loyalty by providing desired shopping value. The best way to achieve true customer loyalty on the web is by gaining consumer satisfaction through improved customer value. It is suggested that online vendors need to consider multiple ways to increase their total consumer value package to gain more customer satisfaction. Delivering strong utilitarian value to e-customers is utmost important for online retailers.

Lee and Turban (2001) opined that online vendors who want to increase consumer trust to retain and continue purchasing from them should focus on growing their honesty in the minds of consumers. Online vendors should take measures to convey a clear message of honesty to the customers. Company policies, especially the policies related to customer relationships such as privacy protection principles and consumer protection principles should be guided by a steady set of principles in a visible manner to their customers. It is suggested to online vendors to have these principles displayed straight in an eye-catching place in the online web store.

Li et al., (2007) opined that online customer trust has a significant relationship with purchasing intention in online shopping environment, which motivates customer usually for more purchases online. Online customer's knowledge on e-commerce concepts, plays an important role in building initial trust to opt for e-shopping. Online customer's perceived risk factor influences e-trust significantly. Perceived ease of use plays an important role in generating e-trust. It is suggested that online

vendors should enhance their hardware systems to enhance regularly to meet and exceed consumer's requirements for easy to use web site features.

Li and Suomi (2007) have studied e-service quality in the online purchasing process and suggested that the service quality of both content service and functional service are important for online service providers to attract more e-consumers. It is also found that various dimensions of e-service quality are having different levels of significance in the three stages of transaction process in an online purchasing transaction.

Liang and Huang (1998) have studied consumer acceptance of products in electronic markets and found that inexperienced and experienced consumers have different considerations while purchasing in online stores. In general, it is observed that the electronic commerce reduces the search cost to e-customers. It is suggested that the customer acceptance of online shopping may be increased incentives are given to the e-customers during their first-time purchase in online environment.

Liang et al., (2012) observed personalized customer services can produce superior perceived usefulness in online retailing environment. It is suggested that online retailers can gain stronger positive attitude of customers towards their web store, if personalized services are provided to these customers. In general, the more perfect content related to recommendations results in gaining the superior customer satisfaction. It is also suggested that online retailers must pay additional concentration to their recommendation algorithms to gain customer satisfaction.

Lien et al., (2011) observed that providing e-service quality is very important for online retailers. To enhance e-service quality online retailers should improve their technical functions such as order processing mechanism, effective logistics mechanism to strengthen their delivery model. Another important factor that must be considered is implementing SSL for secure transactions processing. Quick reply to customer queries and deploying user friendly resources on customer support function is important to make customer satisfied, as satisfied customer is likely to repurchase from the same web store again. Improved e-service quality reflects in service value to the customers, combined together will achieve customer satisfaction.

Lim and Ting (2012) observed that interactive features, such as live customer support and chat rooms facilitate interaction between consumers and online retailers. It is

suggested that online retail webpage layout and structure should be designed with features which will provide the potential online customer with easy access to find what they want in the online store. Search engine feature in online retail site is highly recommended as it helps e-consumers to make timely purchase decisions and saves time in searching product information. To enable e-consumer to keep track of their shopping goals, online retailers are suggested to provide digital shopping list provided on the web site. Perceived ease of use strongly influences e-consumer's perceived usefulness in the online purchasing context.

Lim (2002) observed that online store websites are getting more and more elegant in their design. There is a possibility of gaining increased store loyalty, if online stores adopt strategies to encourage their customers to develop both social and para-social relationships with the stores and also with other customers. Consumers who experience positive affect and flow when shopping online may get attracted and possibly make more online purchases. Online customers who experience flow lean to have more pleasant shopping experience and make repeat visits to the same web store, and this may result in getting store loyalty.

Lim (2003) outlined that it is suggested that online vendors should upgrade their security measures and emphasize and clearly mention on their web site as the customer is safe while transacting with their web stores. To ensure customer on delivery related issues, it is better to adopt cash on delivery payment option. To ensure customer confidence on the web store, it is good to provide online vendor's company details and privacy policies on their website clearly. By aiming at reducing perceived product risk, online vendors should consider providing warranty and money-back guarantee to their customers. To achieve customer satisfaction, it is suggested that online vendors should give importance to return policy and establish good measures for handling returned products.

Lim (2013) studied online buyer behavior and found that ease of use and web site usefulness play an important role in shaping up the online customer attitude towards a web store. online retail web site should be user friendly and provide useful tools such as site map to gain new customers. Web store design should ensure that it has easy navigation feature which may attract potential customers. Online customer experience with a web-store in general influences e-trust and in turn creates repurchase

intention in the same web store in future. It is suggested that online retailers should ensure safe and secure purchase process in their web store, to gain customer loyalty.

Li and Huang (2009) Opined that online shopping is considered as one of the potential and emerging shopping channels for customer shopping needs. Online vendors should adjust their website content and context to match the liking of their foremost customer group. Online vendors should concentrate more on perceived usefulness and perceived ease of use of their web site in order to attract more customers. Online vendors can reduce the perceived risk by improving their web site content regularly. Perceived ease of use and perceived usefulness show considerable influence on online shopping behavior. Online customer's behavioral intention towards online shopping positively influences actual purchase behavior in online environment.

Lin et al., (2010) opined that customer satisfaction plays an important role in customer's intention to repurchase from the same web store in future. It is suggested that online vendors need to develop an attractive and fancy interface design, which can boost online customer's inclination to use the website again for shopping needs. In general, satisfied customers are very less expensive in advertising; with this online retailers can gain more effective advertising results with satisfied customer's feedback. It is also observed that people develop social relationships while they are shopping in online environment.

Lin (2007) opined that in order to develop an effective web store, it is important to understand consumer decision about the use of online shopping. Consumers who perceive online shopping as superior shopping method and easy to operate, they express high willingness to shop online. It is suggested a simple and easy to use website is not sufficient to attract new customers and to retain existing customers, instead, it is important for online vendors to develop a website with valuable features, such as designing simple and easy ordering process and appropriate order fulfillment procedures to achieve consumer perception of their web site as useful and match their shopping needs.

Lin et al., (2011) opined that customers consider both product and delivery as very important factors of satisfaction in online retailing environment. They suggested online retailers to maintain quality of delivery by adhering to the agreed timeline and safe packing of the products.

Liu and Arnett (2000) suggested that, to provide high quality service and superior quality information to e-customers, it is better to implement service-oriented model for both pre-sale and after-sale stages. Web site when creativity is incorporated into the design process helps the online vendor in obtaining e-customer's psychological satisfaction. It is observed that there is a direct relationship of system design quality with website success in online shopping environment.

Liu and Wei (2003) observed that perceived ease of use and perceived usefulness positively influence consumer's ecommerce adoption. It is suggested that online vendors should design their website more effectively to improve the presentation of goods and provide pleasant experience to their consumers. Appropriate delivery mechanism is required for online vendors in order to deliver goods on time to achieve customer satisfaction; this may increase consumer's intention to adopt e-commerce. Online vendors should maintain a well-designed return policy. Online vendors should maintain clear and easy to understand help instructions as a support to their consumers to complete their transactions easily on web store.

Lu et al., (2001) stated that customer satisfaction is important for analyzing the success of the E-Commerce applications. Customer satisfaction is significantly dependent on the kind of features that are available to the online customer on the E-Commerce website. It is suggested that the website of online vendor must be interactive and transactional to ensure that it makes a substantial contribution to business objectives.

Lu et al., (2012) observed that the positive experiences shared on bulletin board systems of web stores, usually encourages other customers to shop online. Online vendors should encourage and provide opportunity to their customers to share their feedback online. It is suggested that online vendors should provide links to the popular social media platforms, instant messaging systems and blogs in order to provide a comfortable and an easy way of implementing social support feature. Online vendors should invite their customers to participate in online reviews. Learning from customer feedback and implementing the required changes as per customer feedback is also important for online vendors.

Luarn and Lin (2003) outlined that consumer online experience shows influence on consumer satisfaction with the e-service. Customer satisfaction may influence the

customer commitment and loyalty in e-service context. It is suggested that customer satisfaction alone is not sufficient to attract more consumers to repurchase products/services on a specific online store, it is of significant importance for online vendors to develop an e-service that will ensure consumers perceive good integrity, goodwill, competence, and expectedness attributes. Online vendors need to improve consumer perceived value by increasing their product/service and web site quality, in order to obtain greater customer loyalty and commitment. Pricing products/services reasonably plays an important role in obtaining customer loyalty. Customer commitment plays a vital role in the relationship of customer satisfaction and perceived value to loyalty.

Luo and Lu (2012) observed that customer overall satisfaction has a significant influence on relationship commitment. It is suggested to online vendors that in order to cultivate their customer's e-loyalty, strong relationship building with online consumers is very important. Online consumers are very dynamic in nature. Online customer's e-loyalty gets influenced by their satisfaction in web store. Online consumers usually expect that the online vendors will perform in the best interest of the consumer by providing them with suitable quality goods.

Mo et al., (2015) opined that online consumers generally look for product reviews online before making a purchase decision. Online consumer's attitude towards a web store may get affected by the quantity and ratings of online reviews by other users. Web store reputation refers to the content assessment and star ratings given by the consumers after their online purchase. It is suggested to online vendors that, they should increase the quality of their products and services in order to gain good rating and reviews from their customers. Online vendors can properly utilize the customer reviews to correct any deficiencies and provide better quality to their customers.

Mollenkopf et al., (2007) opined that offering multiple options to return a purchased product influences consumer perception of overall service quality. The un-availability of physical connection between online retailers and their customers during the actual purchase time, amplifies the importance of the product return services efficiency. It should be easy to return a product and should not take more effort, as it can influence customer e-Satisfaction significantly. It is suggested to offer automated return procedure in the website. Vendor should ensure that customer is given the credit for

the returned products promptly. The ability to respond promptly and appropriately to customers during the product return process influences consumer perceived value. Deploying knowledgeable customer support staff is important to handle the product return situations. It is suggested to online vendors that they should ensure that the policies relating to product returns should be made clear to customer well in advance.

Park and Kim (2003) in their study on identifying key factors affecting consumer purchasing behavior in an online shopping context and opined that product information quality that is provided by the online retailers in their website is one of the important factors that shows impact on customer's e-loyalty to the web store. User interface quality is also an important factor in online retail website.

Pu et al., (2015) stated that consumers have special feelings for products in which they invest more energy and time, which is why they usually prefer unique and customized products in the demanding market. Online purchase intention gets influenced by e-customer satisfaction online shopping environment. Online vendors can gain more customer satisfaction if they create enjoyable shopping environment in online, which automatically makes the customer return to the same web store for their future shopping needs. Online vendors can achieve positive results, if they create a pleasing co-design process.

Qinghe et al., (2014) opined that online shopping is becoming famous with the increase in the use of web environment or the internet. It is suggested that categorization of products in online retail store makes it easy for the online buyer to choose the desired product quickly.

Reitz (2012) observed that online buyers get influenced by positive feedback from other online buyers and may get tempted to buy online; this is possible with the positive feedback in social media by various groups of online buyers.

Shang et al., (2005) outlined that virtual space for social interaction provided by certain online communities can also be attractive for people with special interests. Games and special discounts or gifts to e-consumers also play some important role in online shopping environment. Online shopping has some motivating factors related to the entertainment provided to the e-consumers.

Shih (2004) observed that online consumers usually access the internet/web to search

for relevant product information before making purchases in a web store. Consumers, who shop for physical or digital products on the web usually give importance to information quality. To encourage consumers, it is better for online vendors to maintain high standards related to service quality. Perceived quality of information, system, and service shows influence on e-consumer shopping behavior.

Shorter et al., (2008) opined that consumers prefer online shopping as it saves lot of time. Online shopping provides the facility of delivering the purchased goods at the customer door step.

Sun and Chen (2012) opined that the online customers pay some attention to the way the content is presented by online vendors in their web site. It is suggested that online vendors should try to refine their website content regularly to meet customer's needs and improve the user interface. This kind of refinement is required in order to avoid customers leaving the web store without purchasing. This may be just because they can't survey the shopping site spontaneously. It is very important for online vendors to gain customer trust. Online vendors should try to increase customer's belief in their web store. A fundamental way for growing customer's trust is to treat customers with utmost respect.

Teo (2003) indicated that the level of interactivity of the web site of an online vendor may have the strongest positive effect on customer satisfaction. Online customer satisfaction may be considered as one of the biggest contributing factors in establishing user's perceived web site value. It is noted that online forums and online chat enable the user to access autonomous information from other online users. The level of website interactivity may influence e-consumer decision making process. It is also observed that consumers give value to the FAQ that is available on the web site. Information retrieval efficiency of a web site is also very important in online shopping environment. Search engine also plays an important role in the context of perceived value of the website.

Teo and Liu (2005) opined that consumer's trust does not get influenced by online vendor's size. Consumers may not pay much attention to the size of ecommerce vendor's company size. Positive relationship exists between consumers trust and their attitude toward an online store. There is a relation between consumer's attitude and their willingness to buy from a particular online vendor. Consumer's perceived

risk associated with online purchase gets mitigated by consumer's trust on the online vendor.

Tractinsky and Lowengart (2007) opined that online stores may require to investment more in providing aesthetic design to their website depending on the type of merchandise they provide and the kind of customers they are targeting. This can be achieved by online retailers by tailoring their web-store design according to the combination of consumer and product characteristics. It is observed that different set of aesthetics may be required for various kinds of online customers such as younger customers and old age customers. Buying decision making process of any online consumer may get influenced by aesthetic design of online store and also their attitude towards the web stores. It is very important for online retailers to attract consumers who purchase a certain product for the first time, to achieve this they need to invest more in attracting their attention by providing more information.

Vinerean et al. (2013) opined that managers should recognize the importance of social media in understanding customer buying behavior and identifying their interests so that the customer relationship management can be made more effective. Using social media channels, online buyers can exchange information on their opinion on a set of products at any point of time and the same information can help the online retailers for tuning their product marketing strategies to attract more customer base in the specific market segment. Using social media marketing platforms, online retailers can build strong relationship with the customers quickly and this relationship may yield good increase in sales.

Wang et al., (2008) observed that the primary factors which may result in business success are customer satisfaction and e-service quality, in online business context. Online vendors should ensure that their website is designed by giving priority to easy navigation. Online vendors should provide confidence to their customers on the financial security of online transactions while dealing with their web store. Online customers should be provided with vendor warranty and return policy. It is suggested that online vendors should adopt appropriate advertisement strategies to attract customers. It is also suggested that online vendors should design their marketing strategies targeting various segments of their customers.

Wang et al., (2009) identified that online customer trust is positively associated with

online shopping activities. It is suggested to online retailers that, in order to increase customer intention to purchase online, they should work to increase consumer's trust in online stores. It is observed that among all the influencing factors knowledge is the strongest factor that influences online customer trust. Consumers perceived integrity related to the online store is positively related to their trust in online shopping.

Wang et al., (2014) opined that online consumer's overall satisfaction and commitment are the two main significant factors that influence stickiness intention to the same web store for long term. Consumer's commitment to online shopping gets influenced by consumer's ongoing trust. Consumer's ongoing trust significantly influences consumer's overall satisfaction on a web store. Trust and commitment are to be looked as the symbol of long-term relationship formation factors. It is suggested that online vendors should give importance to develop ongoing trust and try their best to ensure that consumers are satisfied by meeting their expectations.

Xifei and Qin (2015) opined that the reliability of distribution process can be defined as the reliability of the entire process of delivering goods from vendor to the customer. Product conformance has lot of importance in online retailing. Product conformance can be defined as, the product received by the customer should have all the features as per the online retailer's commitment and exhibited in the website. To generate a better consumer experience, it is suggested that vendor should ensure that the products are packaged well to deliver safely to customer.

Xing et al., (2001) indicated that there are three main stakeholders in online shopping environment; they are online retailers, LSPs and consumers. Delivering the right products at the right time to consumers is very important for online retailers to be successful. It is very important for online retailers to provide better packaging to the products to deliver to customer satisfaction. It is suggested to online retailers that to attract more customers to their web stores, creating a good customer experience is very important, as it spreads quickly on the internet. It is also suggested that return policy should be clearly mentioned on the web site and proper arrangements to be done to deal appropriately with the returned goods.

Yang et al., (2003) suggested that prompt delivery and prompt response to customer's concerns and inquiries are important factors of increasing e-customer satisfaction. As e-mail is a significant way of communication for customers, online retailers should

take appropriate steps to insure timely response to customer's e-mail inquiries. Online retailers should deliver promised services with outstanding accountability and accuracy. Synchronizing online with offline business processes is very important to achieve accurate delivery to customers. To help e-consumer search for desired products, services, and information, online retailers should fulfill all the essential functions that are required for a customer, such as design user friendly pages, and take steps to provide adequate information retrieval speed. Dependability of the online retailers in the market come from reliable and prompt services to customers.

Yang et al., (2004) stated that the online vendors should maintain content of the website in a crisp and easy to understand style. The structure of online catalogue should be designed in such a way that it is easy to follow and navigate as the online vendor's website works as an information system for their customers. It is suggested that to gain e-customer satisfaction, online vendors should maintain simplicity and smoothness of the entire transaction process. It is observed that ease of use considerably influence overall service quality assessment by online consumers.

Yaobin and Tao (2007) observed that consumer's view about the usefulness of a website may differ from one customer to another. Customer's perceived usefulness acts as a mediator for the relationship between perceived ease of use and initial trust on the web store. Customer's perceived usefulness also has a role to play in the relationship between perceived ease of use and customer online purchase intention. The way online vendors facilitate the user registration process may have some vital value in online shopping context. It is identified that there could be various preferences for online customers to choose the online shopping mode, such as time saving, favorable prices etc... Online store reputation possibly influences consumer's online shopping decisions. It is suggested that online vendors should put in great effort to improve their reputation among their consumers.

Yee and Yazdanifard (2014) opined that creating trust and obtaining customer loyalty are the primary goals in online business. Customer retention is a major challenge in online environment, as there are multiple alternatives available to the customer. In order to create a loyalty customer, the online vendor should strengthen their service quality. Customers trust the web-store based on the satisfaction level that they have received in previous transactions.

Yoo and Kim (2011) observed that online home page is very important for online vendors to create a strong and an attractive store image. Store image in general can show some influence on consumer's patronage intention towards the overall brand. Home page design helps online vendors in attracting new customers to their web store. A powerful home page can influence both online and offline sales. It is suggested to online vendors to have luxury images on their homepage, as they usually create consumer's positive response regardless of the brand image. It is observed that merchandise display also plays an important role in influencing customers to shop in the web store.

Zeng et al., (2009) have studied determinants of online service satisfaction and their impacts on behavioural intentions and found that customer's overall satisfaction shows crucial influence in determining repurchase intention. Customer recommendations and repurchase intention usually get influence from three major determinants; they are customer service, fulfillment and service portfolio. Price sensitivity gets positive influence by security and information privacy. It is suggested to online vendors that both overall satisfaction and its antecedents should be considered with utmost focus, to build customer loyalty through growing repurchase intention and recommendations.

Zhang et al., (2014) observed that service recovery has a considerable influence on e-customer satisfaction and loyalty in the online environment. It is suggested that online retailers should design the service delivery and recovery system perfectly. Online retailers may get repeat patronage of the customers if they can establish a powerful service recovery system. Customer's confidence on online shopping will be increased, if the online retailers can fulfill the commitments to the customers as committed.

Zhenxiang and Lijie (2011) opined that online customers are sensitive about price. Generally, the online vendors adopt certain promotional activities such as discounts on price and reduction of shipping cost to achieve more customers. As a fact of customer motivation or customer incentive to purchase online, one should understand the difference of total cost of offline purchase and online purchase including delivery charges.

Zhou et al., (2007) have studied online shopping acceptance model and found that customer loyalty in online shopping environment can potentially be increased if online vendors can provide personalized online shopping environment to their customers. The importance of consumer loyalty to online shopping is receiving superior recognition as more and more consumers prefer online shopping. Customer's prior experience with online shopping is associated positively with consumer's probability to shop online.

CHAPTER - III

RESEARCH OBJECTIVES AND METHODOLOGY

3.1 Introduction to the Chapter

This chapter develops the conceptual framework that underlies the present study and offers hypotheses and objectives. This chapter also describes the research methodology, the nature of the sample and the research design parameters. Introduction to the study area is given in this chapter to describe the geographical boundaries of the study. Both primary and secondary data sources are described along with the data collection mechanism. The primary need of the study is discussed, and key motivational aspects of the study are described to provide the road map for the study.

This chapter describes the methodology applied to find answers to research questions. Specifically, this chapter discusses the research design for operationalization of constructs and that of main study. The research methodology includes the procedures, techniques and practices adopted to furnish processed information for analysis to accomplish the research objectives. While following the research procedure to study the e-Service Quality and Customer e-Satisfaction, the objectives of the study are taken into account and the study follows firmly on those lines.

The chapter starts with the essential elements of the research process which include research design, sample design, sample size and introduction to the area of study. Subsequently, the chapter describes the sources of data collection and introduction to the research instrument. The steps involved were explained in detail and carried out methodically in order to attain a high level of consistency, rationality and reliability.

3.1.1 Description of the research methodology:

The methodology of the current study is a combination of exploratory and descriptive research. The variables used are both quantitative and qualitative in nature. The study

is based on the collected primary data. The primary data is collected from 515 online customers after confirming that they performed online shopping for purchasing goods in online retail website. The study is aimed at getting the consumer opinion on the service quality and e-Satisfaction attributes of online retailing. A structured questionnaire is designed in such a way that it captures the satisfaction levels of online shoppers at each stage of online shopping process.

3.2 Sources of Data:

3.2.1 Primary data source:

The information is gathered from primary source by means of field survey using structured questionnaires covering consumers with prior online purchasing experience.

Primary sources included:

Personal Interviews

Structured Questionnaire

Visits to Consumer Places

3.2.1.1 Advantages of primary data are as follows:

- The primary data is unique and pertinent to the topic of the research study, so the level of accuracy is very high.
- Primary data represents recent and current information.
- It can provide a realistic view to the researcher about the topic under consideration.
- Reliability of primary data is very high because these are collected by the dependable party to the research study.

3.2.2 Secondary data source:

For a research study of this nature, i.e. based on primary data collection, the secondary data for the study is of immense important. The secondary data is micro level data with all practical oriented directly dealing with the consumers. The data would be collected from

- Books
- Journals
- Newspapers
- Websites

- Research reports

3.2.2.1 Advantages of secondary data are following:

- The primary advantage of secondary data is; it provides a way to access the work of the best scholars worldwide.
- Secondary data gives a direction to the researcher that in which direction the research should move to achieve the desired goals and objectives.

3.3 Profile of the Study Area: Guntur City

Guntur is a city in the Guntur district of the Indian state of Andhra Pradesh. It is a municipal corporation and the administrative headquarters of Guntur district. It is also the Mandal headquarters of Guntur Mandal of Guntur revenue division. The city is also a part of Andhra Pradesh Capital Region, under the jurisdiction of APCRDA. It is the third most populous city in the state. As per the census 2011 the Guntur city population was around 6,47,264. The percentage of literacy in Guntur city was around 83.81 which is 4,91,204 as per the census in the year 2011. The total literates in Guntur City is around 4,69,263, with the proportion of 2,46,906 male and 2,22,357 female literates.

The city is renowned for education, business, e-commerce industry, and agriculture. It is also a part of Visakhapatnam-Guntur industrial region, a major industrial corridor in India. The city exports chilli, pepper, cotton and tobacco and also it is the largest producer of chilies in India.

Guntur is located at 16.20°N 80.27°E. It has an average elevation of 33 m (108 ft) and is situated on the plains. There are a few hills in the surrounding suburban areas. The city is located around 40 miles (64 km) to the west of the Bay of Bengal on the east coast of India. The Krishna delta lies partly in the Guntur district. There are other smaller rivers and channels in the region such as Guntur Channel, Chandravanka, Naagileru, and Guntur Branch Canal.

The city of Guntur consists of the following regions: Guntur East, Guntur West and Guntur North. Neighborhoods in Guntur are Gorantla, Nallapadu, Lam, New Guntur, Pedakakani, Palakalur, Perecherla, Takkalapadu, Ankireddy Palem, Vatticherukur, Chowdavaram, and Reddy Palem.

3.4 Research Design

Research design is the backbone of the entire research process. There are various typologies that can be adopted for classifying research design. The classification that is universally followed and is simple to comprehend is the one based upon the objective or the purpose of the study such as exploratory, descriptive and explanatory research design.

3.4.1 Descriptive research approach:

Descriptive research includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present. The main characteristic of this method is that the researcher has no control over the variables; he can only report what has happened or what is happening. Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual, or of a group. In most of the descriptive studies the researcher takes out sample(s) and then wishes to make statements about the population on the basis of the sample analysis (C.R.Kothari, 2004).

As the name implies, the major purpose of descriptive research is to describe characteristics of objects, people, groups, organizations, or environments. In other words, descriptive research tries to “paint a picture” of a given situation by addressing who, what, when, where, and how questions. Unlike exploratory research, descriptive studies are conducted after the researcher has gained a firm grasp of the situation being studied. This understanding, which may have been developed in part from exploratory research, directs the study toward specific issues (Zikmund, 2010).

The object of descriptive research is ‘to portray an accurate profile of persons, events or situations’. This may be an extension of, or a forerunner to, a piece of exploratory research or, more often, a piece of explanatory research (Saunders, 2009).

3.4.2 Exploratory research approach:

Exploratory Research approach is mainly suitable to gain familiarity with a phenomenon or to achieve new insights into it. Exploratory research involves original field interviews on a limited scale with interested parties and individuals with a view to secure greater insight into the practical aspects of the problem (C.R. Kothari, 2004). Exploratory research is conducted to clarify ambiguous situations or discover potential business opportunities. As the name implies, exploratory research is not intended to

provide conclusive evidence from which to determine a particular course of action. In this sense, exploratory research is not an end to itself. Usually exploratory research is a first step, conducted with the expectation that additional research will be needed to provide more conclusive evidence. Exploratory research is often used to guide and refine these subsequent research efforts. Exploratory research can be used to help identify and clarify the decisions that need to be made. These preliminary research activities can narrow the scope of the research topic and help transform ambiguous problems into well-defined ones that yield specific research objectives (Zikmund, 2010).

An exploratory study is a valuable means of finding out 'what is happening; to seek new insights; to ask questions and to assess phenomena in a new light'. There are three principal ways of conducting exploratory research:

- a search of the literature;
- interviewing 'experts' in the subject;
- conducting focus group interviews (Saunders, 2009).

Explanatory studies, studies that establish causal relationships between variables, may be termed explanatory research (Saunders, 2009).

In the current study, researcher has adopted two stage research approach. In the first instance, exploratory research is used to explore and obtain clarity about the problem situation. Exploratory research has been conducted by using following methods:

- a) Qualitative research was done by conducting in-depth focus group interview of senior level experienced and expert persons in online retail industry.
- b) Secondary data which is a fast way of collecting information was used.
 - Authenticated and published data were collected from journals, websites, magazines, books, newspapers, published reports.

In the second stage, descriptive research was conducted for gathering data for testing the research hypotheses. This design is used to validate the hypothesis generated from exploratory research. Descriptive research is most suitable form for this research as it enables researcher to identify and quantify key variables under study and provides

measurable output that helps to validate hypothesis and helps to achieve objectives of the study.

The study attempts to confine its framework to the influence of service quality on Customer e-Satisfaction with reference to online retailing. This study explores various characteristics of service quality with the support of dependent and independent variables. The current study is fact finding in nature, analyses, describes and infers the dominant situation, suggests measures or alternative course of action for attaining customer e-Satisfaction in the online retailing context.

The researcher applied focus and attention on the following:

- a) Formulating the objective of the study.
- b) Designing the methods of data collection.
- c) Selecting the sample.
- d) Collecting the data.
- e) Processing and analyzing the data.

The collected raw data should be examined for completeness, comprehensibility, consistency and reliability. The data collected must be processed and analyzed. This includes steps like coding the interview replies, observations, etc.; tabulating the data; and performing several statistical computations. The appropriate statistical operations, along with the use of appropriate tests of significance should be carried out to safeguard the drawing of conclusions concerning the study.

f) Reporting the findings: This is the task of communicating the findings. The researcher must do it in an efficient manner. The design of the report should be well planned so that all things relating to the research study may be presented well in a meaningful, simple and effective way.

3.5 Need of the Study:

With all the benefits and growth stories associated with online retailing there are also certain limitations to it. The major challenge of online retailing is the internet

infrastructure. The growth of internet users is increasing but in a country like India it has still not achieved the full strangle. There are still apprehensions regarding the quality of internet connectivity in rural areas. Another important factor hampering the growth is lack of awareness and low digital literacy among the Indian consumers. A large population is not having the required tools to operate online. And many who manage to transact online are still worried about using online payment as a mode of payment. Many products are difficult to ship to remote rural areas.

Providing a great delivery experience is one of the core aspects to satisfy customers. Another aspect is the lower penetration of credit cards in the country. As large number of online shopping happens through the use of credit cards, India is still lagging behind when compared to the other developed countries. Most of the Indian consumers prefer to look at the sample of the product before making a purchase. Lack of touch-and-feel in online shopping could lead to issues such as wrong product sizes/specifications. This creates a mental obstacle for consumers to shop online. The primary duty of the online retailers is to ensure that their web store should be the final choice for the consumers to purchase.

A good number of concepts and theories are available for the online retailers to attract footfalls to the online retail stores, but as still online retailing is at its growth stage, there is a need for development of new concepts and theories that will be helpful for the online retailers to get hits to their e-stores. Although numerous studies have addressed customer's perception of service quality and their satisfaction in the traditional retail business scenario, a relatively small volume of literature has empirically examined the service quality dimensions in the online retailing environment, especially related to Customer e-Satisfaction.

In this situation of the changing retail landscape, an attempt has been made to assist the online retailers to make them know what are the touch points of online retailing those attract online customers to e-store and the attributes of consumer satisfaction in online shopping to enhance and align the online retail strategies for gaining more business.

It is very important for online retailers to build strong relationship with consumers to achieve customer loyalty to the web store. There is a positive influence of customer

satisfaction on customer loyalty. In order to create a loyal customer, the online vendor should strengthen their service quality.

One of the important aims of the online retailers is to increase customer's market response outcome, such as satisfaction and loyalty. In the online retailing channel, several online website aspects (website design, security, website quality etc...) are individually studied as important antecedents of market response outcome. A customer's online purchasing experience contains many things starting from information search, evaluation of products, decision making, transaction making, delivery of goods, returns of goods purchased and customer support service. Majority of the existing literature has been only on the customer's transaction with the website.

Although prior studies pertaining to market response outcome and their antecedents have contributed to understand customer's online shopping behavior, some crucial gaps still remain. Individual links of market response outcome with online retail website aspects are well established. However, integrative attempts of outcome with online retail website aspects are lacking. In order to understand consumer's online purchase intention, it is essential to integrate these disparate discoveries, so the relative importance of each factor can be ascertained and appropriately implemented by online retailers more affectively.

Most of the existing literature concentrated on customer e-Satisfaction as a whole at various geographic locations. A need is identified to study the relationship between service quality and customer e-Satisfaction in Indian context. Based on this need, the current study is aimed at analyzing the elements of influence among customer e-Satisfaction in online retailing context with reference to Indian market conditions.

It is identified that there is a strong need for extensive and intensive study to analyze the relationship between service quality and customer e-Satisfaction and their interaction in online retailing context in Indian context. A research need is identified to analyze the exhaustive components of service quality at various stages of the online retail process.

It is identified that the existing literature is mostly related to the consumer perception in well-developed metro cities in India. A need is identified to study the consumer perception about the service quality and the resulting e-Satisfaction in developing

markets such as tier-II cities in India. The current study considered Guntur, one of the tier-II cities in India for this purpose.

3.6 Objectives & Hypotheses:

3.6.1 Objectives of the study:

1. To study the current scenario of online retail market in India in general and Andhra Pradesh in particular.
2. To study the online consumer's perception of e-service quality in Online Retailing.
3. To study the online consumer's perception e-Satisfaction in online retailing.
4. To evaluate the attributes related to Quality of Information in online retailing.
5. To study the attributes of Quality of Payment Handling Process in online retailing.
6. To study the factors influencing the Quality of Delivery in online retailing.
7. To study the parameters that influence the Quality of After-Sales Support in online retailing.

3.6.2 Hypotheses:

3.6.2.1 Transaction process definition:

Bauer et.al (2006) specified that there are multiple phases of process during an online purchase. The entire transaction process of online purchasing is described as four major process areas, Information Phase, Agreement Phase, Fulfillment Phase, and After-Sales Phase as depicted in diagram – 3.1. Customers at the first stage of online shopping search for the relevant information on eservice offerings. Customer navigates through the website content to assess Vendor reputation, delivery time, Prices etc... to make the purchase decision. Providing smooth navigation, logically structured information, exact representation of the products on the website and properly arranged content categories are important factors to be considered by the online vendor. Online vendor should ensure that customer is provided with easy access to contact them for any requests or questions. Relationship duration has a strong

association with responsiveness in the online shopping context. It is suggested that online vendors should concentrate more on delivery accuracy, giving timeliness information and wider range of service / product-offerings. Reliability is considered as the most significant determinant of the overall e-service quality perception. The whole online shopping experience consists of not only the customer's relationship / communication with the website, but also the offline elements such as delivery & fulfillment efficiency which are important for online customer.

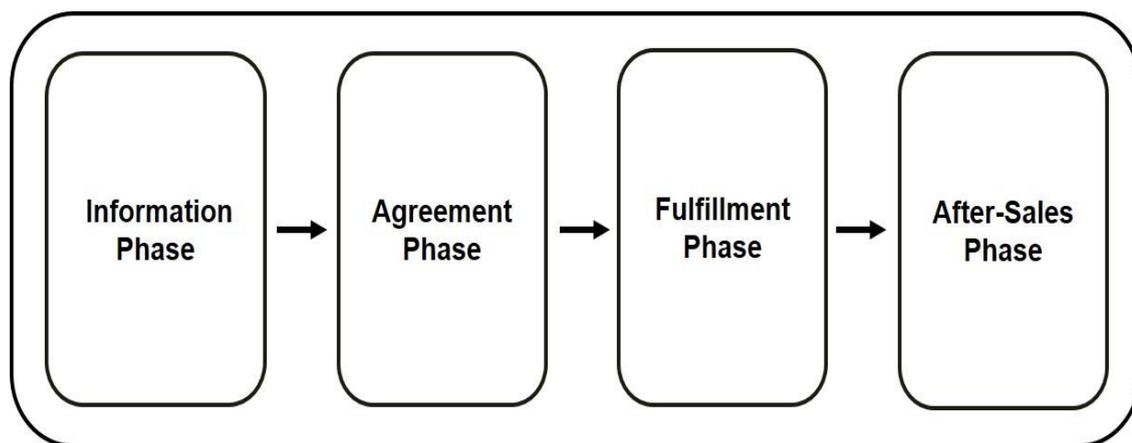


Figure – 3.1

Transaction Process Stages in Online Retailing

The researcher in the current study has considered the four process phases to measure the customer e-Satisfaction in online retailing context. The following four hypotheses are designed to measure the e-Satisfaction on online customers who are online retail buyers in the study area Guntur.

Hypothesis:1

Null Hypothesis

H0: There is no significant relationship between Quality of Information and e-Satisfaction in online retailing.

Alternative Hypothesis

H1: There is a significant relationship between Quality of Information and e-Satisfaction in online retailing.

Hypothesis: 2

Null Hypothesis

H0: There is no significant relationship between Quality of Payment Handling Process and e- Satisfaction in online retailing.

Alternative Hypothesis

H1: There is a significant relationship between Quality of Payment Handling Process and e- Satisfaction in online retailing.

Hypothesis: 3

Null Hypothesis

H0: There is no significant relationship between Quality of Delivery and e- Satisfaction in online retailing.

Alternative Hypothesis

H1: There is a significant relationship between Quality of Delivery and e-Satisfaction in online retailing.

Hypothesis: 4

Null Hypothesis

H0: There is no significant relationship between Quality of After-Sales Support and e- Satisfaction in online retailing.

Alternative Hypothesis

H1: There is a significant relationship between Quality of After-Sales Support and e- Satisfaction in online retailing.

3.7 Data Collection:

3.7.1 Pattern of the questionnaire: Structured

Structured questionnaires include pre-coded questions with well-defined answering patterns to follow the sequence of questions. Most of the quantitative data collection operations use structured questionnaires. Advantages of such structured questionnaires are: consistency in answers, less discrepancies, easy to administer, and accurate for the data management.

Questionnaire design in research study surveys may be even more important for data quality than it is in other surveys, because of the fact that it is self-administered. The questionnaire is one of the utmost imperative features that the researcher has for communicating with the respondents. One main advantage of using close-ended questions in a questionnaire is that they are pre-coded. This kind of questions suits self-completion questionnaires because they save the respondent's time writing in the answers. Therefore, all the questions in the questionnaire of this study are close-ended questions, in which the respondents are asked to choose among a number of alternative answers.

There are several methods of collecting primary data, particularly in surveys and descriptive researches. Important ones are: (i) observation method, (ii) interview method, (iii) through questionnaires, (iv) through schedules, and (v) other methods (C.R. Kothari, 2004).

The researcher selected questionnaire method to collect the data for this study.

3.7.2 Pilot study:

The questionnaire was administrated in such a way that it cautiously records the satisfaction levels. The respondents were asked to provide their expectations on a five-point scale (Strongly Agree [1], Somewhat Agree [2], Neutral [3], Somewhat Disagree [4], Strongly Disagree [5]) regarding attributes of online retailing Service Quality. Questions in the questionnaire were framed in such a manner that the respondent gives their opinion mostly for questions on this five-point scale.

It is always necessary to pretest the data collection instrument before it is used for the actual study purposes. For this purpose, the researcher conducted a pilot study/pretest, with the developed questionnaire by distributing it to 59 individuals from diverse demographic groups who had online shopping experience. The pretest results were reviewed by three academic researchers in the study domain for clarity and completeness. The modifications to refine the instruments were made under the supervision of the three academic researchers before circulating to the actual respondents.

3.7.3 Details of the scale used: Likert scale

A Likert item is basically a statement that the respondents are requested to evaluate by assigning it a quantitative value on any kind of subjective or objective measurement/dimension, with level of agreement/disagreement being the dimension

most generally used. The Likert Scale is a scale which measures the grade to which people agree or disagree with a statement and fluctuates in the points used.

In a Likert scale, the respondents are asked to respond to each of the statements in terms of several grades, usually five grades of agreement or disagreement. Likert scales are developed by utilizing the item analysis approach wherein a specific item is assessed on the basis of how well it distinguishes between those individuals whose total score is high and those whose score is low. Those items or statements that best meet this sort of discrimination assessment are included in the final instrument.

Therefore, summated scales consist of a number of statements which express either a favorable or unfavorable attitude towards the given statement/object to which the respondents are asked to respond. The respondents indicate their agreement or disagreement with each statement in the instrument. Each response is given a numerical score, indicating its favorableness or unfavorableness, and the scores are totaled to measure the respondent's attitude.

The format of a typical five-level Likert item consists of the following:

- Strongly Agree
- Somewhat Agree
- Neutral (Neither agree nor disagree)
- Somewhat Disagree
- Strongly Disagree

3.7.3.1 Advantages of Likert scale:

The Likert scale has several advantages.

- A. It is relatively easy to construct the Likert-type scale in comparison to other types of scales, because Likert-type scale can be performed without a panel of adjudicators.
- B. Likert scale is considered more reliable because under it respondents answer each statement included in the instrument. As such it also provides more information and data than does the other types of scales.
- C. Each statement, included in the Likert scale, is given an empirical test for discriminating ability and as such, unlike other types of scales, the

Likert scale allows the use of statements that are not manifestly related (to have a direct relationship) to the attitude being studied.

D. Likert scale can easily be used in stimulus centered and respondent centered studies. By adopting Likert scale, we can study how responses differ between various individuals/people and how responses vary among stimuli.

3.7.3.2 Limitations of Likert scale:

These are several limitations of Likert scale as well.

One important limitation is that, with this scale, we can simply examine whether respondents are more or less favorable to a topic, but we cannot tell how much more or less they are.

There is no basis of confidence that the five positions indicated on the scale are equally spaced.

The interval between 'Strongly Agree' and 'Somewhat Agree' may not be equal to the interval between "Somewhat Agree" and "Neutral".

3.7.3.4 Details of the scale adoption

Table – 3.1

Dimensions of various scales pertaining to online service quality

Sl. No	Author(s)	Year	Dimensions	Context
01	Novak et al.,	2000	Easy to Contact Easy Ordering Easy Payment Easy Returns Easy to Cancel Quick Delivery Customer Support Cutting Edge Variety Quality Information Reliability Security Low Prices	Web Shopping
02	Liu and Arnett	2000	Quality of Information and Service System Use Playfulness System Design Quality	E-Commerce
03	Francis and White	2002	Website Functionality Product Attribute Description Ownership Conditions Delivered Products Customer Service Security	Online Retailing

04	Barnes and Vidgen	2002	Usability Design Information Trust Empathy	E-Commerce
05	Wolfenbarger and Gilly	2003	Website Design Reliability / Fulfillment Privacy / Security Customer Service	eTailQ
06	Jun et al.,	2004	Reliability / Prompt Responses Attentiveness Ease of Use Access Security Credibility	Online Retailing
07	Yang et al.,	2005	Usability Usefulness of Content Adequacy of Information Accessibility Interaction	Information Presenting Web Portals
08	Lee and Lin	2005	Website Design Reliability Responsiveness Trust Personalization	Online Shopping (e-Service)

09	Bauer et al.,	2006	Responsiveness Reliability Process Functionality / Design Enjoyment	Online Shopping eService Quality (eTransQual)
10	Collier and Bienstock	2006	Process Dimension: Functionality, Information Accuracy, Design, Privacy, Ease of Use. Outcome Dimension: Order Accuracy, Order Condition, Timeliness. Recovery Dimension: Interactive Fairness, Procedural Fairness, Outcome Fairness.	Online Retailing (E-Retailing)
11	Cristobal et al.,	2007	Web Design Customer Service Assurance Order Management	E-Service Perceived e-Service Quality (PeSQ)

3.7.3.5 Dimensions considered in the questionnaire / instrument:

Novak et.al., (2000) opined that web environment has unique features that distinguish it from the traditional marketing concepts in various significant ways. Online consumers can connect not only with organizations and other consumers, but also with the available tools themselves, such as, computers and associated devices, that facilitate the commercial shopping environment. These differences suggest the need to understand the consumer behavior in online environment where the basis of consumer engagement may most probably be distinct. Providing a persuasive environment for online consumers will have many positive results for commercial online vendors. Presenting a fascinating online experience for consumers is important to create competitive advantage in the online market environment. Consumer experience has a

very eminent role in online shopping environment. It is observed that the variety is important to online consumers, along-with the quality of information with equal importance. Customer support has a significant role in the online consumer shopping experience.

Researcher in the current study has considered the following major dimensions (as described in table – 3.2) while designing the questionnaire / instrument, as per the study of Novak et al., to measure the online Customer e-Satisfaction with online retailing Service Quality in the study area “Guntur”.

Table – 3.2

Dimensions of online retailing service quality

Sl. No	Dimension(s)
1	Easy to Contact
2	Easy Ordering
3	Easy Payment
4	Easy Returns
5	Easy to Cancel
6	Quick Delivery
7	Customer Support
8	Cutting Edge
9	Variety
10	Quality Information
11	Reliability
12	Security
13	Low Prices

Source: Novak et al.,

3.8 Population and Sampling:

3.8.1 Population

The research is a systematic study to examine or explore the issue / problem and find out the appropriate information for solution. Data are to be collected from the respondents to carry out the research analysis in detail. It is not possible to collect data from every one of the population. Population / universe is a very large number of individuals, persons / objects / items which is not possible to manage fully. A

population / universe can be a group of individuals, persons, items or objects from which samples are to be taken for detailed analysis and measurement. For research purpose, a part of the population is to be selected for data collection. Sampling is the process in which a representative part of the total population is selected for the purpose of analyzing and determining the characteristics and parameters of the whole population. This is called a sample. Population or universe is the cumulative of all the units possessing certain specified characteristics on which the sample seeks to draw inferences from the research study.

The total number of individuals to whom the results of the research are proposed to apply establish the research population. It is also suggested that easier to contact a smaller part of the total population for data collection. It can be done within the stipulated or pre-defined effort and time. For selection of a sample special attention should be applied that the sample is proper representative of the entire population. Every segment of the population should be considered but the number should not be very large which may become difficult to manage within the available time limit.

3.8.2 Sampling

Sampling involves any procedure that draws conclusions based on measurements of a portion of the population. In other words, a sample is a subset from a larger population. If certain statistical procedures are followed, a researcher need not select every item in a population because the results of a good sample should have the same characteristics as the population as a whole (Zikmund, 2010).

As per the study conducted by ASSOCHAM, it is observed that 90% of the online buyers are in the age group 18 to 35 in India, as mentioned in the table 3.3.

Table – 3.3
Online shoppers by age group in India

Age Group (in Years)	Number of Online Shoppers in India
18 - 25	38%
26 - 35	52%
36 - 45	8%
45 - 60	2%

Source: ASSOCHAM

3.8.2.2 Sample design:

The researcher must decide the way of selecting a sample or what is popularly known as the sample design. In other words, a sample design is a definite plan determined before any data are actually collected for obtaining a sample from a given population.

3.8.2.3 The need to sample:

For all research questions where it would be impracticable for you to collect data from the entire population, you need to select a sample. This will be equally important whether you are planning to use interviews, questionnaires, observation or some other data collection technique (Saunders et.al., 2009).

3.8.2.4 Sampling techniques:

An overview of sampling techniques:

The sampling techniques available can be divided into two types:

- probability or representative sampling;
- non-probability or judgmental sampling.

3.8.2.4.1 Probability sampling:

With probability samples the chance, or probability, of each case being selected from the population is known and is usually equal for all cases. This means that it is possible to answer research questions and to achieve objectives that require you to estimate statistically the characteristics of the population from the sample. Probability sampling (or representative sampling) is most commonly associated with survey-based research strategies where you need to make inferences from your sample about a population to answer your research question(s) or to meet your objectives (Saunders et.al., 2009).

3.8.2.4.1 Non-probability sampling:

The probability of each case being selected from the total population is not known and it is impossible to answer research questions or to address objectives that require you to make statistical inferences about the characteristics of the population. You may still be able to generalize from non-probability samples about the population, but not on statistical grounds (Saunders et.al., 2009).

3.8.2.5 Random sampling:

The sampling procedure that ensures each element in the population will have an equal chance of being included in the sample is called simple random sampling. Simple random sampling may be the best-known type, in which every unit in the population has an equal and known chance of being selected. However, this is only one type of sampling (Zikmund, 2010).

Simple random sampling, this type of sampling is also known as chance sampling or probability sampling where each and every item in the population has an equal chance of inclusion in the sample and each one of the possible samples, in case of finite universe, has the same probability of being selected. It may be pointed out here that normally one should resort to random sampling so that bias can be eliminated, and sampling error can be estimated (C.R. Kothari, 2004).

Here it is blind chance alone that determines whether one item or the other is selected. The results obtained from probability or random sampling can be assured in terms of probability i.e., we can measure the errors of estimation or the significance of results obtained from a random sample, and this fact brings out the superiority of random sampling design over the deliberate sampling design. Random sampling ensures the law of Statistical Regularity which states that if on an average the sample chosen is a random one, the sample will have the same composition and characteristics as the universe. This is the reason why random sampling is considered as the best technique of selecting a representative sample (C.R. Kothari, 2004).

Random numbers allow you to select sample without bias. The sample selected, therefore, can be said to be representative of the whole population (Saunders et.al., 2009).

The researcher considered simple random sampling procedure for the sample selection in the current study.

3.8.2.6 Determination of sample size:

Researcher should consider the generalizability while determining the sample size. That is, with small samples the researcher may obtain a result that does not generalize (cannot be repeated) with other samples. If the results do not generalize to other samples, they are of little scientific value. So how many participants or respondents are

needed for the data collection purpose should be decided by the researcher by keeping the generalizability in view.

3.8.2.6.1 Level of precision desired:

The results of sample surveys are always subject to some uncertainty because only part of the population has been measured and because of errors of measurement. This uncertainty can be reduced by taking larger samples and by using superior instruments of measurement. The specification of the level of precision wanted in the results is an important step (Cochran, 1977).

3.8.2.6.2 Stevens formula for calculating the sample size

Stevens (1996, p. 72) recommends that ‘for social science research, about 15 participants per predictor are needed for a reliable equation’.

In the current study, there are 29 predictors.

Calculation

$$N = 29 \times 15$$

$$\text{Sample size (N)} = 435$$

Therefore, a minimum of 435 respondents are required to carry out the proposed research work.

3.8.2.6.3 Tabachnick and Fidell formula for calculating the sample size

Tabachnick and Fidell (2007, p. 123) suggested a formula for calculating sample size requirements as mentioned below.

Taking into account the number of independent variables that the researcher wishes to use: $N > 50 + 8m$

Where

m = number of independent variables.

N = the number of respondents or participants.

If there are five independent variables, that will need 90 participants.

The current study has 29 independent variables.

Calculation:

$$N > 50 + 8m$$

$$\text{Number of Respondents required } N > 50 + (8 \times 29)$$

$$N > 50 + 232$$

$$N > 282$$

Therefore, a minimum of 282 respondents are required to carry out the proposed research work.

3.8.2.6.4 Yamane formula for calculating the sample size

Yamane (1967) suggested another simplified formula for calculation of sample size from a population. According to him, for a 95% confidence level with $\pm 5\%$ precision value, size of the sample should be calculated with the following formula.

$$n = \frac{N}{1 + N(e^2)}$$

where,

'N' is the population size

'e' is the level of precision

'n' is the sample size

Guntur city is having a population of 7,43,354, as per the census of year 2011. The researcher has applied Yamane formula to calculate the sample size for this population, in which $N = 7,43,354$ with $\pm 5\%$ precision value. Assuming 95% confidence level, we get the sample size as

$$n = \frac{7,43,354}{1 + 7,43,354 (0.05^2)}$$

$$n = 399$$

Therefore, a minimum of 399 respondents are required to carry out the proposed research work.

Table – 3.4
Results of sample size determination

Formula	Sample size
Stevens	435
Tabachnick and Fidell	282
Yamane	399

The researcher has considered that the sample size of 515 respondents for the current study is a good fit by in view of the calculated values as per the above mentioned three formulae as depicted in table – 3.4. A total of 729 questionnaires were distributed in the study area “Guntur” during the data collection process. The researcher received 639 filled-in questionnaires from the respondents. After a thorough review the researcher discarded 124 filled-in questionnaires due to incompleteness. Finally, 515 usable responses were obtained and used for further analysis of the data.

3.9 Statistical Analysis Planning:

3.9.1 Hypotheses testing:

Kolmogorov–Smirnov test (K–S test)

The KS – test has the advantage of making no assumption about the distribution of data. (Technically speaking it is non-parametric and distribution free). In statistics, the Kolmogorov–Smirnov test (K–S test) is a nonparametric test for the equality of continuous, one-dimensional probability distributions that can be used to compare a sample with a reference probability distribution.

The Kolmogorov–Smirnov statistic quantifies a distance between the empirical distribution function of the sample and the cumulative distribution function of the reference distribution, or between the empirical distribution functions of two samples. The test that was developed by Kolmogorov, involves the comparison between the experimental cumulative probability distribution and an assumed theoretical distribution function.

The formula to calculate K-S test

$$D_{\max} = [F_o(X) - F_e(X)]$$

Where,

$F_o(X)$ = Observed cumulative frequency.

$F_e(X)$ = Expected cumulative frequency.

Accept or Reject criterion

Decision arrived from the test is based on calculated value and comparing with the critical value (table value), if the calculated value is higher, we accept the alternative hypotheses. Similarly, if the calculated value is less than the table value, we accept the null hypothesis.

3.9.2 Variables dependency testing:

3.9.2.1 Chi-Square test:

There are various types of statistical relationships which can exist among variables. Each of these types of relationship involves some form of connection or association between the variables. Chi-square test can be used to test the independence of two variables. This test begins with a cross tabulation of the various variables under examination. These tables are used to illustrate conditional probabilities, and the independence or dependence of that particular group of variables.

The chi square test of independence allows the researcher to determine whether variables are independent of each other or whether there is a pattern of dependence between them. If there is a dependence, the researcher can infer that the two variables have a statistical relationship with each other. The Chi-square test is one of the most widely used non-parametric tests in statistical work. This test is used as a test of goodness of fit. Chi-square can be used in normal distribution as a test of independence. Test is done whether two or more attributes are associated.

3.9.2.2 Correlation of variables:

The Correlation is the study related to the discovery of the relationship between multiple variables. Correlation can be understood as the statistical measurement of the relationship between any two variables. The probable correlation value ranges between

+1 to -1. A correlation value of Zero indicates that there is no relation between the variables under consideration. The value of correlation coefficient 'r' ranges from -1 to +1.

If $r = +1$; then the correlation between the 2 variables is said to be positive and perfect.

If $r = -1$; then the correlation between the two variables is said to be adverse.

If $r = 0$; then there exists no correlation between the two variables.

3.9.2.3 Factor analysis:

Factor Analysis is a powerful technique used in data exploration. Factor Analysis can help in defining the structure of the factors to be evaluated. The Factor Analysis is a technique commonly used for data reduction to conduct further analysis. As per Tabachnick & Fidell (2007), Exploratory Factor Analysis is used in the early stages of the research to identify the variables that group / cluster together (Tabachnick & Fidell, 2007). The primary purpose of conducting factor analysis is to minimize the number of factors or variables; at the same time, the amount of information in the analysis is maximized (Stewart, 1981) ^[127]. One of the major advantage of implementing factor analysis is to summarize the data in a very manageable pattern without losing any of the important information; subsequently making it easy to test the theoretical aspects (Tabachnick & Fidell, 2007).

The most reliable method of factor analysis is the Principal Component Analysis (Cooper & Schindler, 2008). The most popular method for factor rotation is the varimax rotation (Zikmund et al., 2010). Principal component method considers the correlation among various variables to describe the relationship between them, and then minimizes the variables by empirically summarizing them as a small number of factors under a common theory (Tabachnick & Fidell, 2007). The mathematical practice for simplifying the results of a factor analysis is known as factor rotation (Zikmund et al., 2010). Communality is a measurement used to understand the reliability of variables. It is used while conducting the factor analysis in the early stages of the research work. If the goal of the researcher is to minimize a large number of variables down to a reduced set and to find an empirical summary related to that data, then principle components analysis is a suitable method (Tabachnick & Fidell, 2007).

3.9.2.4 Construct reliability:

Reliability is the level to which a variable or a set of variables is consistent in what it is intended to measure (Hair et al, 2006). Reliability is an indication of how consistent the findings were based on the method of data collection and the analysis (Saunders et al, 2007). Scale reliability would be tested by calculating Cronbach's alpha for the elements considered in the scale. Cronbach's alpha is a measure of internal consistency, reliability. Researcher can assess the homogeneity of a set of items in the scale by using Cronbach's alpha. The most common method for testing the internal consistency of a scale for reliability is Cronbach alpha coefficient (Hair et al 2010). The higher the reliability score is, the more reliable the measured construct is. Cronbach's alpha coefficient varies from 0 to 1. The satisfactory value is required to be more than 0.7 for the scale to be reliable (Hair et al., 2010, p 91). Cronbach's alpha value tells us how highly the items in the questionnaire are interrelated. Applying this test postulates whether the items relating to each dimension are internally consistent and whether they can be utilized to measure the same construct (dimensions). Cronbach's alpha is adopted in the current study to measure the reliability of the scale / questionnaire related to online retail Service Quality.

CHAPTER – IV

RESULTS, FINDINGS, DISCUSSION AND ANALYSIS

4.1 Introduction to the Chapter

This chapter discusses the findings and the results of the data analysis. This chapter is designed as three major parts. The first part deals with the representation of the primary data in both tabular format and relevant bar charts. Each of the analyzed table is provided with a suitable and a detailed inference. The second part is related to the sample testing with Chi-Square test and researcher has provided a detailed inference of each results. Chi-Square test between the questions and level of agreement is conducted to see the level of agreement related to various questions in the questionnaire. The third part is related to the hypotheses testing. Kolmogorov-smirnov test is adapted to test the hypotheses in this study.

The results are presented based on these test results along-with detailed inference for each hypothesis. Single Factor Anova between the groups is determined to understand the relation between various groups in this study. A detailed analysis is presented in this chapter based on the findings of these above-mentioned tests.

4.2 Data Analysis

Table - 4.1

Distribution of Respondents by Age

Age (years)	No. of Respondents	Percentage (%)
18-23	162	31.46
24-29	146	28.35
30-35	207	40.19
Total	515	100

Source: Primary Data

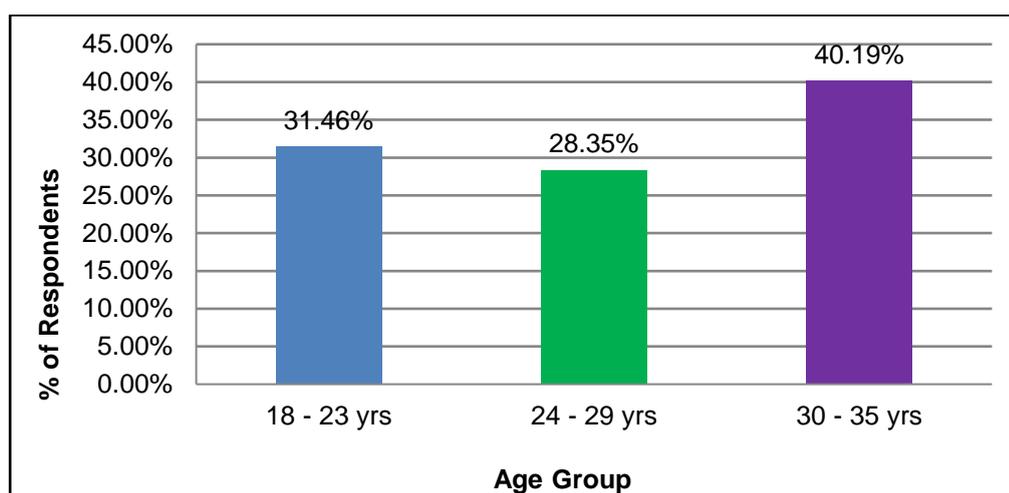


Figure - 4.1

Distribution of Respondents by Age

Inference:

Table - 4.1 indicates the distribution of respondents by age. There are total three age groups, 18 – 23 years, 24 – 29 years and 30 – 35 years. More numbers of respondents (40.19%) are in the age group 30 - 35 years. This is followed by 31.46% in the age group of 18 - 23 years. Next age group is above 24 - 29 years with 28.35% of respondents. From the above table, it is evident that 59.81% of respondents belong to the age less than 29 years and it can be concluded that most of the respondents are in the age below 29 years.

Table – 4.2

Distribution of Respondents by Gender

Gender	No. of Respondents	Percentage (%)
Male	351	68.16
Female	164	31.84
Total	515	100

Source: Primary Data

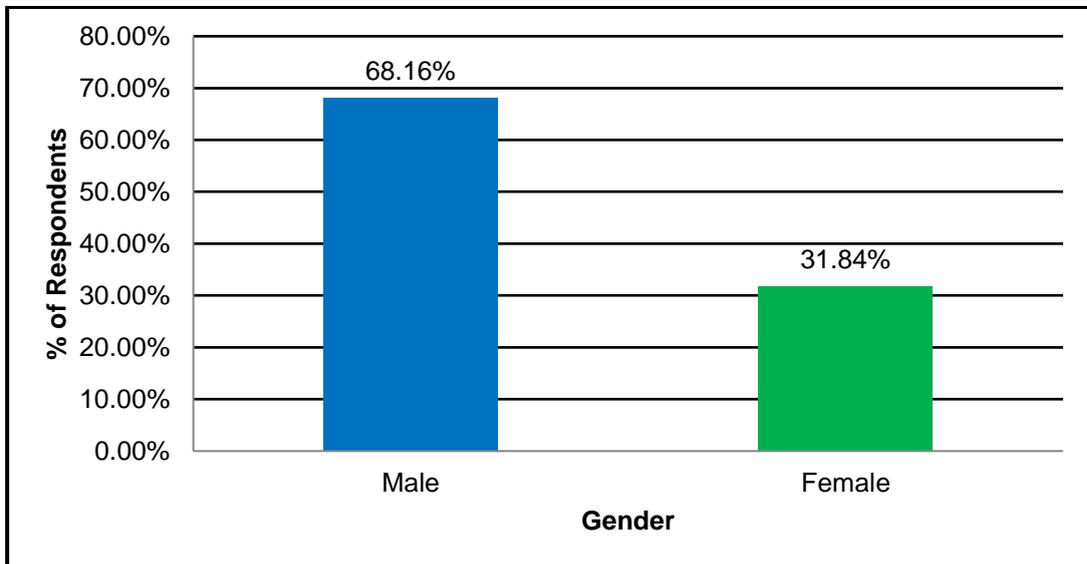


Figure – 4.2

Distribution of Respondents by Gender

Inference:

Table - 4.2 indicates the distribution of respondents by gender group. Majority of respondents are male with 68.16% and the remaining 31.84% of the respondents are female. It is observed that male buyers are using online retail websites more than female buyers in Guntur.

Table – 4.3

Distribution of Respondents by Occupation

Occupation	No. of Respondents	Percentage (%)
Business / Profession	112	21.75
Employee	216	41.94
Housewife	25	4.85
Student	162	31.46
Total	515	100

Source: Primary Data

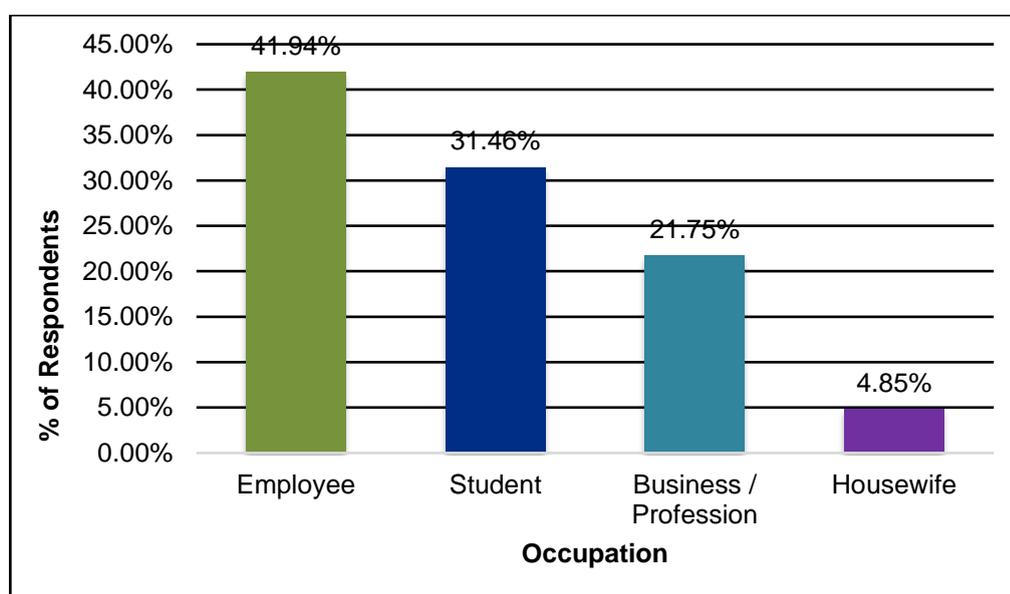


Figure – 4.3

Distribution of Respondents by Occupation

Inference:

Table - 4.3 indicates that majority of the respondents (41.94%) are employees. This is followed by 21.75% business and professionals. The next category is students with a percentage of 31.46%. Only 4.85% respondents are housewives. It is observed that both employees and business / professionals are more compared to students and housewives in this study.

Table - 4.4

Distribution of respondents by Family Income level

Income in Rupees	No. of Respondents	Percentage (%)
Rs. 10,000 – 20,000	95	18.45
Rs. 20,001 – 30,000	90	17.48
Rs. 30,001 – 40,000	131	25.44
Rs. 40,001 – 50,000	77	14.95
Rs. 50,001 and above	122	23.69
Total	515	100

Source: Primary Data

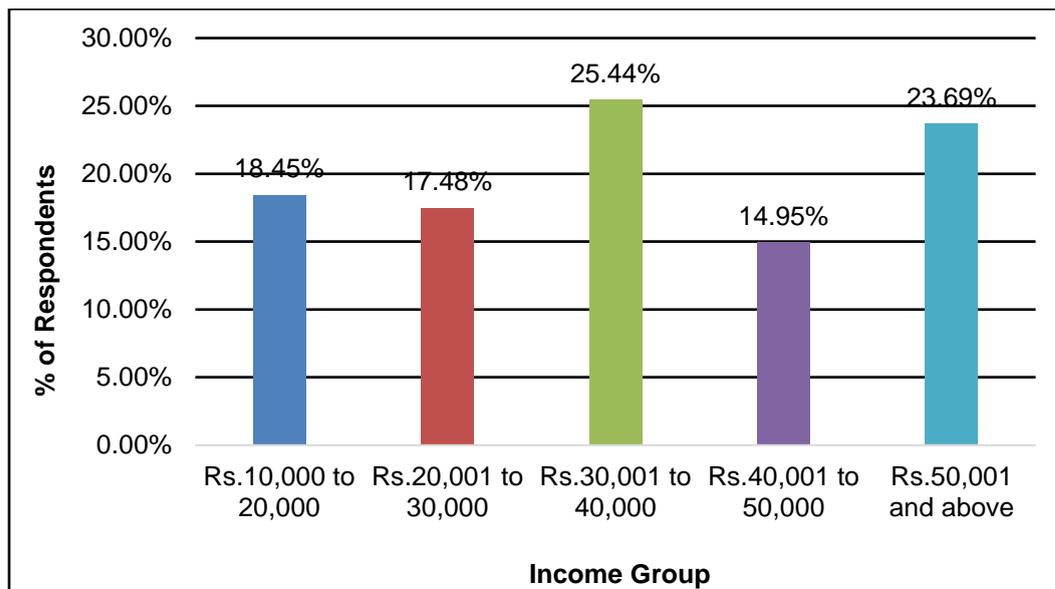


Figure – 4.4

Distribution of respondents by Family Income level

Inference:

Table - 4.4 indicates the monthly family income of the respondents. It is spread across different income categories. The respondents fall under five different categories ranging from Rs. 10,000 to more than Rs. 50,001. Majority of respondents about (25.44%) are in the income group of Thirty thousand and one to Forty Thousand Rupees. This is followed by (23.69%) with income of fifty thousand one and above. Only, 18.45% of

respondents are with income group of ten thousand to twenty thousand and one. The other income group with (17.48%) are between twenty thousand one to thirty thousand. It can be observed only 14.95% of respondents are there in the income group forty thousand one to fifty thousand.

Table – 4.5

Respondent’s opinion on Information quality in Product Description influences customer e-Satisfaction in online retailing

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	360	69.90
Somewhat Agree	144	27.96
Neutral	4	0.78
Somewhat Disagree	4	0.78
Strongly Disagree	3	0.58
Total	515	100

Source: Primary Data

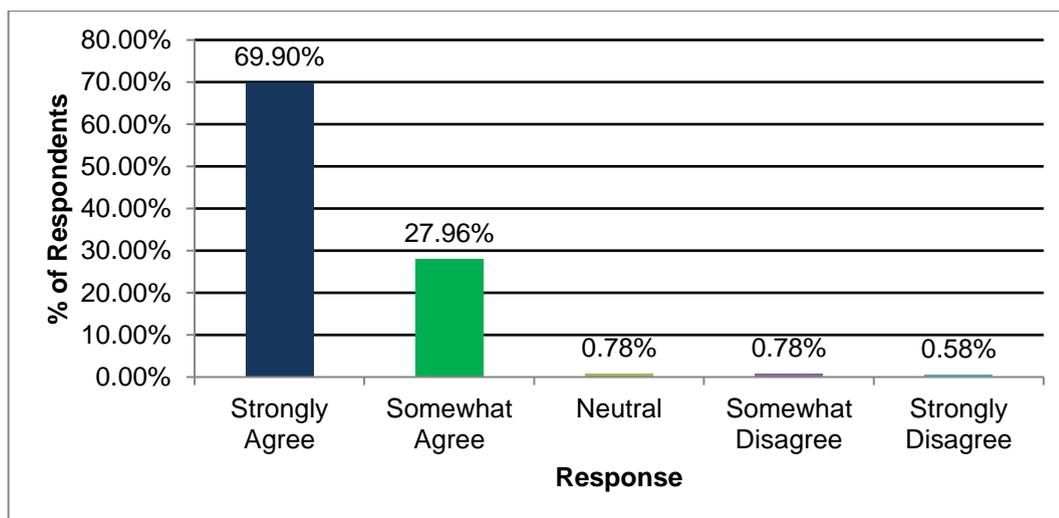


Figure – 4.5

Respondent’s opinion on Information quality in Product Description influences customer e-Satisfaction in online retailing

Inference:

Table - 4.5 represents the opinion of the respondents on information quality in product description influences customer e-Satisfaction in online retailing. The majority of the respondents with 69.9% have strongly agreed with the statement. This is followed by 27.96% of respondents, who have somewhat agreed. However, 0.78% of the respondents have somewhat disagreed. A Meager of 0.58% respondents have strongly disagreed. Only 0.78% of respondents are neutral, neither agreed nor disagreed. It can be observed that the majority of the respondents / online buyers in Guntur believe that the information quality in product description influences customer e-Satisfaction in online retailing. This finding correlate with the construct “Quality Information” as per the study of Novak et.al., (2000).

Table – 4.6

Respondent’s opinion on Information related to product reviews & customer feedback influence customer e-Satisfaction

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	237	46.02
Somewhat Agree	235	45.63
Neutral	36	6.99
Somewhat Disagree	4	0.78
Strongly Disagree	3	0.58
Total	515	100

Source: Primary Data

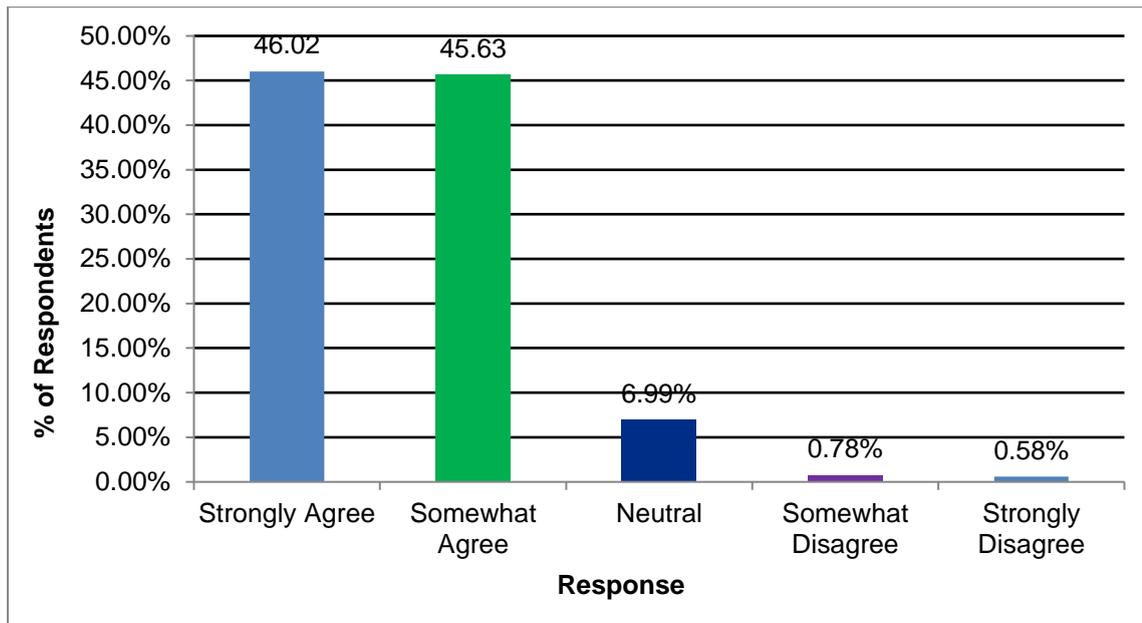


Figure – 4.6

Respondent’s opinion on Information related to product reviews & customer feedback influence customer e-Satisfaction

Inference:

Table - 4.6 represents the opinion of the respondents on information related to product reviews & customer feedback influence customer e-Satisfaction. The majority of the respondents with 46.02% have strongly agreed with the statement. This is followed by 45.63% of respondents, who have somewhat agreed. However, 0.78% of the respondents have somewhat disagreed with the statement. A Meager of 0.58% respondents have strongly disagreed. Only 6.99% of respondent have neither agreed nor disagreed. It can be observed that the online buyers in Guntur believe that the Information related to product reviews & customer feedback influence customer e-Satisfaction. This finding correlate with the construct “Quality Information” as per the study of Novak et.al., (2000).

Table – 4.7

Respondent’s opinion on Information quality in wish-list and easy ordering, influences customer e-Satisfaction in online retailing

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	227	44.08
Somewhat Agree	174	33.79
Neutral	55	10.68
Somewhat Disagree	30	5.83
Strongly Disagree	29	5.63
Total	515	100

Source: Primary Data

Graph – 4.7

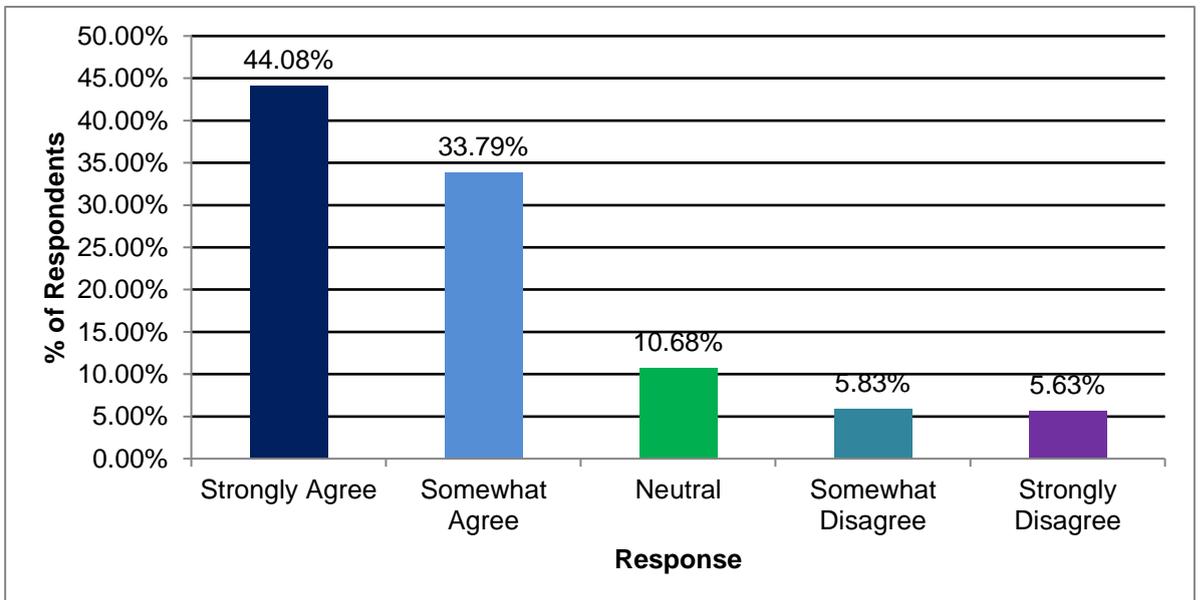


Figure – 4.7

Respondent’s opinion on Information quality in wish-list and easy ordering, influences customer e-Satisfaction in online retailing

Inference:

Table - 4.7 represents the opinion of the respondents on Information quality in wish-list and easy ordering, influences customer e-Satisfaction in online retailing. The majority of the respondents with 44.08% have strongly agreed with the statement. This is followed by 33.79% of respondents, who have somewhat agreed. However, 5.83% of the respondents have somewhat disagreed with the statement. A Meager of 5.63% respondents have strongly disagreed. Remaining 10.68% of the respondents have neither agreed nor disagreed. It can be observed that the online buyers in Guntur believe that Information quality in wish-list and easy ordering, influences customer e-Satisfaction in online retailing. This finding correlate with the construct “Easy Ordering” as per the study of Novak et.al., (2000).

Table – 4.8

Respondent’s opinion on Recommending other products purchased along-with this product by other customers, influences customer e-Satisfaction in online retailing

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	160	31.07
Somewhat Agree	151	29.32
Neutral	146	28.35
Somewhat Disagree	31	6.02
Strongly Disagree	27	5.24
Total	515	100

Source: Primary Data

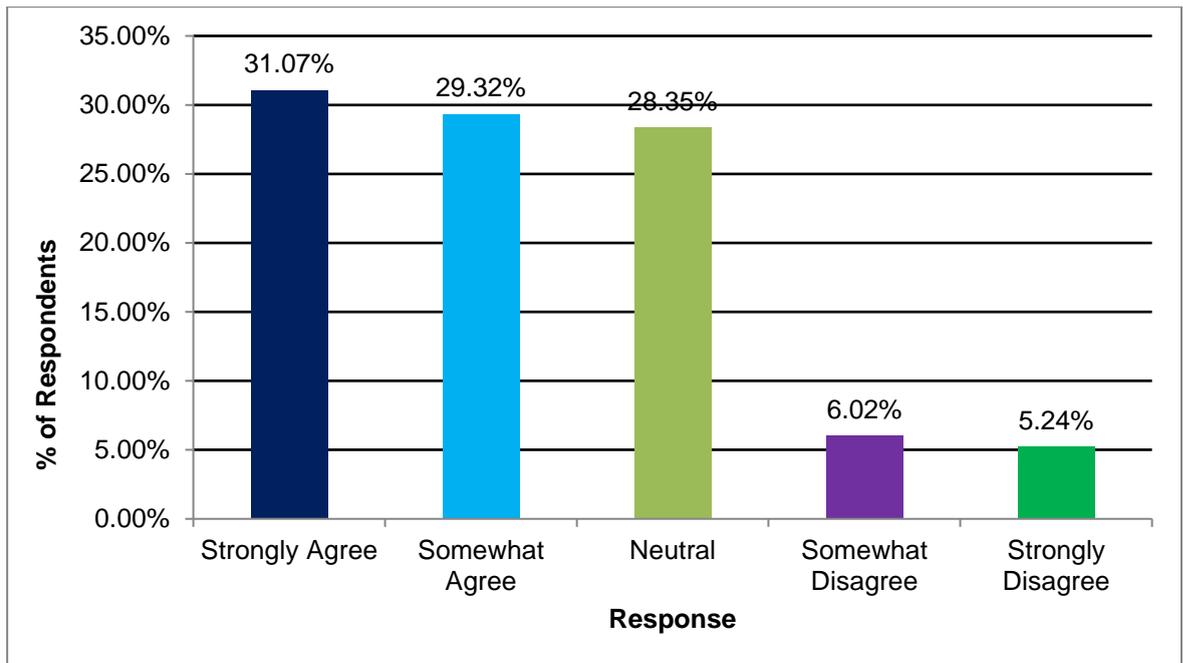


Figure – 4.8

Respondent’s opinion on Recommending other products purchased along-with this product by other customers, influences customer e-Satisfaction in online retailing

Inference:

Table - 4.8 represents the opinion of the respondents on Recommending other products purchased along-with this product by other customers influences customer e-Satisfaction in online retailing. The majority of the respondents with 31.07% have strongly agreed with the statement. This is followed by 29.32% of respondents, who have somewhat agreed. However, 6.02% of the respondents have somewhat disagreed. A Meager of 5.24% respondents have strongly disagreed. Remaining 28.35% of the respondents have neither agreed nor disagreed with the statement. It can be observed that the online buyers in Guntur have mixed opinion about the Recommending other products purchased along-with this product by other customers influences customer e-Satisfaction in online retailing.

Table – 4.9

Respondent’s opinion on online retailer's social media presence influences customer e-Satisfaction in online retailing

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	207	40.19
Somewhat Agree	77	14.95
Neutral	150	29.13
Somewhat Disagree	41	7.96
Strongly Disagree	40	7.77
Total	515	100

Source: Primary Data

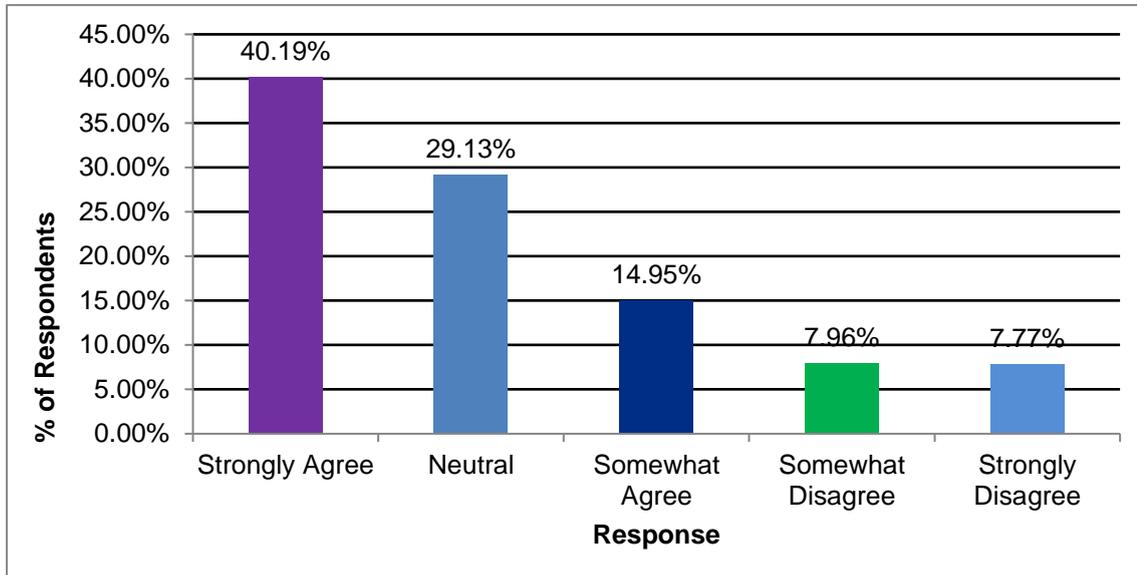


Figure – 4.9

Respondent’s opinion on online retailer's social media presence influences customer e-Satisfaction in online retailing

Inference:

Table - 4.9 represents the opinion of the respondents on online retailer's social media presence influences customer e-Satisfaction in online retailing. The majority of the respondents with 40.19% have strongly agreed with the statement. This is followed by 29.13% of respondents, who have neither agreed nor disagreed. However, 14.95% of the respondents have somewhat agreed with the statement. A meager of 7.96% respondents have somewhat disagreed. Only 7.77% of respondent have strongly disagreed. It can be observed that the online buyers in Guntur are having mixed opinion about online retailer's social media presence influences customer e-Satisfaction in online retailing.

Table – 4.10**Respondent's opinion on the variety of products with detailed information influences customer e-Satisfaction in online retailing**

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	207	40.19
Somewhat Agree	118	22.91
Neutral	104	20.19
Somewhat Disagree	64	12.43
Strongly Disagree	22	4.27
Total	515	100

Source: Primary Data

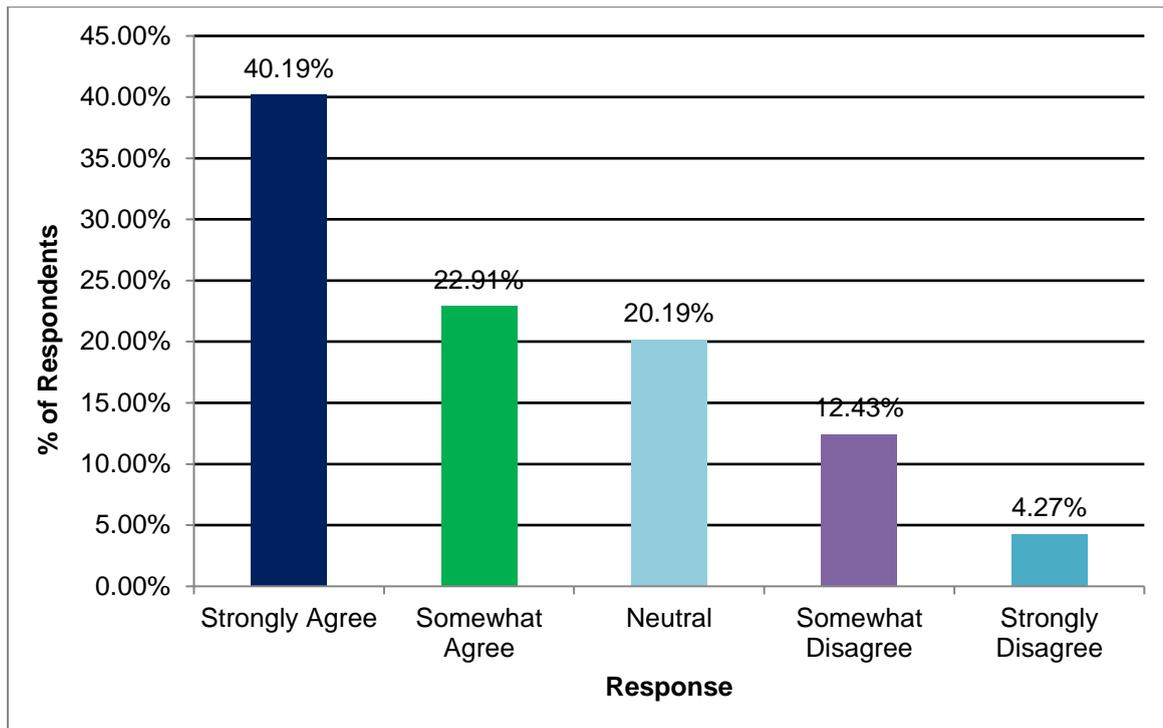


Figure – 4.10

Respondent’s opinion on variety of products with detailed information influences customer e-Satisfaction in online retailing

Inference:

Table - 4.10 represents the opinion of the respondents on variety of products with detailed information influences customer e-Satisfaction in online retailing. The majority of the respondents with 40.19% have strongly agreed with the statement. This is followed by 22.91% of respondents, who have somewhat agreed. However, 12.43% of the respondents have somewhat disagreed. A meager of 4.27% respondents have strongly disagreed. Only 20.19% of respondent have neither agreed nor disagreed. It can be observed that the online buyers in Guntur believe that the variety of products with detailed information influences customer e-Satisfaction in online retailing. This finding correlate with the construct “Variety” as per the study of Novak et al., (2000).

Table – 4.11

Respondent’s opinion on Information Quality in Online chat feature of the online retail website influences customer e-satisfaction in online retailing

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	135	26.21
Somewhat Agree	146	28.35
Neutral	114	22.14
Somewhat Disagree	110	21.36
Strongly Disagree	10	1.94
Total	515	100

Source: Primary Data

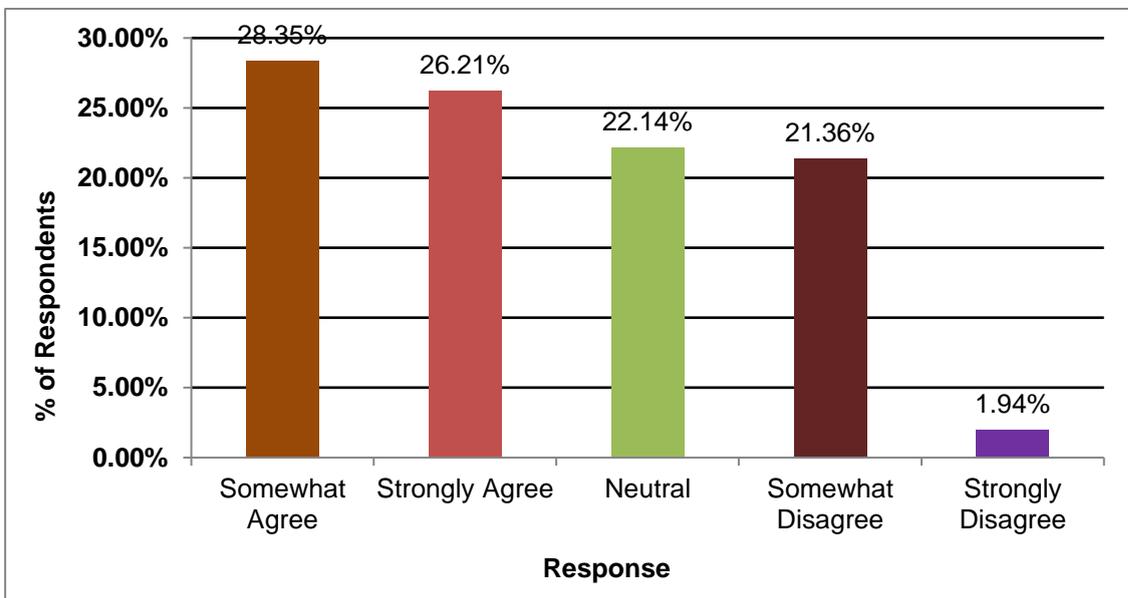


Figure – 4.11

Respondent’s opinion on Information Quality in Online chat feature of the online retail website influences customer e-satisfaction in online retailing

Inference:

Table - 4.11 represents the opinion of the respondents on the Information Quality in Online chat feature of the online retail website influences customer e-satisfaction in online retailing. The majority of the respondents with 28.35% have somewhat agreed with the statement. This is followed by 26.21% of respondents, who have strongly agreed. However, 21.36% of the respondents have somewhat disagreed with the statement. A Meager of 1.94% respondents have strongly disagreed. Only 22.14% of respondent have neither agreed nor disagreed. As 54.56% of respondents have agreed and strongly agreed with the statement. It can be observed that the online buyers in Guntur are having a mixed opinion about the Information Quality in Online chat feature of the online retail website influences customer e-satisfaction in online retailing.

Table – 4.12

Respondent’s opinion on Total security & privacy provided to payment handling process quality influences Customer e-Satisfaction in the online retailing

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	437	84.85
Somewhat Agree	67	13.01
Neutral	9	1.75
Somewhat Disagree	1	0.19
Strongly Disagree	1	0.19
Total	515	100

Source: Primary Data

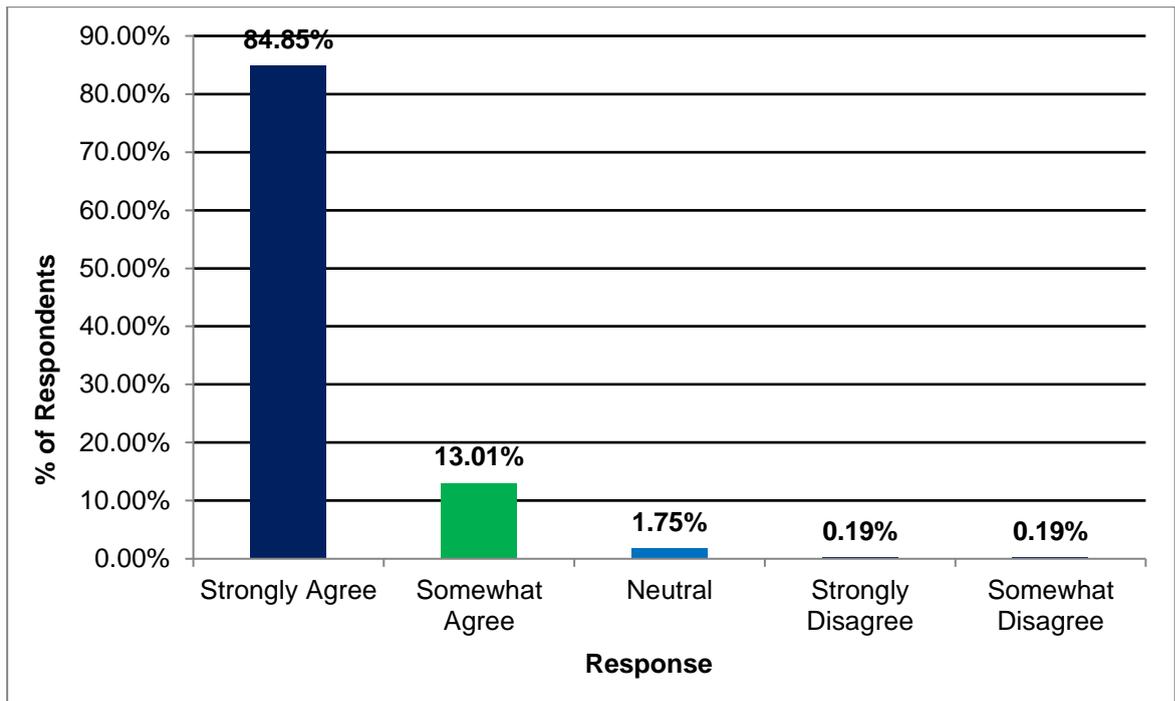


Figure – 4.12

Respondent’s opinion on Total security & privacy provided to payment handling process quality influences e-Satisfaction in the online retailing

Inference:

Table - 4.12 represents the opinion of the respondents on the Total security & privacy provided to customer payment process influences e-Satisfaction in online retailing. The majority of the respondents with 84.85% have strongly agreed with the statement. This is followed by 13.01% of respondents, who have somewhat agreed. However, 0.19% of the respondents have somewhat disagreed and the same percentage (0.19%) of the respondents have expressed strong disagreement. Only 1.75% of respondent have neither agreed nor disagreed with the statement. It can be observed that the online buyers in Guntur believe that the total security & privacy provided to customer payment process influences e-Satisfaction in the online retailing. This factor is similar to the construct “Security” as per the study of Novak et.al., (2000).

Table – 4.13

**Respondent’s opinion on Cash on Delivery (COD) facility influences
Customer e-Satisfaction in online retailing**

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	455	88.35
Somewhat Agree	54	10.49
Neutral	4	0.78
Somewhat Disagree	1	0.19
Strongly Disagree	1	0.19
Total	515	100

Source: Primary Data

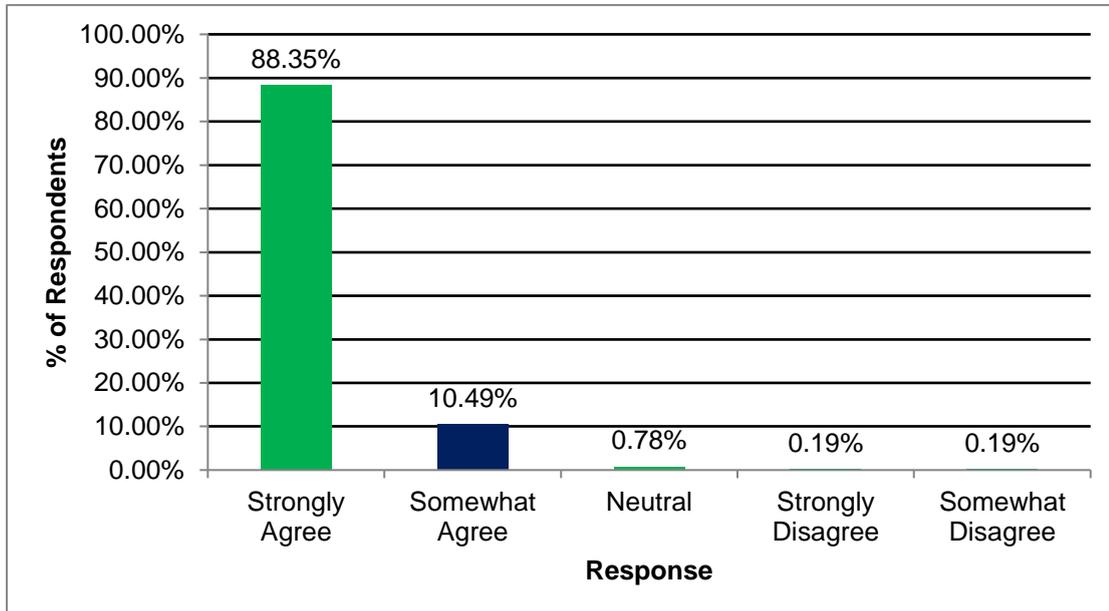


Figure – 4.13

**Respondent’s opinion on Cash on Delivery (COD) facility influences
Customer e-Satisfaction in online retailing**

Inference:

Table - 4.13 represents the opinion of the respondents on Cash on Delivery (COD) facility influences Customer e-Satisfaction in online retailing. The majority of the respondents with 88.35% have strongly agreed with the statement. This is followed by 10.49% of respondents, who have somewhat agreed. However, 0.19% of the respondents have somewhat disagreed and the same percentage (0.19%) of the respondents have strongly disagreed. Only 0.78% of the respondents have neither agreed nor disagreed with the statement. It can be observed that the online buyers in Guntur believe that Cash on Delivery (COD) facility influences Customer e-Satisfaction in online retailing. This finding correlate with the construct “Easy Payment” as per the study of Novak et.al., (2000).

Table - 4.14

Respondent’s opinion on Multiple & flexible payment options provided, influences customer e-satisfaction in online retailing

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	434	84.27
Somewhat Agree	76	14.76
Neutral	3	0.58
Somewhat Disagree	1	0.19
Strongly Disagree	1	0.19
Total	515	100

Source: Primary Data

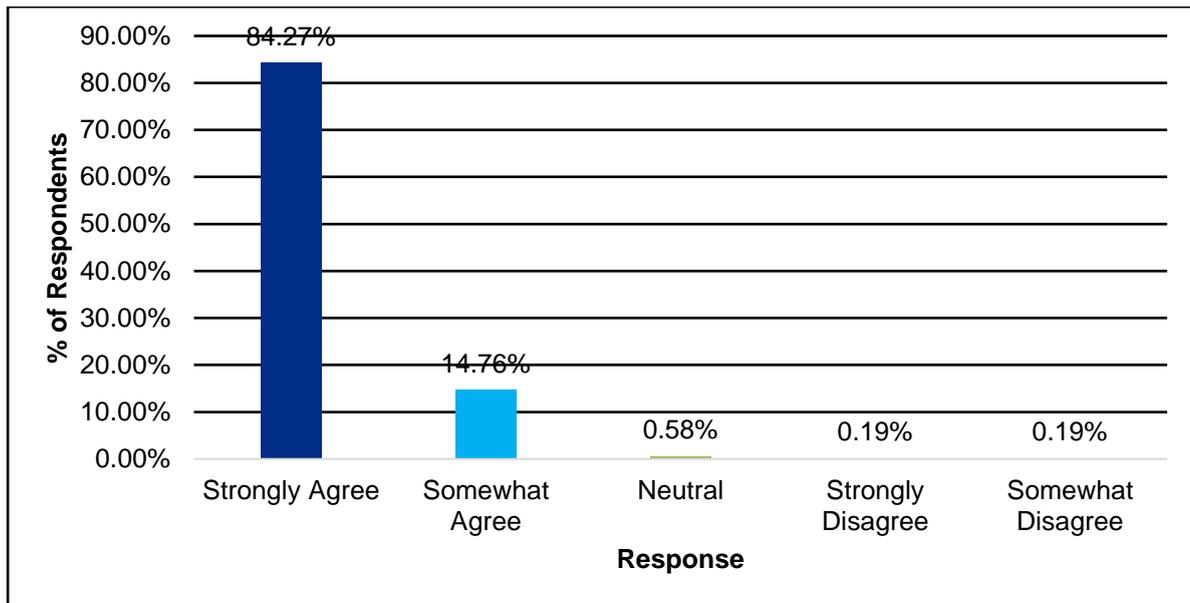


Figure – 4.14

Respondent’s opinion on Multiple & flexible payment options provided, influences customer e-satisfaction in online retailing

Inference:

Table - 4.14 represents the opinion of the respondent on Respondent’s opinion on Multiple & flexible payment options provided, influences customer e-satisfaction in online retailing. The majority of the respondents with 84.27% have strongly agreed with the statement. This is followed by 14.76% of respondents, who have somewhat agreed. However, 0.19% of the respondents expressed their disagreement and the same percentage (0.19%) of respondents have expressed strong disagreement. Only 0.58% of respondents have neither agreed nor disagreed. It can be observed that the online buyers in Guntur believe that the Multiple & flexible payment options provided, influences customer e-satisfaction in online retailing, as majority of the respondents (84.27%) have strongly agreed with this statement. This finding correlate with the construct “Easy Payment” as per the study of Novak et.al., (2000).

Table – 4.15

Respondent’s opinion on fair and low-Price influences customer e-satisfaction in online retailing

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	474	92.04
Somewhat Agree	36	6.99
Neutral	3	0.58
Somewhat Disagree	1	0.19
Strongly Disagree	1	0.19
Total	515	100

Source: Primary Data

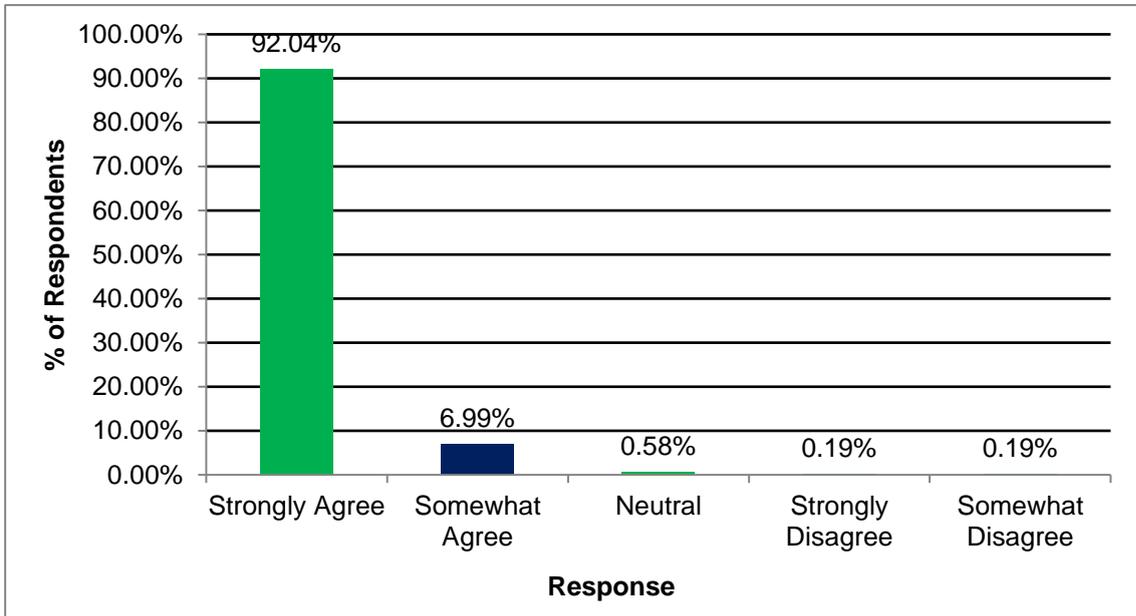


Figure – 4.15

Respondent’s opinion on fair and low-Price influences customer e-satisfaction in online retailing

Inference:

Table - 4.15 represents the opinion of the fair and low-Price influences customer e-satisfaction in online retailing. The majority of the respondents with 92.04% have strongly agreed with the statement. This is followed by 6.99% of respondents, who have somewhat agreed. However, 0.19% of the respondents expressed their disagreement and the same percentage (0.19%) of respondents have expressed strong disagreement. Only 0.58% of respondents have neither agreed nor disagreed. It can be observed that the online buyers in Guntur believe that the fair and low-Price influences customer e-satisfaction in online retailing. This factor is similar to the construct “Low Price” as per the study of Novak et.al., (2000).

Table – 4.16

Respondent’s opinion on Effective service recovery feature influences customer e-satisfaction in online retailing

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	432	83.88
Somewhat Agree	67	13.01
Neutral	14	2.72
Somewhat Disagree	1	0.19
Strongly Disagree	1	0.19
Total	515	100

Source: Primary Data

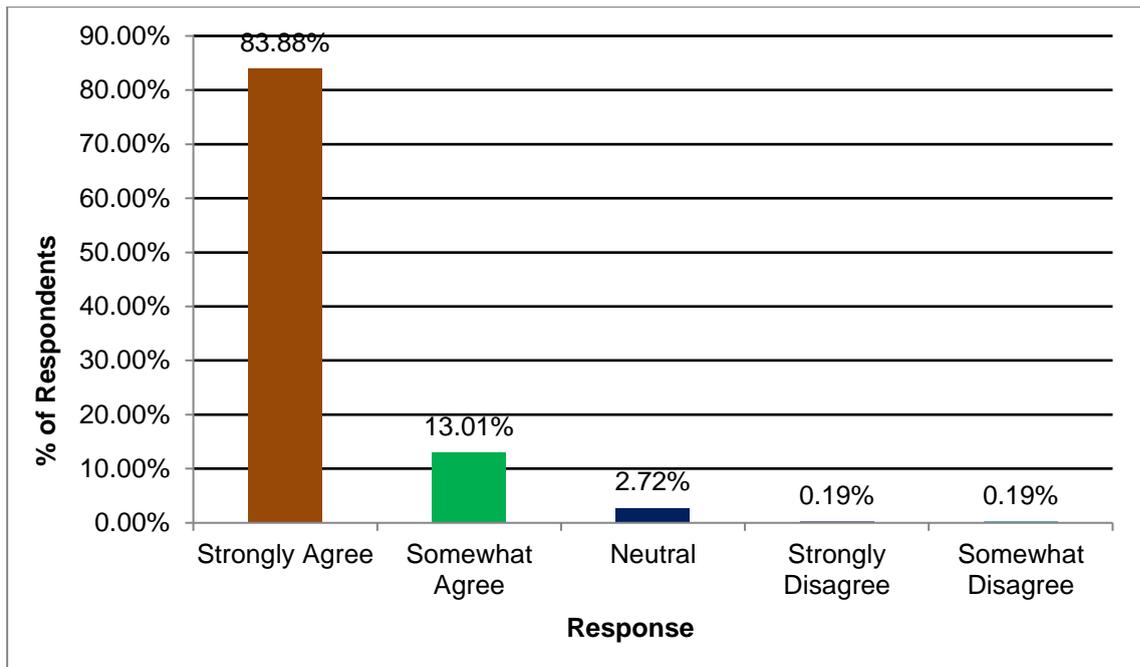


Figure – 4.16

Respondent’s opinion on Effective service recovery feature influences customer e-satisfaction in online retailing

Inference:

Table - 4.16 represents the opinion of the Effective service recovery feature influences customer e-satisfaction in online retailing. The majority of the respondents with 83.88% have strongly agreed with the statement. This is followed by 13.01% of respondents, who have somewhat agreed. However, 0.19% of the respondents have somewhat disagreed and the same percentage (0.19%) of the respondents have strongly disagreed with the statement. Only 2.72% of the respondents have neither agreed nor disagreed with the statement. It can be observed that the online buyers in Guntur believe that Effective service recovery feature influences customer e-satisfaction in online retailing.

Table – 4.17

Respondent’s opinion on Error free bill generated for the purchased goods, influences customer e-Satisfaction in online retailing

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	437	84.85
Somewhat Agree	60	11.65
Neutral	16	3.11
Somewhat Disagree	1	0.19
Strongly Disagree	1	0.19
Total	515	100

Source: Primary Data

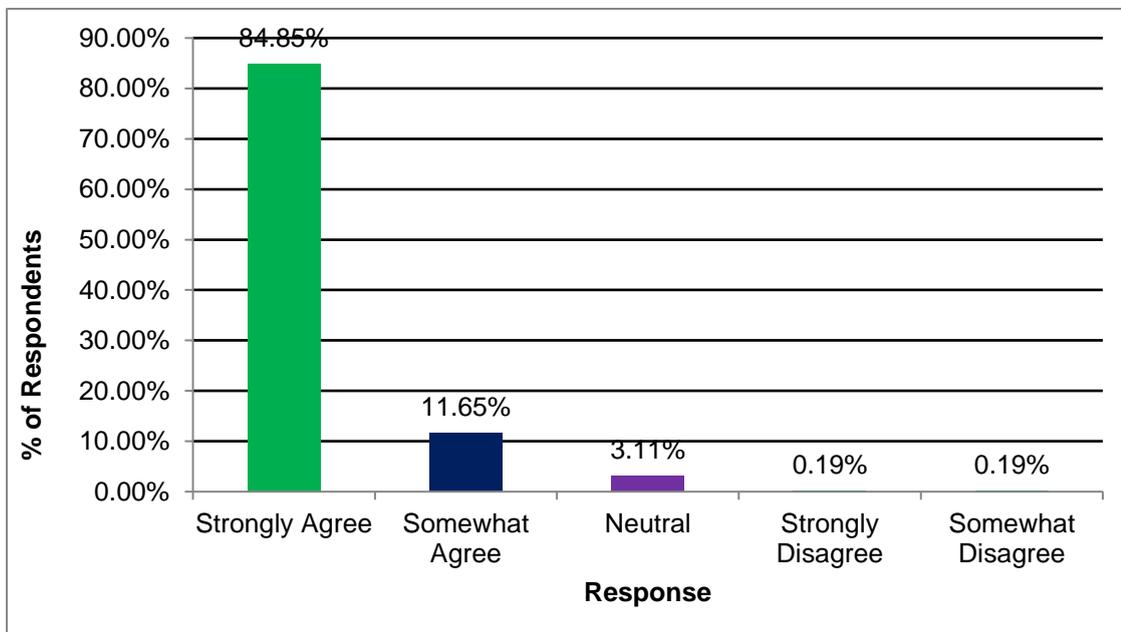


Figure – 4.17

**Respondent's opinion on Error free bill generated for the purchased goods,
influences customer e-Satisfaction in online retailing**

Inference:

Table - 4.17 represents the opinion of the respondents on Error free bill generated for the purchased goods, influences customer e-Satisfaction in online retailing. The majority of the respondents with 84.85% have strongly agreed with the statement. This is followed by 11.65% of respondents, who have somewhat agreed. However, 0.19% of the respondents have somewhat disagreed and the same percentage (0.19%) of the respondents have strongly disagreed with the statement. Only 3.11% of the respondents have neither agreed nor disagreed. It can be observed that the online buyers in Guntur believe that Error free bill generated for the purchased goods, influences customer e-Satisfaction in online retailing.

Table - 4.18

**Respondent's opinion on Instant Order confirmation email with payment
details influence customer e-Satisfaction in online retailing**

Response	No. of Respondents	Percentage (%)
Strongly Agree	394	76.50
Somewhat Agree	113	21.94
Neutral	4	0.78
Somewhat Disagree	2	0.39
Strongly Disagree	2	0.39
Total	515	100

Source: Primary Data

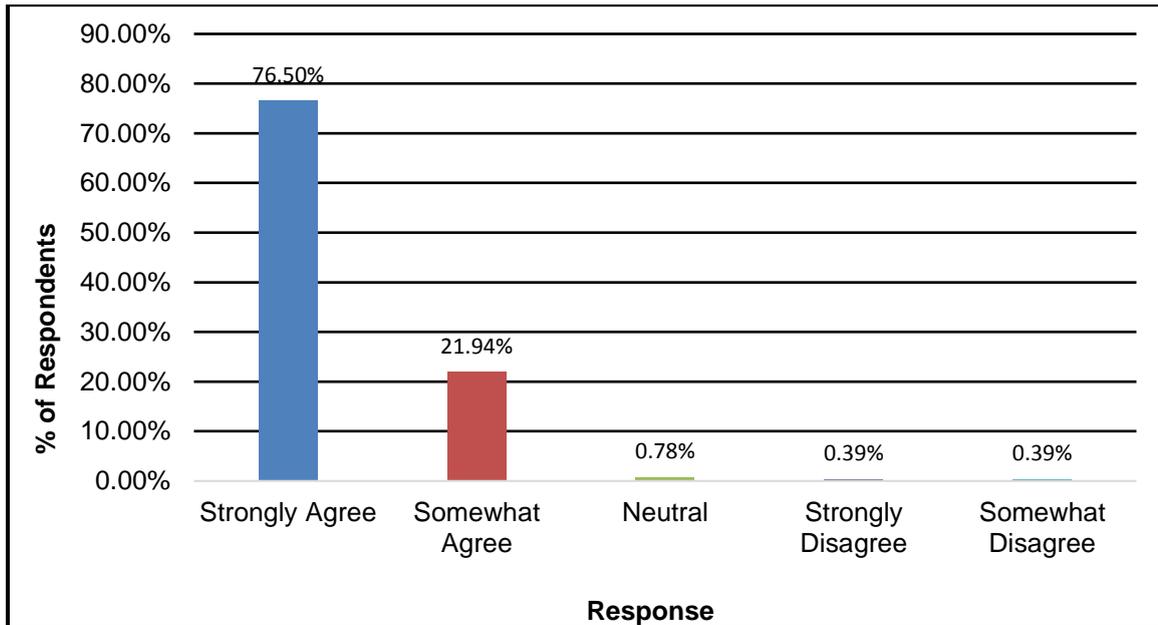


Figure – 4.18

Respondent’s opinion on Instant Order confirmation email with payment details influence customer e-Satisfaction in online retailing

Inference:

Table - 4.18 represents the opinions of the respondents on Instant Order confirmation email with payment details influence customer e-Satisfaction in online retailing. The majority of the respondents with 76.5% have strongly agreed with the statement. This is followed by 21.94% of respondents, who have somewhat agreed. However, 0.39% of the respondents expressed their disagreement and the same percentage (0.39%) of respondents have expressed strong disagreement. Only 0.78% of respondent have neither agreed nor disagreed. It can be observed that the online buyers in Guntur believe that instant Order confirmation email with payment details influence customer e-Satisfaction in online retailing, as majority of the respondents (76.5%) have strongly agreed with this statement.

Table – 4.19

Respondent’s opinion on Effective packaging of goods influences customer e-Satisfaction in online retailing

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	234	45.44
Somewhat Agree	171	33.20
Neutral	60	11.65
Somewhat Disagree	45	8.74
Strongly Disagree	5	0.97
Total	515	100

Source: Primary Data

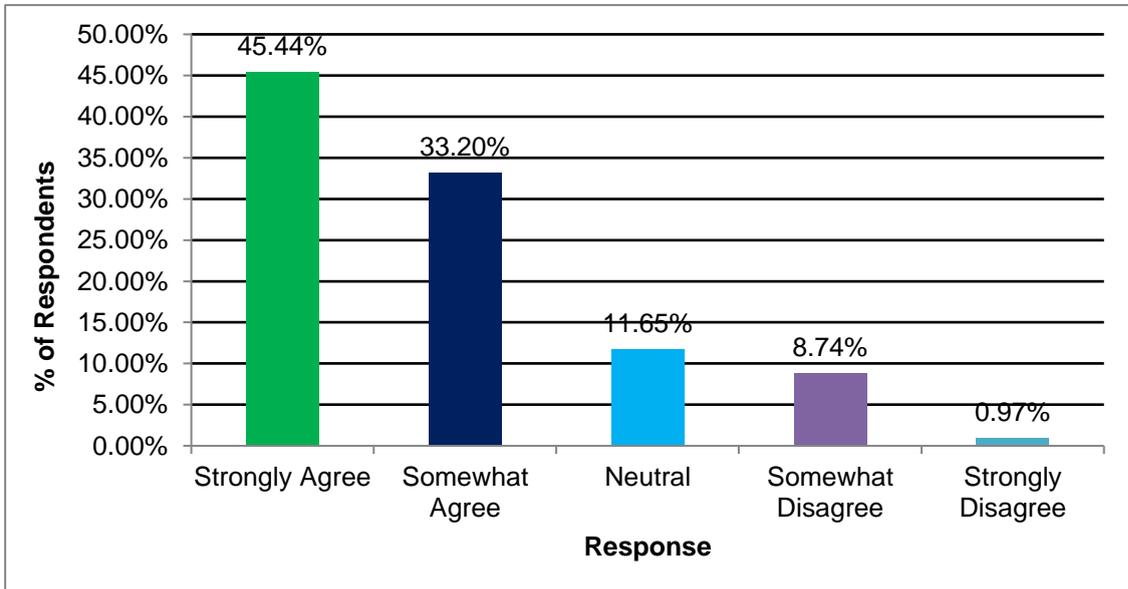


Figure – 4.19

Respondent’s opinion on Effective packaging of goods influences customer e-Satisfaction in online retailing

Inference:

Table - 4.19 represents the opinion of the respondents on Effective packaging of goods influences customer e-Satisfaction in online retailing. The majority of the respondents with 45.44% have strongly agreed with the statement. This is followed by 33.2% of respondents, who have agreed. However, 8.74% of the respondents expressed their disagreement. A meager of 0.97% respondents have strongly disagreed. Only 11.65% of respondent have neither agreed nor disagreed. It can be observed that the online buyers in Guntur believe that effective packaging of goods influences customer e-Satisfaction in online retailing.

Table – 4.20**Respondent’s opinion on Cutting-Edge Order Tracking feature influences customer e-Satisfaction in online retailing**

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	266	51.65
Somewhat Agree	142	27.57
Neutral	54	10.49
Somewhat Disagree	47	9.13
Strongly Disagree	6	1.17
Total	515	100

Source: Primary Data

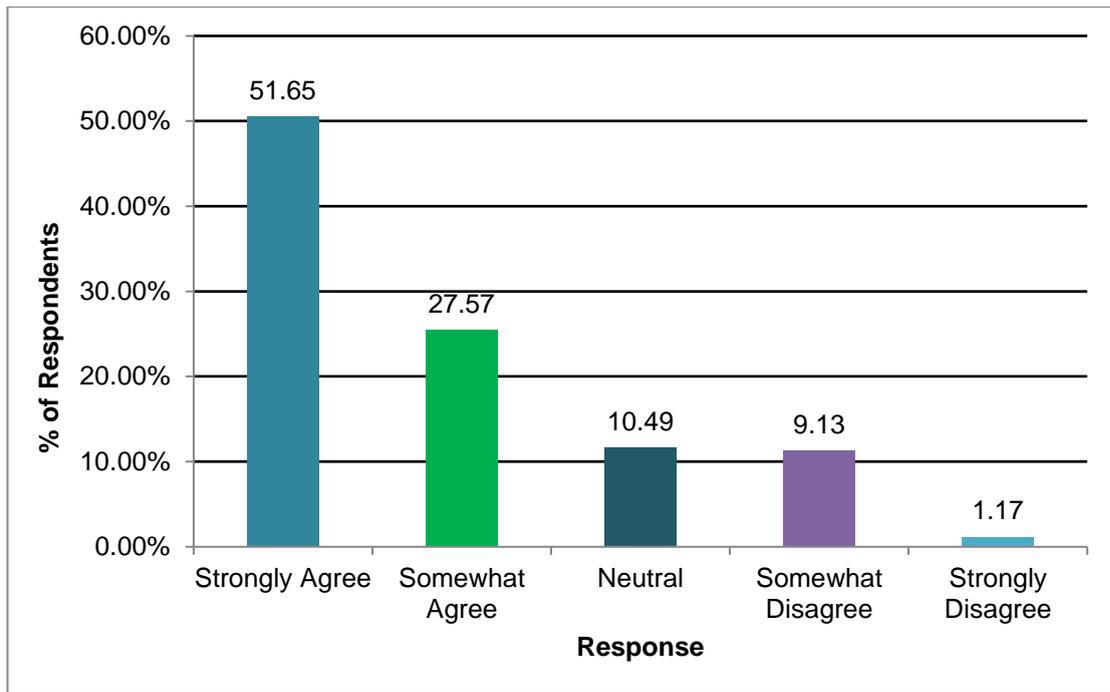


Figure – 4.20

Respondent’s opinion on Cutting-Edge Order Tracking feature influences customer e-Satisfaction in online retailing

Inference:

Table - 4.20 represents the opinion of the respondents on the Cutting-Edge Order Tracking feature influences customer e-Satisfaction in online retailing. The majority of the respondents with 51.65% have agreed with the statement. This is followed by 27.57% of respondents, who have somewhat agreed. However, 9.13% of the respondents expressed their disagreement. A Meager of 1.17% respondents have strongly disagreed. Only 10.49% of respondent have neither agreed nor disagreed. It can be observed that the online buyers in Guntur believe that the Cutting-Edge Order Tracking feature influences customer e-Satisfaction in online retailing. This finding correlate with the construct “Cutting Edge” as per the study of Novak et.al., (2000).

Table – 4.21

Respondent’s opinion on the feature to choose delivery time by customer influences customer e-Satisfaction

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	272	52.82
Somewhat Agree	164	31.84
Neutral	37	7.18
Somewhat Disagree	41	7.96
Strongly Disagree	1	0.19
Total	515	100

Source: Primary Data

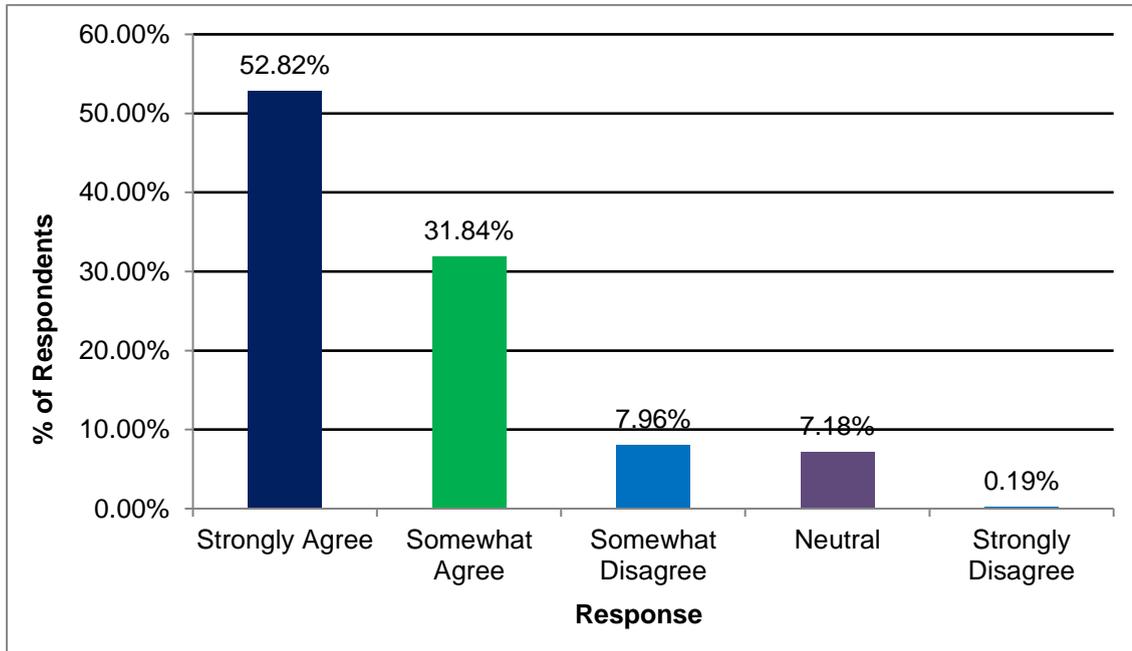


Figure – 4.21

Respondent’s opinion on the feature to choose delivery time by customer influences customer e-Satisfaction

Inference:

Table - 4.21 represents the opinion of the respondents on the feature to choose delivery time by customer influences customer e-Satisfaction. The majority of the respondents with 52.82% have strongly agreed with the statement. This is followed by 31.84% of respondents, who have somewhat agreed. However, 7.96% of the respondents expressed their disagreement. A Meager of 0.19% respondents strongly disagreed. Only 7.18% of respondent have neither agreed nor disagreed. It can be observed that the online buyers in Guntur believe that the feature to choose delivery time by customer influences customer e-Satisfaction.

Table – 4.22**Respondent’s opinion on free shipment facility influences Customer e-Satisfaction in online retailing**

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	307	59.61
Somewhat Agree	153	29.71
Neutral	51	9.90
Somewhat Disagree	2	0.39
Strongly Disagree	2	0.39
Total	515	100

Source: Primary Data

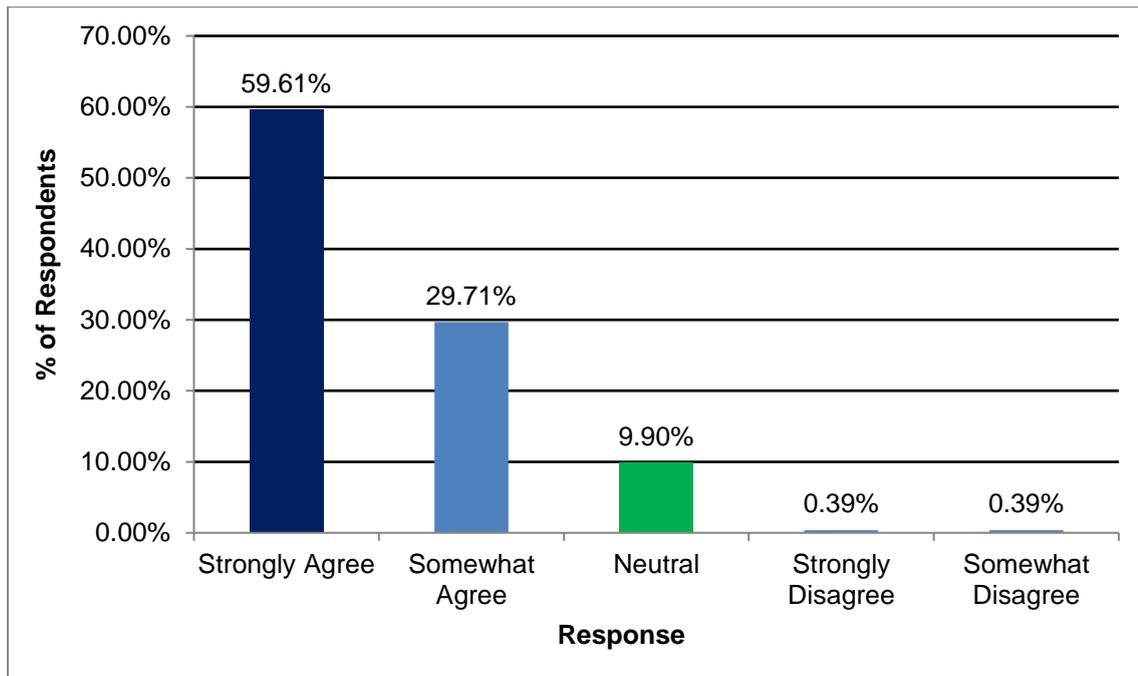


Figure – 4.22

Respondent’s opinion on free shipment facility influences Customer e-Satisfaction in online retailing

Inference:

Table - 4.22 represents the opinion of the respondents on free shipment facility influences Customer e-Satisfaction in online retailing. The majority of the respondents with 59.61% have strongly agreed with the statement. This is followed by 29.71% of respondents, who have somewhat agreed. However, 0.39% of the respondents expressed their disagreement and the same percentage (0.39%) of respondents have expressed strong disagreement. Only 9.9% of respondents have neither agreed nor disagreed. It can be observed that the online buyers in Guntur believe that free shipment facility influences Customer e-Satisfaction in online retailing.

Table – 4.23

Respondent’s opinion on Prompt communication on any delivery delay influences customer e-Satisfaction in online retailing

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	209	40.58
Somewhat Agree	216	41.94
Neutral	59	11.46
Somewhat Disagree	29	5.63
Strongly Disagree	2	0.39
Total	515	100

Source: Primary Data

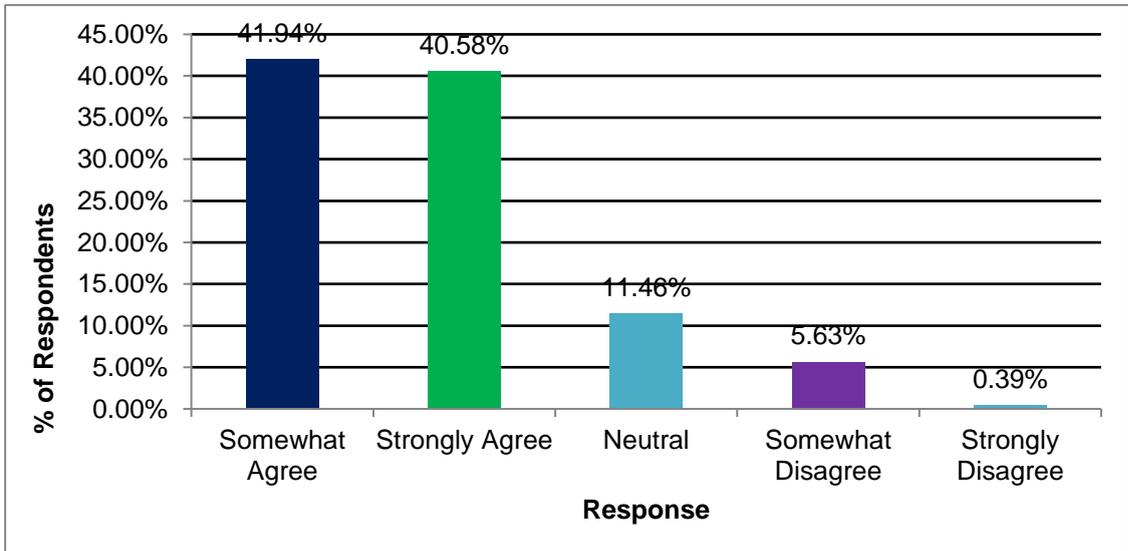


Figure – 4.23

Respondent’s opinion on Prompt communication on any delivery delay influences customer e-Satisfaction in online retailing

Inference:

Table - 4.23 represents the opinion of the respondents on Prompt communication on any delivery delay influences customer e-Satisfaction in online retailing. The majority of the respondents with 41.94% have somewhat agreed with the statement. This is followed by 40.58% of respondents, who have strongly agreed with the statement. However, 5.63% of the respondents have somewhat disagreed with the statement. A Meager of 0.39% respondents have strongly disagreed. Only 11.46% of respondent have neither agreed nor disagreed with the statement. It can be observed that the online buyers in Guntur believe that the prompt communication by the online retailers on any delivery delay influences customer e-Satisfaction in online retailing.

Table – 4.24

Respondent’s opinion on Delivery of goods as per agreed timeline, influences customer e-Satisfaction in online retailing

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	401	77.86
Somewhat Agree	109	21.17
Neutral	3	0.58
Somewhat Disagree	1	0.19
Strongly Disagree	1	0.19
Total	515	100

Source: Primary Data

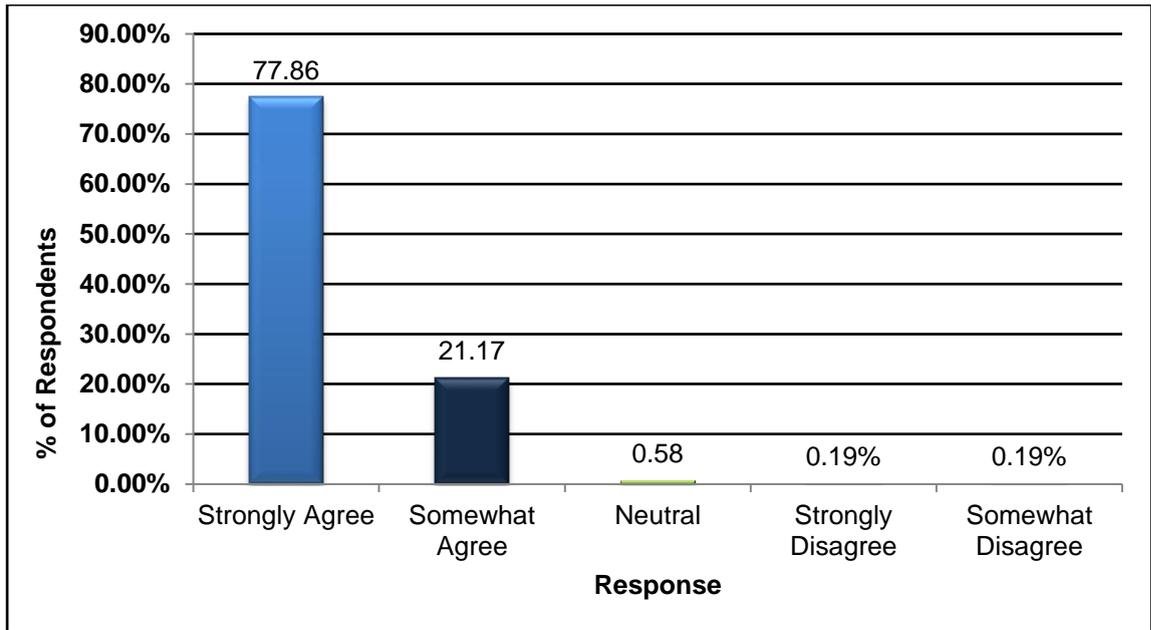


Figure – 4.24

Respondent’s opinion on Delivery of goods as per agreed timeline, influences customer e-Satisfaction in online retailing

Inference:

Table - 4.24 represents the opinion of the respondents on Delivery of goods as per agreed timeline, influences customer e-Satisfaction in online retailing. The majority of the respondents with 77.86% have strongly agreed with the statement. This is followed by 21.17% of respondents, who have somewhat agreed. However, 0.19% of the respondents have somewhat disagreed and the same percentage (0.19%) of respondents have strongly disagreed. Only 0.58% of respondent have neither agreed nor disagreed. It can be observed that the majority of the respondents / online buyers in Guntur believe that the Delivery of goods as per agreed timeline, influences customer e-Satisfaction in online retailing. This finding correlate with the construct “Quick Delivery” as per the study of Novak et.al., (2000).

Table – 4.25

Respondent’s opinion on the Delivered product quality & reliability influences customer e-Satisfaction in online retailing

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	464	90.10
Somewhat Agree	45	8.74
Neutral	4	0.78
Somewhat Disagree	1	0.19
Strongly Disagree	1	0.19
Total	515	100

Source: Primary Data

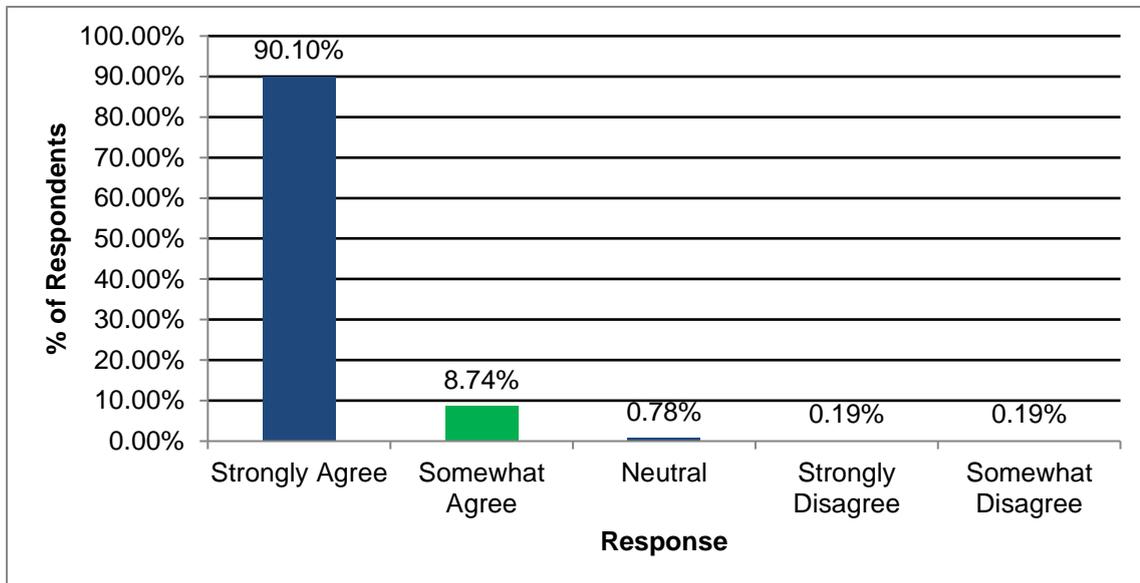


Figure – 4.25

Respondent’s opinion on the Delivered product quality & reliability influences customer e-Satisfaction in online retailing

Inference:

Table - 4.25 represents the opinion of the respondents on the Delivered product quality & reliability influences customer e-Satisfaction in online retailing. The majority of the respondents with 90.1% have strongly agreed with the statement. This is followed by 8.74% of respondents, who have somewhat agreed. However, 0.19% of the respondents expressed their disagreement and the same percentage (0.19%) of respondents have expressed strong disagreement. Only 0.78% of respondent have neither agreed nor disagreed. It can be observed that the online buyers in Guntur believe that the delivered product quality & reliability influences customer e-Satisfaction in online retailing. This factor is similar to the construct “Reliability” as per the study of Novak et.al., (2000).

Table – 4.26**Respondent’s opinion on the easy to contact the online retailer, influences customer e-Satisfaction in online retailing**

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	254	49.32
Somewhat Agree	205	39.81
Neutral	49	9.51
Somewhat Disagree	5	0.97
Strongly Disagree	2	0.39
Total	515	100

Source: Primary Data

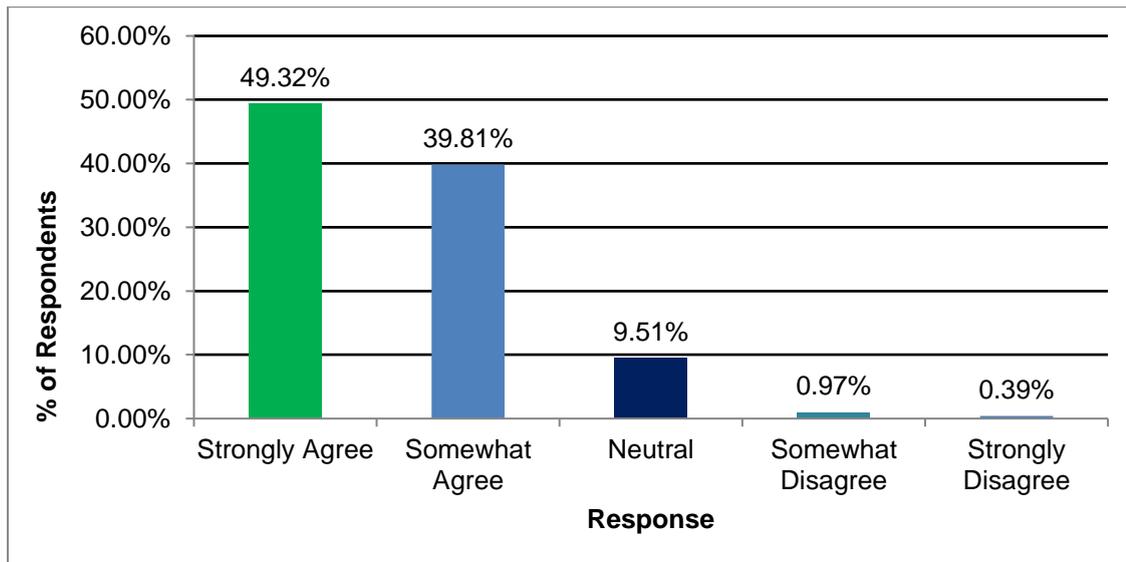


Figure – 4.26

Respondent’s opinion on the easy to contact the online retailer, influences customer e-Satisfaction in online retailing

Inference:

Table - 4.26 represents the opinion of the respondents on easy to contact the online retailer, influences customer e-Satisfaction in online retailing, influences customer e-Satisfaction. The majority of the respondents with 49.32% have strongly agreed with the statement. This is followed by 39.81% of the respondents, who have somewhat agreed. However, 0.97% of the respondents have somewhat disagreed with the statement. A Meager of 0.39% respondents have strongly disagreed. Remaining 9.51% of the respondents have neither agreed nor disagreed with the statement. It can be observed that majority of the online buyers in Guntur believe that easy to contact the online retailer, influences customer e-Satisfaction in online retailing. This finding correlate with the construct “Customer Support” as per the study of Novak et.al., (2000).

Table – 4.27

Respondent’s opinion on Handling returns of goods properly and paying refunds & replacements accurately, influences customer e-Satisfaction in online retailing

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	464	90.10
Somewhat Agree	45	8.74
Neutral	4	0.78
Somewhat Disagree	1	0.19
Strongly Disagree	1	0.19
Total	515	100

Source: Primary Data

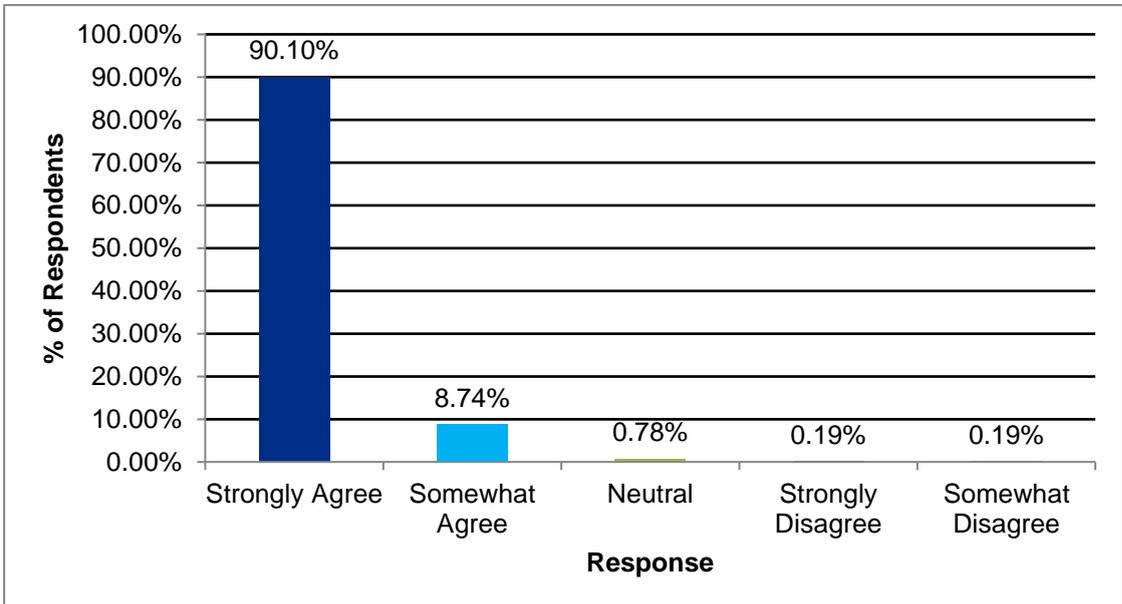


Figure – 4.27

Respondent’s opinion on Handling returns of goods properly and paying refunds & replacements accurately, influences customer e-Satisfaction in online retailing

Inference:

Table - 4.27 represents the opinion of the respondents on Handling returns of goods properly and paying refunds & replacements accurately, influences customer e-Satisfaction in online retailing. The majority of the respondents with 90.1% have strongly agreed with the statement. This is followed by 8.74% of respondents, who have somewhat agreed. However, 0.19% of the respondents have somewhat disagreed and the same percentage (0.19%) of the respondents have strongly disagreed. Only 0.78% of the respondents have neither agreed nor disagreed with the statement. It can be observed that the majority of the online buyers in Guntur believe that Handling returns of goods properly and paying refunds & replacements accurately, influences customer e-Satisfaction in online retailing. This finding correlate with the construct “Easy Returns” as per the study of Novak et.al., (2000).

Table – 4.28**Respondent’s opinion on the Quality of customer support staff response after sales, influences customer e-Satisfaction**

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	463	89.90
Somewhat Agree	44	8.54
Neutral	6	1.17
Somewhat Disagree	1	0.19
Strongly Disagree	1	0.19
Total	515	100

Source: Primary Data

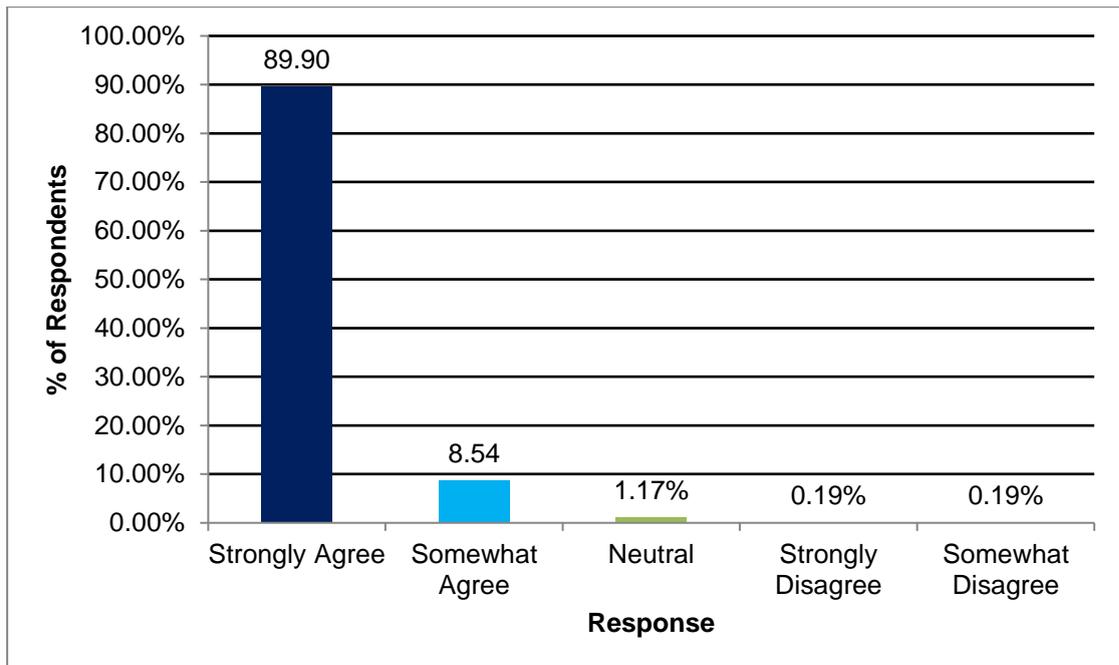


Figure – 4.28

Respondent’s opinion on the Quality of customer support staff response after sales, influences customer e-Satisfaction

Inference:

Table - 4.28 represents the opinion of the respondents on the Quality of customer support staff response after sales, influences customer e-Satisfaction in online retailing. The majority of the respondents with 89.9% have strongly agreed with the statement. This is followed by 8.54% of the respondents, who have somewhat agreed. However, 0.19% of the respondents have somewhat disagreed and the same percentage (0,19%) of the respondents have strongly disagreed. Only 1.17% of the respondents have neither agreed nor disagreed with the statement. It can be observed that majority of the respondents/online buyers in Guntur believe that the Quality of customer support staff response after sales, influences customer e-Satisfaction in online retailing. This finding correlate with the construct “Easy to Contact” as per the study of Novak et.al., (2000).

Table – 4.29

**Respondent’s opinion on 24X7 customer support staff availability influences
Customer e-Satisfaction in online retailing**

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	239	46.41
Somewhat Agree	185	35.92
Neutral	84	16.31
Somewhat Disagree	6	1.17
Strongly Disagree	1	0.19
Total	515	100

Source: Primary Data

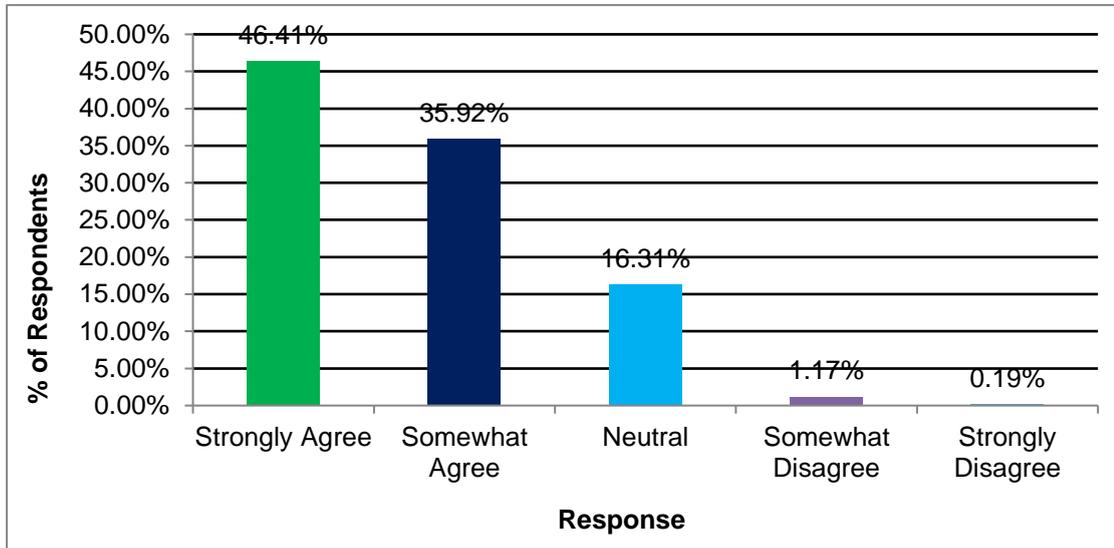


Figure – 4.29

**Respondent’s opinion on 24X7 customer support staff availability influences
Customer e-Satisfaction in online retailing**

Inference:

Table - 3.32 represents the opinion of the respondents on 24X7 customer support staff availability influences Customer e-Satisfaction in online retailing. The majority of the respondents with 46.41% have strongly agreed with the statement. This is followed by 35.92% of respondents, who have somewhat agreed. However, 1.17% of the respondents have somewhat disagreed. A Meager of 0.19% respondents have strongly disagreed. Remaining 16.31% of the respondents have neither agreed nor disagreed with the statement. It can be observed that majority of the respondents / online buyers in Guntur believe that 24X7 customer support staff availability influences Customer e-Satisfaction in online retailing. This finding correlate with the construct “Customer Support” as per the study of Novak et.al., (2000).

Table – 4.30**Respondent’s opinion on Handling cancellation of goods properly, influences Customer e-Satisfaction in online retailing**

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	329	63.88
Somewhat Agree	172	33.40
Neutral	9	1.75
Somewhat Disagree	3	0.58
Strongly Disagree	2	0.39
Total	515	100

Source: Primary Data

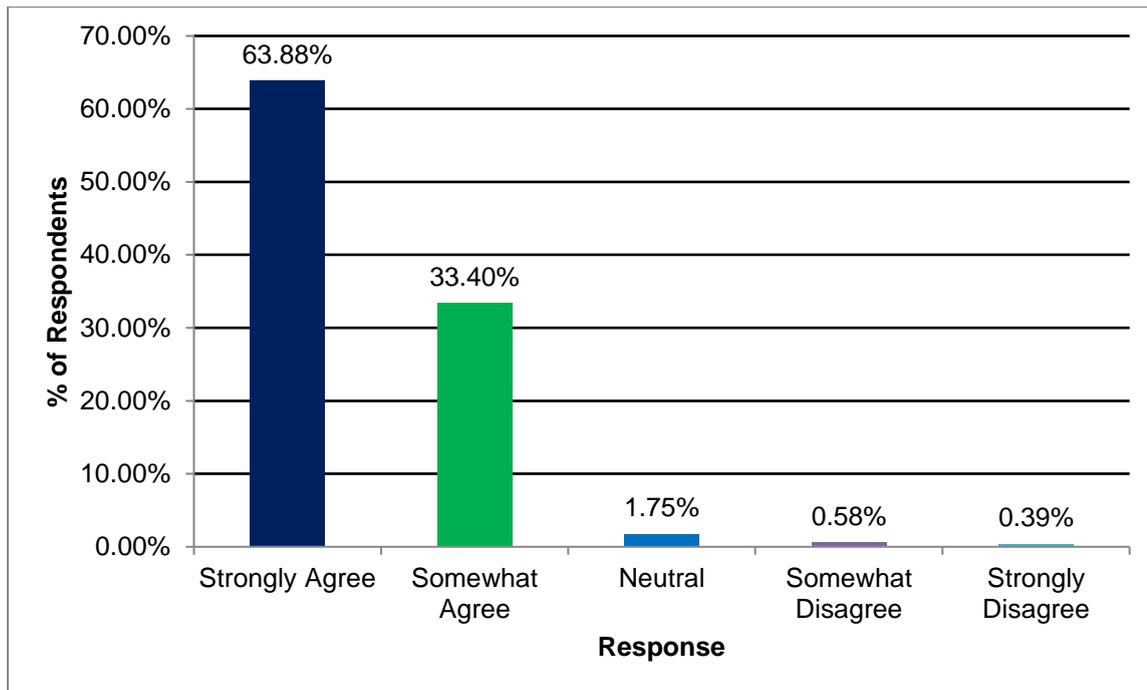


Figure – 4.30

Respondent’s opinion on Handling cancellation of goods properly, influences Customer e-Satisfaction in online retailing

Inference:

Table - 4.30 represents the opinion of the respondents on Handling cancellation of goods properly, influences Customer e-Satisfaction in online retailing. The majority of the respondents with 63.88% have strongly agreed with the statement. This is followed by 33.4% of respondents, who have agreed. However, 0.58% of the respondents expressed their disagreement. A Meager of 0.39% respondents have strongly disagreed. Only 1.75% of respondent have neither agreed nor disagreed. It can be observed that the online buyers in Guntur believe that Handling cancellation of goods properly, influences Customer e-Satisfaction in online retailing. This finding correlate with the construct “Easy to Cancel” as per the study of Novak et.al., (2000).

Table – 4.31

Respondent’s opinion on the facility to change the shipping address by customer before delivery influences Customer e-Satisfaction in online retailing

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	295	57.28
Somewhat Agree	205	39.81
Neutral	6	1.17
Somewhat Disagree	5	0.97
Strongly Disagree	4	0.78
Total	515	100

Source: Primary Data

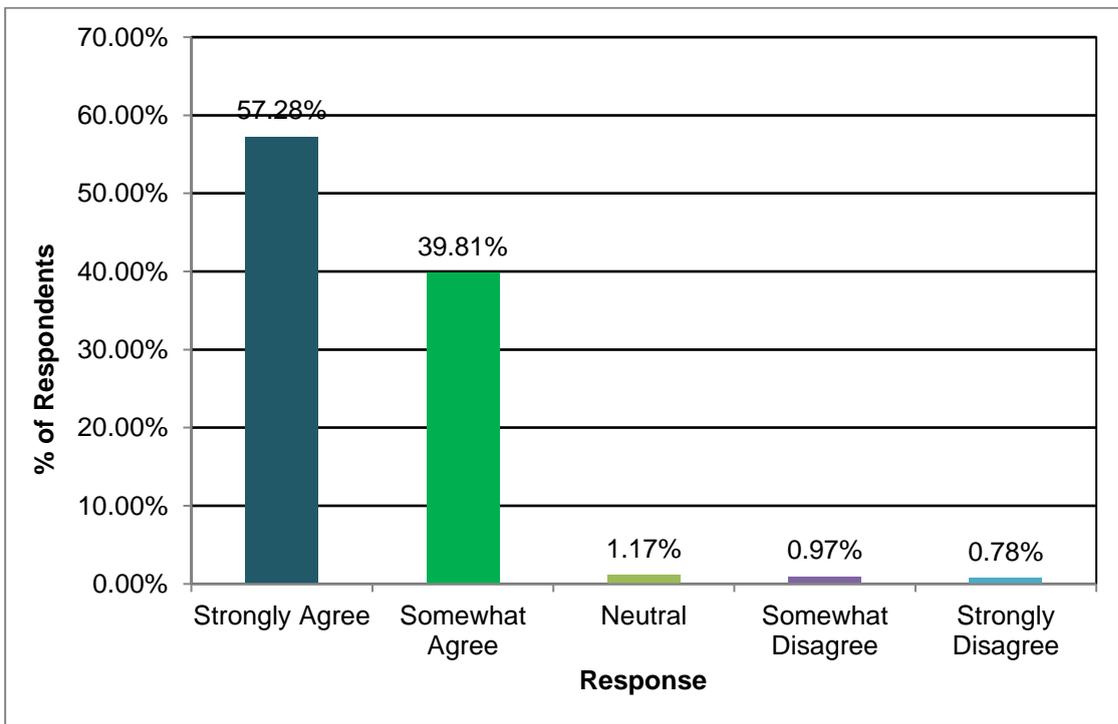


Figure – 4.31

Respondent’s opinion on the facility to change the shipping address by customer before delivery influences Customer e-Satisfaction in online retailing

Inference:

Table - 4.31 represents the opinion of the respondent on the facility to change the shipping address by customer before delivery influences Customer e-Satisfaction in online retailing. The majority of the respondents with 57.28% have strongly agreed with the statement. This is followed by 39.81% of respondents, who have somewhat agreed. However, 0.78% of the respondents expressed their strong disagreement. A Meager of 0.97% respondents have somewhat disagreed. Only 1.17% of respondent have neither agreed nor disagreed. It can be observed that the online buyers in Guntur believe that the facility to change the shipping address by customer before delivery influences Customer e-Satisfaction in online retailing.

Table – 4.32**Respondent’s opinion on Refurbished warranty influences customer e-Satisfaction in online retailing**

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	466	90.49
Somewhat Agree	41	7.96
Neutral	6	1.17
Somewhat Disagree	1	0.19
Strongly Disagree	1	0.19
Total	515	100

Source: Primary Data

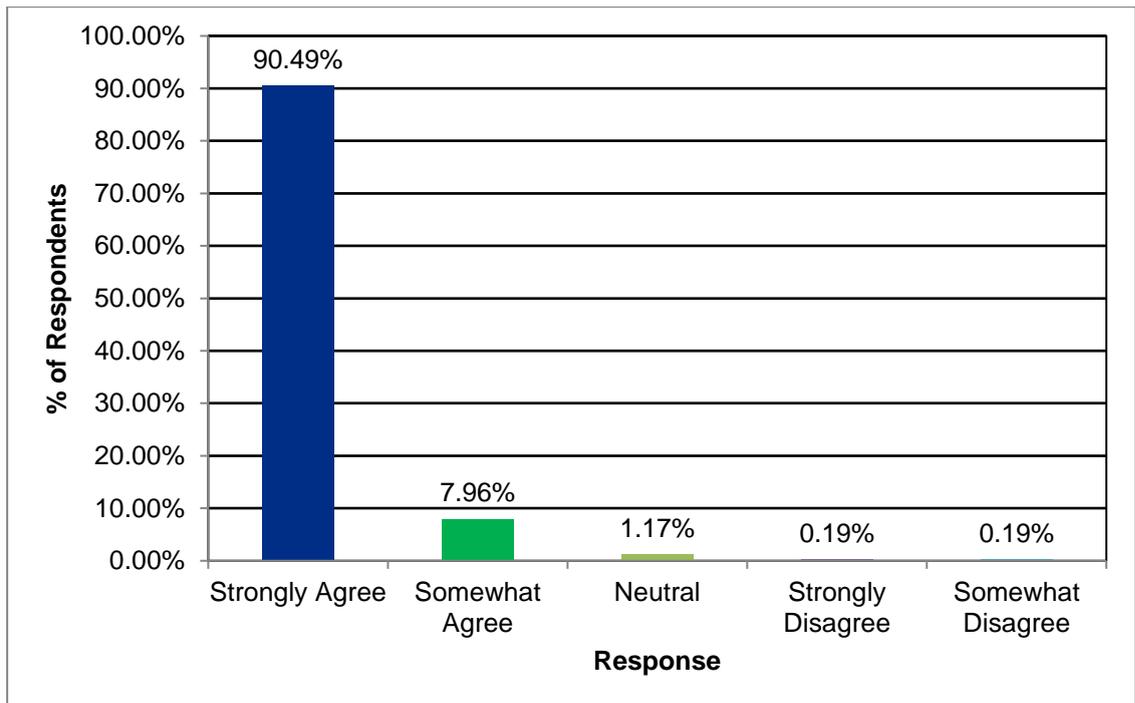


Figure – 4.32

Respondent’s opinion on Refurbished warranty influences customer e-Satisfaction in online retailing

Inference:

Table - 4.32 represents the opinion of the respondents on Refurbished warranty influences customer e-Satisfaction in online retailing. The majority of the respondents with 90.49% have strongly agreed with the statement. This is followed by 7.96% of respondents, who have somewhat agreed. However, 0.19% of the respondents have somewhat disagreed and the same percentage (0.19%) of respondents has expressed strong disagreement with the statement. Only 1.17% of respondent have neither agreed nor disagreed with the statement. It can be observed that the online buyers in Guntur believe that the Refurbished warranty influences customer e-Satisfaction in online retailing.

4.3 Results

4.3.1 Sampling testing

Table – 4.33

Chi-Square test between the questions and level of agreement

Crosstab							
		Level of Agreement					Total
		Strongly agree	Somewhat agree	Neutral	Somewhat disagree	Strongly disagree	
Question Number	1	360	144	4	4	3	515
	2	237	235	36	4	3	515
	3	227	174	55	30	29	515
	4	160	151	146	31	27	515
	5	207	77	150	41	40	515
	6	207	118	104	64	22	515
	7	135	146	114	110	10	515
	8	437	67	9	1	1	515
	9	455	54	4	1	1	515
	10	434	76	3	1	1	515
	11	474	36	3	1	1	515
	12	432	67	14	1	1	515
	13	437	60	16	1	1	515
	14	394	113	4	2	2	515
	15	234	171	60	45	5	515
	16	266	142	54	47	6	515
	17	272	164	37	41	1	515
	18	307	153	51	2	2	515
	19	209	216	59	29	2	515
	20	401	109	3	1	1	515
	21	464	45	4	1	1	515
	22	254	205	49	5	2	515
	23	464	45	4	1	1	515
	24	463	44	6	1	1	515
	25	239	185	84	6	1	515
	26	329	172	9	3	2	515
	27	295	205	6	5	4	515
	28	466	41	6	1	1	515
Total		9259	3415	1094	480	172	14420

Table – 4.34
Chi-Square Test results

Chi-Square Test			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4751.747 ^a	108	.000
Likelihood Ratio	4363.553	108	.000
Linear-by-Linear Association	59.662	1	.000
N of Valid Cases	14420		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.13.			

Inference:

The Chi Square test was applied to examine the association between the two variables so as to test its significant level. The result of the test showed that the question and level of agreement are dependent. The respondents level of agreement is fully associated with the questions asked.

Chi-Square test between the dimensions of service quality and level of agreement

Table – 4.35

Crosstab between dimensions of service quality and level of agreement

Crosstab							
		Level of Agreement					
		Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree	Total
Dimension	Quality of Information	1533	1045	609	284	134	3605
	Quality of Payment Handling Process	3063	473	53	8	8	3605
	Quality of Delivery	2153	1000	268	166	18	3605
	Quality of After-Sales Support	2510	897	164	22	12	3605
Total		9259	3415	1094	480	172	14420

Table – 4.36

Chi-Square test results

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	879.350 ^a	12	.000
Likelihood Ratio	1006.601	12	.000
Linear-by-Linear Association	87.327	1	.000
N of Valid Cases	14420		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 42.99.			

Inference:

The Chi Square test was applied to examine the association between the two variables so as to test its significant level. The result of the test showed that the type of the question and level of agreement are dependent. The respondents level of agreement is fully associated with the type of the questions asked.

**Chi-Square test between Occupation of the respondents and their response
related to Quality of Information**

Table – 4.37

Crosstab between Occupation and response related to Quality of Information

Crosstab				
Count				
		Quality of Information		Total
		1	2	
Occupation	Student	142	20	162
	Business / Profession	107	5	112
	Housewife	21	4	25
	Employee	173	43	216
Total		443	72	515

Table – 4.38

Chi-Square Test Results

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.188 ^a	3	.002
Likelihood Ratio	17.186	3	.001
Linear-by-Linear Association	7.781	1	.005
N of Valid Cases	515		
a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 3.50.			

Inference:

Both occupation of the respondents and the level of agreement are dependent. That is the respondents level of agreement is associated with their occupation in terms of the response given to the questions related to Quality of Information. Respondents belonging to each occupation have exhibited a group behavior. Their response is very specific to their occupation group. It can be noted that the response given by the respondents of the employee group is specific to their group. Response given by the respondents belonging to business/profession is specific to their group. Response given by the respondents belonging to housewife group is specific to their group. Similarly, response given by the respondents belonging to student group is specific to their group, to the questions related to customer quality of information that were asked in the questionnaire.

**Chi-Square test between Occupation of the respondents and their response
related to Quality of Payment Handling Process**

Table – 4.39

Crosstab between Occupation and Quality of Payment Handling Process

Crosstab						
Count						
		Quality of Payment Handling Process				
		1	2	3	4	Total
Occupation	Student	120	37	4	1	162
	Business / Profession	2	90	15	5	112
	Housewife	3	22	0	0	25
	Employee	149	62	4	1	216
Total		274	211	23	7	515

Table – 4.40

Chi-Square Test Results

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	199.906 ^a	9	.000
Likelihood Ratio	231.148	9	.000
Linear-by-Linear Association	4.156	1	.041
N of Valid Cases	515		
a. 5 cells (31.3%) have expected count less than 5. The minimum expected count is .34.			

Inference:

Both occupation of the respondents and the level of agreement are dependent. That is the respondents level of agreement is associated with their occupation in terms of the response given to the questions related to customer Quality of Payment Handling Process. Respondents belonging to each occupation have exhibited a group behavior. Their response is very specific to their occupation group. It can be noted that the response given by the respondents of the employee group is specific to their group. Response given by the respondents belonging to business/profession is specific to their group. Response given by the respondents belonging to housewife group is specific to their group. Similarly, response given by the respondents belonging to student group is specific to their group, to the questions related to Quality of Payment Handling Process that were asked in the questionnaire.

**Chi-Square test between Occupation of the respondents and their response
related to Quality of Delivery**

Table – 4.41

Crosstab between Occupation and Quality of Delivery

Crosstab					
Count					
		Quality of Delivery			
		1	2	3	Total
Occupation	Student	121	30	11	162
	Business / Profession	109	3	0	112
	Housewife	19	6	0	25
	Employee	194	22	0	216
Total		443	61	11	515

Table – 4.42

Chi-Square Test Results

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	46.360 ^a	6	.000
Likelihood Ratio	49.957	6	.000
Linear-by-Linear Association	15.612	1	.000
N of Valid Cases	515		
a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .53.			

Inference:

Both occupation of the respondents and the level of agreement are dependent. That is the respondents level of agreement is associated with their occupation in terms of the response given to the questions related to customer Quality of Delivery. Respondents belonging to each occupation have exhibited a group behavior. Their response is very specific to their occupation group. It can be noted that the response given by the respondents of the employee group is specific to their group. Response given by the respondents belonging to business/profession is specific to their group. Response given by the respondents belonging to housewife group is specific to their group. Similarly, response given by the respondents belonging to student group is specific to their group, to the questions related to Quality of Delivery that were asked in the questionnaire.

Chi-Square test between Occupation of the respondents and their response related to Quality of After-Sales Support

Table – 4.43

Crosstab between Occupation and Quality of After-Sales Support

Crosstab				
Count				
		Quality of After-Sales Support		Total
		1	2	
Occupation	Student	138	24	162
	Business / Profession	3	109	112
	Housewife	4	21	25
	Employee	163	53	216
Total		308	207	515

Table – 4.44

Chi-Square Test Results

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	237.447 ^a	3	.000
Likelihood Ratio	267.764	3	.000
Linear-by-Linear Association	1.142	1	.285
N of Valid Cases	515		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.05.			

Inference:

Both occupation of the respondents and the level of agreement are dependent. That is the respondents level of agreement is associated with their occupation in terms of the response given to the questions related to customer Quality of After-Sales Support. Respondents belonging to each occupation have exhibited a group behavior. Their response is very specific to their occupation group. It can be noted that the response given by the respondents of the employee group is specific to their group. Response given by the respondents belonging to business/profession is specific to their group. Response given by the respondents belonging to housewife group is specific to their group. Similarly, response given by the respondents belonging to student group is specific to their group, to the questions related to Quality of After-Sales Support that were asked in the questionnaire.

**Chi-Square test between Family Income of the respondents and their response
related to Quality of Information**

Table – 4.45

Crosstab between Family Income group and Quality of Information

Crosstab				
Count				
		Quality of Information		Total
		1	2	
Family Income	Rs. 10,000 to 20,000	91	4	95
	Rs. 20,001 to 30,000	77	13	90
	Rs. 30,001 to 40,000	96	35	131
	Rs. 40,001 to 50,000	60	17	77
	Rs. 50,001 and above	119	3	122
Total		443	72	515

Table – 4.46

Chi-Square Test Results

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	42.893 ^a	4	.000
Likelihood Ratio	47.722	4	.000
Linear-by-Linear Association	.112	1	.738
N of Valid Cases	515		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.77.			

Inference:

Both Family Income of the respondents and the level of agreement are dependent. That is the respondents level of agreement is associated with their family income in terms of the response given to the questions related to Quality of Information. Respondents belonging to each income group have exhibited a group behavior. Their response is very specific to their occupation group. It can be noted that the response given by the respondents belonging to family income Rs. 10,000 to Rs. 20,000 group is specific to their group. Response given by the respondents belonging to family income Rs. 20,001 to Rs. 30,000 is specific to their group. Response given by the respondents belonging to family income Rs. 30,001 to Rs. 40,000 group is specific to their group. Response given by the respondents belonging to family income Rs. 40,001 to Rs. 50,000 group is specific to their group. Similarly, response given by the respondents belonging to family income Rs. 50,001 and above group is specific to their group, to the questions related to Quality of Information that were asked in the questionnaire.

**Chi-Square test between Family Income of the respondents and their response
related to Quality of Payment Handling Process**

Table – 4.47

**Crosstab between Family Income group and Quality of Payment Handling
Process**

Crosstab						
Count						
		Quality of Payment Handling Process				Total
		1	2	3	4	
Family Income	Rs.10,000 to 20,000	42	50	3	0	95
	Rs.20,001 to 30,000	56	31	3	0	90
	Rs.30,001 to 40,000	94	28	6	3	131
	Rs.40,001 to 50,000	51	25	1	0	77
	Rs.50,001 and above	31	77	10	4	122
Total		274	211	23	7	515

Table – 4.48

Chi-Square Test Results

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	77.655 ^a	12	.000
Likelihood Ratio	83.824	12	.000
Linear-by-Linear Association	12.589	1	.000
N of Valid Cases	515		
a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is 1.05.			

Inference:

Both Family Income of the respondents and the level of agreement are dependent. That is the respondents level of agreement is associated with their family income in terms of the response given to the questions related to Quality of Payment Handling Process. Respondents belonging to each income group have exhibited a group behavior. Their response is very specific to their occupation group. It can be noted that the response given by the respondents belonging to family income Rs. 10,000 to Rs. 20,000 group is specific to their group. Response given by the respondents belonging to family income Rs. 20,001 to Rs. 30,000 is specific to their group. Response given by the respondents belonging to family income Rs. 30,001 to Rs. 40,000 group is specific to their group. Response given by the respondents belonging to family income Rs. 40,001 to Rs. 50,000 group is specific to their group. Similarly, response given by the respondents belonging to family income Rs. 50,001 and above group is specific to their group, to the questions related to Quality of Payment Handling Process that were asked in the questionnaire.

Chi-Square test between Family Income of the respondents and their response related to Quality of Delivery

Table – 4.49

Crosstab between Family Income Group and Quality of Delivery

Crosstab					
Count					
		Quality of Delivery			
		1	2	3	Total
Family Income	Rs.10,000 to 20,000	85	10	0	95
	Rs.20,001 to 30,000	74	16	0	90
	Rs.30,001 to 40,000	124	7	0	131
	Rs.40,001 to 50,000	60	17	0	77
	Rs.50,001 and above	100	11	11	122
Total		443	61	11	515

Table – 4.50

Chi-Square Test Results

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	52.793 ^a	8	.000
Likelihood Ratio	48.569	8	.000
Linear-by-Linear Association	8.871	1	.003
N of Valid Cases	515		
a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is 1.64.			

Inference:

Both Family Income of the respondents and the level of agreement are dependent. That is the respondents level of agreement is associated with their family income in terms of the response given to the questions related to Quality of Delivery. Respondents belonging to each income group have exhibited a group behavior. Their response is very specific to their occupation group. It can be noted that the response given by the respondents belonging to family income Rs. 10,000 to Rs. 20,000 group is specific to their group. Response given by the respondents belonging to family income Rs. 20,001 to Rs. 30,000 is specific to their group. Response given by the respondents belonging to family income Rs. 30,001 to Rs. 40,000 group is specific to their group. Response given by the respondents belonging to family income Rs. 40,001 to Rs. 50,000 group is specific to their group. Similarly, response given by the respondents belonging to family income Rs. 50,001 and above group is specific to their group, to the questions related to Quality of Delivery that were asked in the questionnaire.

Chi-Square test between Family Income of the respondents and their response related to Quality of After-Sales Support

Table – 4.51

Crosstab between Family Income Group and Quality of After-Sales Support

Crosstab				
Count				
		Quality of After-Sales Support		Total
		1	2	
Family Income	Rs. 10,000 to 20,000	55	40	95
	Rs. 20,001 to 30,000	63	27	90
	Rs. 30,001 to 40,000	104	27	131
	Rs. 40,001 to 50,000	55	22	77
	Rs. 50,001 and above	31	91	122
Total		308	207	515

Table – 4.52

Chi-Square Test Results

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	89.306 ^a	4	.000
Likelihood Ratio	91.005	4	.000
Linear-by-Linear Association	26.091	1	.000
N of Valid Cases	515		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 30.95.			

Inference:

Both Family Income of the respondents and the level of agreement are dependent. That is the respondents level of agreement is associated with their family income in terms of the response given to the questions related to Quality of After-Sales Support. Respondents belonging to each income group have exhibited a group behavior. Their response is very specific to their occupation group. It can be noted that the response given by the respondents belonging to family income Rs. 10,000 to Rs. 20,000 group is specific to their group. Response given by the respondents belonging to family income Rs. 20,001 to Rs. 30,000 is specific to their group. Response given by the respondents belonging to family income Rs. 30,001 to Rs. 40,000 group is specific to their group. Response given by the respondents belonging to family income Rs. 40,001 to Rs. 50,000 group is specific to their group. Similarly, response given by the respondents belonging to family income Rs. 50,001 and above group is specific to their group, to the questions related to Quality of After-Sales Support that were asked in the questionnaire.

**Chi-Square test between Age of the respondents and their response related to
Quality of Payment Handling Process**

Table – 4.53

Crosstab between Age and Quality of Payment Handling Process

Crosstab						
Count						
		Quality of Payment Handling Process				Total
		1	2	3	4	
Age (in years)	18-23	120	37	4	1	162
	24-29	66	75	4	1	146
	30-35	88	99	15	5	207
Total		274	211	23	7	515

Table – 4.54

Chi-Square Test Results

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	47.539 ^a	6	.000
Likelihood Ratio	48.423	6	.000
Linear-by-Linear Association	33.528	1	.000
N of Valid Cases	515		
a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 1.98.			

Inference:

Both age of the respondents and the level of agreement are dependent. That is the respondents level of agreement is associated with their age in terms of the response given to the questions related to Quality of Payment Handling Process. Respondents belonging to each group of the age have exhibited a group behavior. Their response is very specific to their age group. It can be noted that the response given by the respondents of the age group 18 – 23 years is specific to their group. Response given by the respondents of the age group 24 – 29 years is specific to their group. Similarly, response given by the respondents of the age group 30 – 35 years is specific to their group, to various questions related to Quality of Payment Handling Process that were asked in the questionnaire.

**Chi-Square test between Age of the respondents and their response related to
Quality of Delivery**

Table – 4.55

Crosstab between Age and Quality of Delivery

Crosstab					
Count					
		Quality of Delivery			Total
		1	2	3	
Age (in years)	18-23	121	30	11	162
	24-29	121	25	0	146
	30-35	201	6	0	207
Total		443	61	11	515

Table – 4.56

Chi-Square Test Results

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	53.022 ^a	4	.000
Likelihood Ratio	59.330	4	.000
Linear-by-Linear Association	43.577	1	.000
N of Valid Cases	515		
a. 3 cells (33.3%) have expected count less than 5 b. . The minimum expected count is 3.12.			

Inference:

Both age of the respondents and the level of agreement are dependent. That is the respondents level of agreement is associated with their age in terms of the response given to the questions related to Quality of Delivery. Respondents belonging to each group of the age have exhibited a group behavior. Their response is very specific to their age group. It can be noted that the response given by the respondents of the age group 18 – 23 years is specific to their group. Response given by the respondents of the age group 24 – 29 years is specific to their group. Similarly, response given by the respondents of the age group 30 – 35 years is specific to their group, to the questions related to Quality of Delivery that were asked in the questionnaire.

**Chi-Square test between Age of the respondents and their response related to
Quality of After-Sales Support**

Table – 4.57

Crosstab between Age and Quality of After-Sales Support

Crosstab				
Count				
		Quality of After-Sales Support		Total
		1	2	
Age (In years)	18-23	138	24	162
	24-29	75	71	146
	30-35	95	112	207
Total		308	207	515

Table – 4.58

Chi-Square Test Results

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	64.397 ^a	2	.000
Likelihood Ratio	70.238	2	.000
Linear-by-Linear Association	55.589	1	.000
N of Valid Cases	515		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 58.68.			

Inference:

Both age of the respondents and the level of agreement are dependent. That is the respondents level of agreement is associated with their age in terms of the response given to the questions related to Quality of After-Sales Support. Respondents belonging to each group of the age have exhibited a group behavior. Their response is very specific to their age group. It can be noted that the response given by the respondents of the age group 18 – 23 years is specific to their group. Response given by the respondents of the age group 24 – 29 years is specific to their group. Similarly, response given by the respondents of the age group 30 – 35 years is specific to their group, to the questions related to Quality of After-Sales Support that were asked in the questionnaire.

Chi-Square test between Gender of the respondents and their response related to Quality of Payment Handling Process

Table – 4.59

Crosstab between Gender and Quality of Payment Handling Process

Crosstab						
Count						
		Quality of Payment Handling Process				Total
		1	2	3	4	
Gender	Male	164	162	18	7	351
	Female	110	49	5	0	164
Total		274	211	23	7	515

Table – 4.60

Chi-Square Test Results

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.280 ^a	3	.000
Likelihood Ratio	22.542	3	.000
Linear-by-Linear Association	18.568	1	.000
N of Valid Cases	515		
a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 2.23.			

Inference:

Gender of the respondents and the level of agreement are dependent. That is the respondents level of agreement is associated with their gender in terms of the response given to the questions related to Quality of Payment Handling Process. Respondents belonging to each gender have exhibited a group behavior. Their response is very specific to each individual gender. It can be noted that the response given by the male respondents is specific to their group. Similarly, response given by the female respondents is specific to their group, to the questions related to Quality of Payment Handling Process that were asked in the questionnaire.

**Chi-Square test between Gender of the respondents and their response related to
Quality of Delivery**

Table – 4.61

Crosstab between Gender and Quality of Delivery

Crosstab					
Count					
		Quality of Delivery			Total
		1	2	3	
Gender	Male	306	35	10	351
	Female	137	26	1	164
Total		443	61	11	515

Table – 4.62

Chi-Square Test Results

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.062 ^a	2	.048
Likelihood Ratio	6.537	2	.038
Linear-by-Linear Association	.124	1	.725
N of Valid Cases	515		
a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 3.50.			

Inference:

Gender of the respondents and the level of agreement are dependent. That is the respondents level of agreement is associated with their gender in terms of the response given to the questions related to Quality of Delivery. Respondents belonging to each gender have exhibited a group behavior. Their response is very specific to their gender. It can be noted that the response given by the male respondents is specific to their group. Similarly, response given by the female respondents is specific to their group, to the questions related to Quality of Delivery that were asked in the questionnaire.

Chi-Square test between Gender of the respondents and their response related to Quality of After-Sales Support

Table – 4.63

Crosstab between Gender and Quality of After-Sales Support

Crosstab				
Count				
		Quality of After-Sales Support		Total
		1	2	
Gender	Male	195	156	351
	Female	113	51	164
Total		308	207	515

Table – 4.64

Chi-Square Test Results

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	8.283 ^a	1	.004		
Continuity Correction ^b	7.737	1	.005		
Likelihood Ratio	8.438	1	.004		
Fisher's Exact Test				.005	.003
Linear-by-Linear Association	8.267	1	.004		
N of Valid Cases	515				
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 65.92.					

Inference:

Gender of the respondents and the level of agreement are dependent. That is the respondents level of agreement is associated with their gender in terms of the response given to the questions related to Quality of After-Sales Support. Respondents belonging to each gender have exhibited a group behavior. Their response is very specific to their gender. It can be noted that the response given by the male respondents is specific to their group. Similarly, response given by the female respondents is specific to their group, to the questions related to Quality of After-Sales Support that were asked in the questionnaire as depicted in table 4.64.

Table – 4.65

Single Factor ANOVA between the groups

ANOVA: Single Factor						
Between the groups						
ANOVA						
<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	0.15	3	0.05	1.81E-06	1	3.238872
Within Groups	442702.8	16	27668.93			
Total	442703	19				

Inference:

Since the value of $p > 0.05$ it is concluded that the responses of the customers are influenced by different questions in the same way. It can be observed from ANOVA that the respondents have responded similarly for the questions related to Quality of Information, Quality of Payment Handling Process, Quality of Delivery and Quality of After-Sales Support in the similar manner as depicted in table 4.65.

Table – 4.66

Test of Between-Subjects Effects

Tests of Between-Subjects Effects					
Dependent Variable: Respondents e-Satisfaction in online retailing.					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	16.914 ^a	9	1.879	9.928	.000
Intercept	449.633	1	449.633	2375.379	.000
Gender	.259	1	.259	1.368	.243
Age	.590	1	.590	3.119	.078
Occupation	9.940	2	4.970	26.257	.000
Family Income	4.575	4	1.144	6.042	.000
Error	95.591	505	.189		
Total	871.000	515			
Corrected Total	112.505	515			
a. R Squared = .150 (Adjusted R Squared = .135)					

Inference:

The respondent's occupation (9.940) has significant influence on customer e-Satisfaction in online retailing, as the type III sum of square has a score of 9.940. Similarly, respondent's Family Income has significant influence on Customer e-Satisfaction, as the type III sum of square has a score of 4.575 as depicted in table 4.66.

Table – 4.67

Post Hoc Tests

Customer e-Satisfaction in online retailing			
Duncan ^{a,,b,,c}			
Homogeneous Subsets			
Respondent Age	N	Subset	
		1	2
18 – 23 years	162	1.11	
24 – 29 years	146	1.19	
30 – 35 years	207		1.31
Sig.		.090	1.000
Means for groups in homogeneous subsets are displayed. Based on observed means. The error term is Mean Square(Error) = .189.			
a. Uses Harmonic Mean Sample Size = 168.038.			
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.			
c. Alpha = 0.05.			

Inference:

The results of the post hoc test shows that age group 30 - 35 years is having a score of 1.31 as depicted in table 4.67. It can be concluded that the influence of the age group 30 – 35 years is more on Customer e-Satisfaction in online retailing in Guntur among the participated respondents.

Table – 4.68

Construct Reliability Test

Dimension	Cronbach's Alpha Value
Quality of Information	0.725
Quality of Payment Handling Process	0.761
Quality of Delivery	0.734
Quality of After-Sales Support	0.779

Inference:

Cronbach's alpha test was performed to ascertain the reliability of the questions in the questionnaire. SPSS v19.0 is used to calculate the Cronbach's alpha value. It is found that Cronbach's Alpha value related to the dimension 'Quality of Information' is 0.725, which is greater than the suggested value 0.70. The Cronbach's Alpha value related to the dimension 'Quality of Payment Handling Process' is found as 0.761 which is higher than the suggested value 0.70. The Cronbach's Alpha value related to the dimension 'Quality of Delivery' is found as 0.734 which is greater than the acceptable value 0.70. The Cronbach's Alpha value related to the dimension 'Quality of After-Sales Support' is found as 0.779 which is greater than the acceptable value 0.70. It can be inferred that all the dimensions considered in the scale are reliable as the Cronbach's Alpha value is greater than the acceptable value 0.70 as depicted in table 4.68 (Hair et.al., 2010). Cronbach's alpha coefficient varies from zero (0) to one (1), and the satisfactory value is required to be more than 0.70 for the scale to be reliable (Hair et al., 2010, p 91). It is recommended that each of the dimension in the scale should have the Cronbach's Alpha value greater than 0.70. Based on these results the scale is considered as reliable to conduct the current research work.

Table – 4.69

Communalities of the Service Quality Dimensions

Question Number	Initial	Extraction
Information quality in Product Description	1.000	.779
Information related to product reviews & customer feedback	1.000	.653
Information quality in wish-list and easy ordering	1.000	.676
Recommending other products purchased along-with this product	1.000	.639
Online Retailer’s Social Media presence	1.000	.725
Variety of products with detailed information	1.000	.693
Information Quality in Online chat feature	1.000	.617
Total Security & Privacy provided to Payment Handling Process	1.000	.734
Cash on Delivery (COD) facility	1.000	.635
Multiple & flexible payment options provided	1.000	.729
Fair and low Price	1.000	.959
Effective Service Recovery feature	1.000	.770
Error free bill generated for the purchased goods	1.000	.711
Instant Order confirmation email with payment details	1.000	.792
Effective packaging of goods	1.000	.774
Cutting-Edge Order Tracking feature	1.000	.626
Feature to choose delivery time by customer	1.000	.752
Free shipment facility	1.000	.797
Prompt communication on any delivery delay	1.000	.644
Delivery of goods as per agreed timeline	1.000	.743
Delivered product quality & reliability	1.000	.923
Refurbished warranty	1.000	.761
Quality of customer support staff response after sales	1.000	.914
Handling returns of goods properly and paying refunds &	1.000	.905
Easy to contact the online retailer	1.000	.671
24X7 customer support staff availability	1.000	.702
Handling cancellation of goods properly	1.000	.756
Facility to change the shipping address by customer before delivery	1.000	.662

Inference:

Hair et.al., (2010) suggested to examine each variable's communality, which represents the level of variance considered by the factor solution for each variable. The communalities must be measured in order to test whether variables meet the acceptable level of explanation. Hair et.al., (2010) recommended the cut-off value of 0.5 for each variable while measuring the communality. Communality is used to measure the percentage of variance in a given variable described by all the factors together. Communalities indicate the amount of variance in each variable that is under consideration. The extracted value represents the percentage of variance in a given variable explained by the extracted factor. The communalities for all the items were derived as depicted in table – 4.69. The values of communalities are fairly reasonable (greater than 0.5). It can be inferred that the data set is appropriate and can be considered for further analysis (Hair et.al., 2010), (Stewart, 1981).

Table – 4.70**Pearson Correlation between Service Quality Dimensions**

DIMENSIONS	Quality of Information	Quality of Payment Handling Process	Quality of Delivery	Quality of After-Sales Support
Quality of Information	1	-	-	-
Quality of Payment Handling Process	0.992543**	1	-	-
Quality of Delivery	0.959311**	0.964292**	1	-
Quality of After-Sales Support	0.994145**	0.996323**	0.954329**	1

**Correlation is significant at 0.01 level.

Inference:

Pearson's Correlation analysis is carried out to verify the discriminant validity and to determine whether there is a significant relationship between different dimensions of online retail Service Quality in the current study. It is found that variables are correlated with each other as depicted in table – 4.70. It can be observed from the table that the correlation coefficients are significant at 0.01 level indicating a positive relationship between the variables. It can be noted that there is a positive relationship between Quality of Information and Quality of Payment Handling Process (0.992543) at 0.01 level. There is a positive relationship between Quality of Information and Quality of Delivery (0.959311) at 0.01 level. There is a positive relationship exists between Quality of Information and Quality of After-Sales Support (0.994145) at 0.01 level. There is a positive relationship between Quality of Payment Handling Process and Quality of Delivery (0.964292) at 0.01 level. It is visible that there is a positive relationship between Quality of Payment Handling Process and Quality of After-Sales Support (0.996323) at 0.01 level. It can be noted that there is a positive relationship between Quality of Delivery and Quality of After-Sales Support (0.954329) at 0.01 level. The Correlation is the study related to the discovery of the relationship between multiple variables. Correlation can be understood as the statistical measurement of the relationship between any two variables. The probable correlation value ranges between +1 to -1. A correlation value of Zero indicates that there is no relation between the variables under consideration. The value of correlation coefficient 'r' ranges from -1 to +1.

If $r = +1$; then the correlation between the 2 variables is said to be positive and perfect.

If $r = -1$; then the correlation between the two variables is said to be adverse.

If $r = 0$; then there exists no correlation between the two variables.

The correlation analysis was organized to all the dimensions of online retail Service Quality dimensions which indicates that different constructs were relatively distinctive from each other. And also, the uni-dimensional nature of the items that were considered in the scale was assessed based on the correlation values between the items which indicated the relatedness of the questions asked in each of these dimensions. It can be mentioned that a cause and effect relationship exists between different forces functioning on the variable series.

4.3.2 Hypotheses testing

HYPOTHESIS 1: TESTING

Quality of Information and Customer e-Satisfaction in online retailing:

Contextual Overview:

Quality of Information related to product reviews, customer feedback, and Product Description influences customer e-Satisfaction. An attempt has been made to find out the significant relation between Information Quality and e-Satisfaction in online retailing.

Table – 4.71

Respondent's opinion on Information related to product reviews & customer feedback influence customer e-Satisfaction

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	237	46.02
Somewhat Agree	235	45.63
Neutral	36	6.99
Somewhat Disagree	4	0.78
Strongly Disagree	3	0.58
Total	515	100

Source: Primary Data

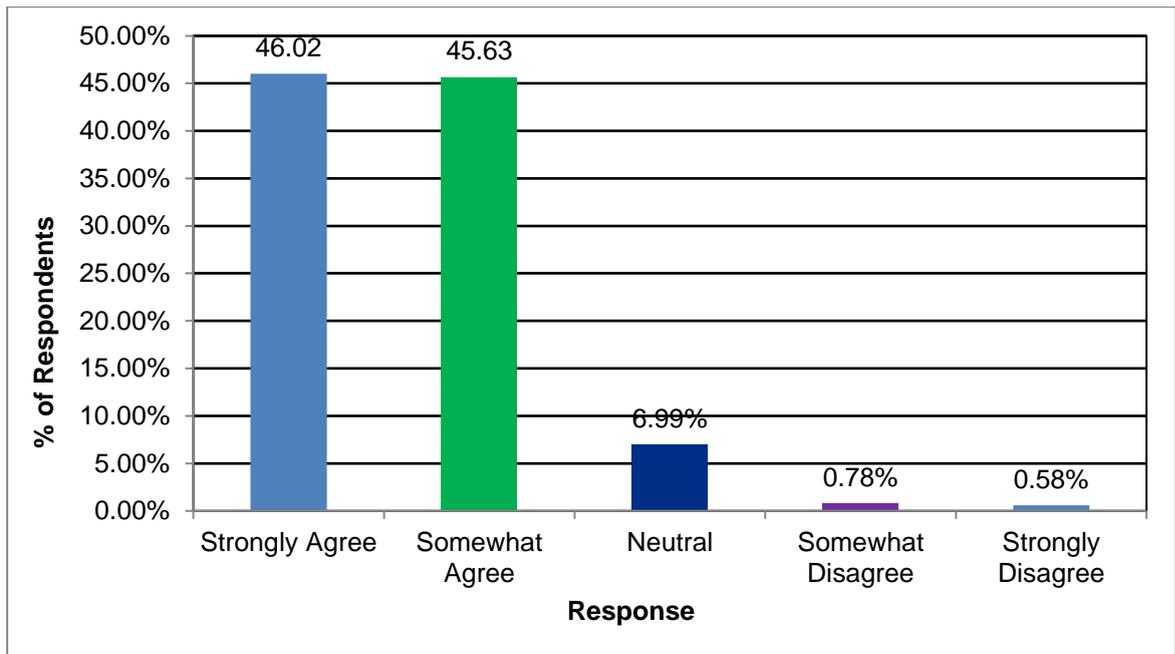


Figure – 4.33

Respondent’s opinion on Information related to product reviews & customer feedback influence customer e-Satisfaction

Inference:

Table - 4.71 represents the opinion of the respondents on Information related to product reviews & customer feedback influence customer e-Satisfaction. The majority of the respondents with 46.02% have strongly agreed with the statement. This is followed by 45.63% of respondents, who have somewhat agreed. However, 0.78% of the respondents have somewhat disagreed with the statement. A meager of 0.58% respondents have strongly disagreed. Only 6.99% of respondent have neither agreed nor disagreed. It can be observed that the online buyers in Guntur believe that the Information related to product reviews & customer feedback influence customer e-Satisfaction.

Table – 4.72

Respondent’s opinion on Information quality in Product Description influences customer e-Satisfaction in online retailing

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	360	69.90
Somewhat Agree	144	27.96
Neutral	4	0.78
Somewhat Disagree	4	0.78
Strongly Disagree	3	0.58
Total	515	100

Source: Primary Data

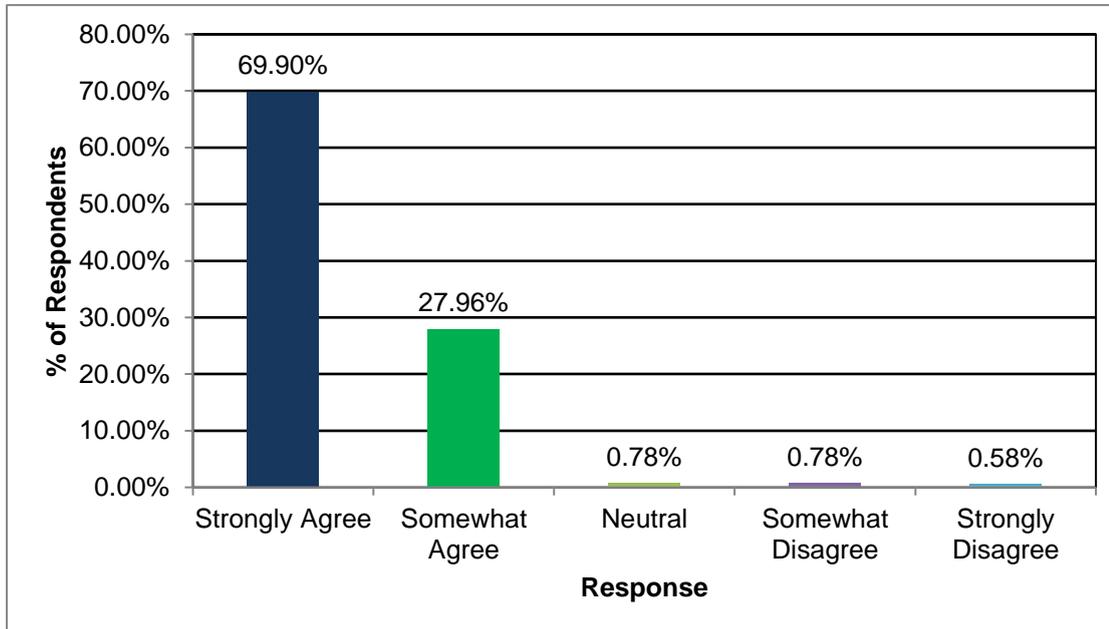


Figure – 4.34

Respondent’s opinion on Information quality in Product Description influences customer e-Satisfaction in online retailing

Inference:

Table - 4.72 represents the opinion of the respondents on Quality of Information in Product Description influences customer e-Satisfaction in online retailing. The majority of the respondents with 69.9% have strongly agreed with the statement. This is followed by 27.96% of respondents, who have somewhat agreed. However, 0.78% of the respondents have somewhat disagreed. A meager of 0.58% respondents have strongly disagreed. Only 0.78% of respondents are neutral, neither agreed nor disagreed. It can be observed that the majority of the respondents / online buyers in Guntur believe that the Information quality in Product Description influences customer e-Satisfaction in online retailing.

TEST-01: KOLMOGOROV-SMIRNOV TEST

Find out the relationship between Quality of Information and e-Satisfaction in online retailing.

Aim: To test whether there is any significant relationship between Quality of Information of online retail Website and Customer e-Satisfaction in online retailing.

Null Hypothesis

H0:

There is no significant relationship between Quality of Information of online retail Website and Customer e-Satisfaction in online retailing.

Alternative Hypothesis

H1:

There is a significant relationship between Quality of Information of online retail Website and Customer e-Satisfaction in online retailing.

Table - 4.73

Table - 4.71 and Table - 4.72 are cross tabulated and the following information is obtained

Crosstab – Quality of Information

Quality of Information						
Customer e-Satisfaction in online retailing	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly disagree	Total
Strongly Agree	187	47	0	2	1	237
	78.90	19.83	0.00	0.84	0.42	
Somewhat Agree	142	91	1	0	1	235
	60.43	38.72	0.43	0.00	0.43	
Neutral	30	5	1	0	0	36
	83.33	13.89	2.78	0.00	0.00	
Somewhat Disagree	0	0	2	1	1	4
	0.00	0.00	50.00	25.00	25.00	
Strongly disagree	1	1	0	1	0	3
	33.33	33.33	0.00	33.33	0.00	
Total	360	144	4	4	3	515

Table – 4.74

Table showing the data related to respondent’s opinion on Quality of Information

Quality of Information						
Customer e-Satisfaction in online retailing	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly disagree	Total
Strongly Agree	187	47	0	2	1	237
Somewhat Agree	142	91	1	0	1	235
Neutral	30	5	1	0	0	36
Somewhat Disagree	0	0	2	1	1	4
Strongly disagree	1	1	0	1	0	3
Total	360	144	4	4	3	515

Table – 4.75

Calculated weighted average

Quality of Information	Strongly Agree			Somewhat Agree			Neutral			Somewhat Disagree			Strongly disagree		
	X	W	XW	X	W	XW	X	W	XW	X	W	XW	X	W	XW
Customer e-Satisfaction in online retailing	187	5	935	47	5	235	0	5	0	2	5	10	1	5	5
Strongly Agree	187	5	935	47	5	235	0	5	0	2	5	10	1	5	5
Somewhat Agree	142	4	568	91	4	364	1	4	4	0	4	0	1	4	4
Neutral	30	3	90	5	3	15	1	3	3	0	3	0	0	3	0
Somewhat Disagree	0	2	0	0	2	0	2	2	4	1	2	2	1	2	2
Strongly disagree	1	1	1	1	1	1	0	1	0	1	1	1	0	1	0
Total	360		1594	144		615	4		11	4		13	3		11

Table – 4.76

Kolmogorov-Smirnov Test

F	CF	F₀(X)	E	CE	F_e(X)	F₀(X)-F_e(X)
4.43	4.43	0.24	3.67	3.67	0.20	0.04
4.27	8.70	0.47	3.67	7.35	0.40	0.074 (D _{max})
3.67	12.37	0.67	3.67	11.02	0.60	0.073
3.25	15.62	0.85	3.67	14.69	0.8	0.05
2.75	18.37	1	3.67	18.37	1	0
18.37						18.37

F = Observed frequency.

CF = Cumulative frequency.

E = Expected frequency.

D_{max} = Maximum deviation.

H₀ = Null Hypotheses.

H₁ = Alternative Hypotheses.

n = Sample size.

Calculated value of D_{max} = 0.074

Table value @ 5% level of significance = $1.36/\sqrt{n}$

$$= 1.36/\sqrt{515}$$

$$= 0.059$$

Result:

Calculated value of D_{max} (0.074) is greater than the table value (0.059), Hence H₀ is rejected and concluded that there is a significant relationship between Quality of Information of online retail website and Customer e-Satisfaction in online retailing.

HYPOTHESIS 2: TESTING

Quality of Payment Handling Process and Customer e-Satisfaction in online retailing:

Contextual Overview:

Security & privacy provided to customer payment handling process and Cash on Delivery (COD) facility influence the Customer e-Satisfaction in the online retailing. An attempt has been made to find out the significant relation between Quality of Payment Handling Process and Customer e-Satisfaction in online retailing.

Table – 4.77

Respondent's opinion on Total security & privacy provided to payment handling process quality influences Customer e-Satisfaction in the online retailing

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	437	84.85
Somewhat Agree	67	13.01
Neutral	9	1.75
Somewhat Disagree	1	0.19
Strongly Disagree	1	0.19
Total	515	100

Source: Primary Data

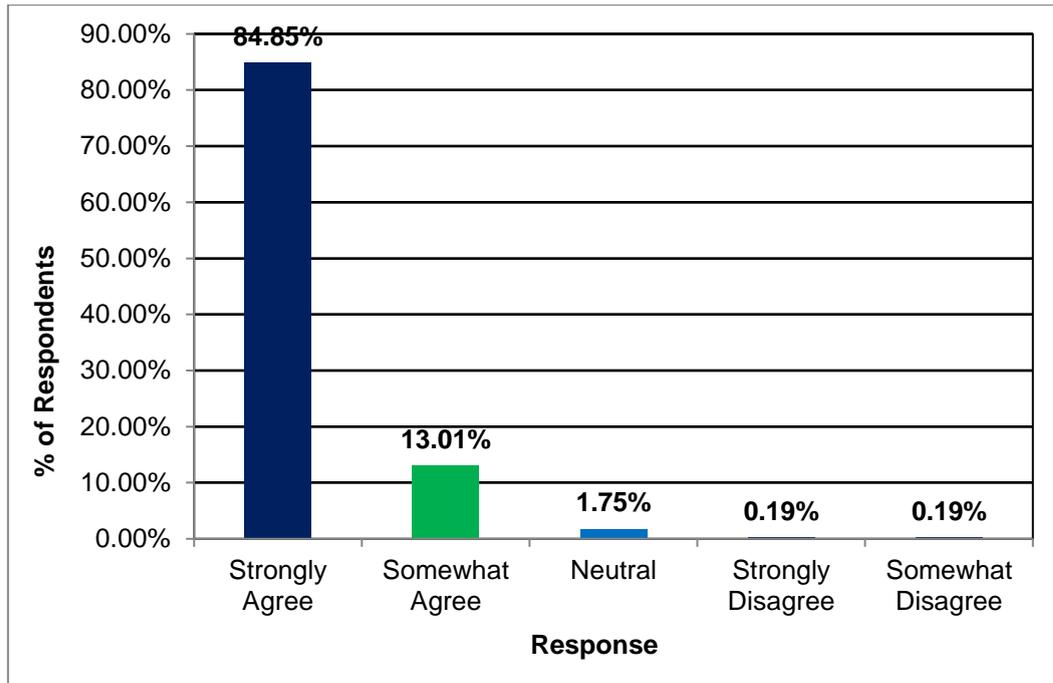


Figure – 4.35

Respondent’s opinion on Total security & privacy provided to payment handling process quality influences e-Satisfaction in the online retailing

Inference:

Table - 4.77 represents the opinion of the respondents on the Total security & privacy provided to customer payment process influences e-Satisfaction in online retailing. The majority of the respondents with 84.85% have strongly agreed with the statement. This is followed by 13.01% of respondents, who have somewhat agreed. However, 0.19% of the respondents have somewhat disagreed and the same percentage (0.19%) of the respondents have expressed strong disagreement. Only 1.75% of respondent have neither agreed nor disagreed with the statement. It can be observed that the online buyers in Guntur believe that the Total security & privacy provided to customer payment process influences e-Satisfaction in the online retailing.

Table – 4.78

**Respondent’s opinion on Cash on Delivery (COD) facility influences
Customer e-Satisfaction in online retailing**

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	455	88.35
Somewhat Agree	54	10.49
Neutral	4	0.78
Somewhat Disagree	1	0.19
Strongly Disagree	1	0.19
Total	515	100

Source: Primary Data

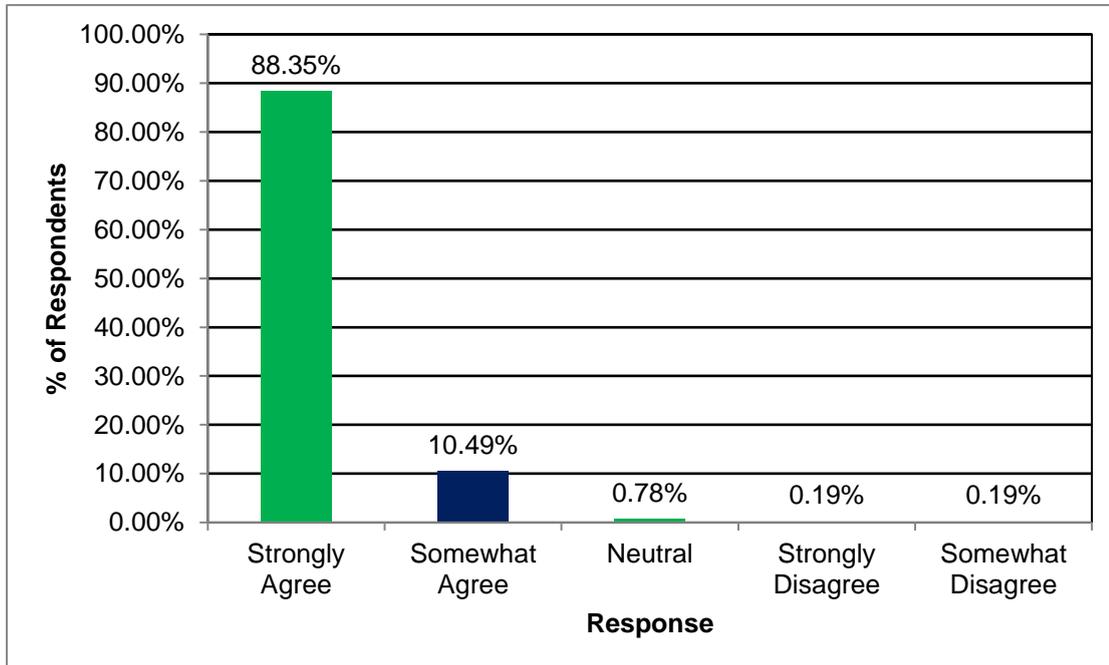


Figure – 4.36

**Respondent’s opinion on Cash on Delivery (COD) facility influences
Customer e-Satisfaction in online retailing**

Inference:

Table - 4.78 represents the opinion of the respondents on Cash on Delivery (COD) facility influences Customer e-Satisfaction in online retailing. The majority of the respondents with 88.35% have strongly agreed with the statement. This is followed by 10.49% of respondents, who have somewhat agreed. However, 0.19% of the respondents have somewhat disagreed and the same percentage (0.19%) of the respondents have strongly disagreed. Only 0.78% of the respondents have neither agreed nor disagreed with the statement. It can be observed that the online buyers in Guntur believe that Cash on Delivery (COD) facility influences Customer e-Satisfaction in online retailing.

TEST - 02: KOLMOGOROV-SMIRNOV TEST

Find out the relationship between Quality of Payment Handling Process and Customer e-Satisfaction in online retailing.

Aim: To test whether there is any significant relationship between Quality of Payment Handling Process and Customer e-Satisfaction in online retailing.

Null Hypothesis**H0:**

There is no significant relationship between Quality of Payment Handling Process and e-Satisfaction in online retailing.

Alternative Hypothesis**H1:**

There is a significant relationship between Quality of Payment Handling Process and Customer e-Satisfaction in online retailing.

Table - 4.79

Table - 4.77 and Table - 4.78 are cross tabulated and the following information is obtained.

Crosstab – Quality of Payment Handling Process

Quality of Payment Handling Process						
Customer e-Satisfaction in online retailing.	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly disagree	Total
Strongly Agree	393	43	0	1	0	437
	89.93	9.84	0.00	0.23	0.00	
Somewhat Agree	56	9	1	0	1	67
	83.58	13.43	1.49	0.00	1.49	
Neutral	5	2	2	0	0	9
	55.56	22.22	22.22	0.00	0.00	
Somewhat Disagree	0	0	1	0	0	1
	0.00	0.00	100.00	0.00	0.00	
Strongly disagree	1	0	0	0	0	1
	100.00	0.00	0.00	0.00	0.00	
Total	455	54	4	1	1	515

Table – 4.80

Table showing Data related to respondent’s opinion on Quality of Payment Handling Process

Quality of Payment Handling Process						
Customer e-Satisfaction in online retailing.	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly disagree	Total
Strongly Agree	185	23	0	1	0	209
Somewhat Agree	186	28	1	0	1	216
Neutral	36	9	14	0	0	59
Somewhat Disagree	28	0	1	0	0	29
Strongly disagree	2	0	0	0	0	2
Total	437	60	16	1	1	515

Table – 4.81
Calculated weighted average

Quality of Payment Handling Process	Strongly Agree			Somewhat Agree			Neutral			Somewhat Disagree			Strongly disagree		
	X	W	XW	X	W	XW	X	W	XW	X	W	XW	X	W	XW
Customer e-Satisfaction in online retailing.															
Strongly Agree	393	5	1965	43	5	215	0	5	0	1	5	5	0	5	0
Somewhat Agree	56	4	224	9	4	36	1	4	4	0	4	0	1	4	4
Neutral	5	3	15	2	3	6	2	3	6	0	3	0	0	3	0
Somewhat Disagree	0	2	0	0	2	0	1	2	2	0	2	0	0	2	0
Strongly disagree	1	1	1	0	1	0	0	1	0	0	1	0	0	1	0
Total	455		2205	54		257	4		12	1		5	1		4

Table – 4.82

Kolmogorov-Smirnov Test

F	CF	F₀(X)	E	CE	F_e(X)	F₀(X)-F_e(X)
5.00	5.00	0.23	4.32	4.32	0.20	0.03
4.85	9.85	0.46	4.32	8.64	0.40	0.056
4.76	14.61	0.68	4.32	12.96	0.60	0.076(Dmax)
4.00	18.61	0.86	4.32	17.28	0.8	0.06
3.00	21.61	1	4.32	21.61	1	0
21.61			21.61			

F = Observed frequency.

CF = Cumulative frequency.

E = Expected frequency.

D_{max} = Maximum deviation.

H₀ = Null Hypotheses.

H₁ = Alternative Hypotheses.

n = Sample size.

Calculated value of D_{max} = 0.076

Table value @ 5% level of significance = $1.36/\sqrt{n}$

$$= 1.36/\sqrt{515}$$

$$= 0.059$$

Result:

Calculated value of D_{max} (0.076) is greater than the table value (0.059), Hence H₀ is rejected and concluded that there is a significant relationship between Quality of Payment Handling Process and Customer e-Satisfaction in online retailing.

HYPOTHESIS 3: TESTING

Quality of Delivery and Customer e-Satisfaction in online retailing:

Contextual Overview:

Delivery of goods as per agreed timeline and delivered product quality & reliability influence the Customer e-Satisfaction in online retailing. An attempt has been made to find out the significant relation between Quality of Delivery and Customer e-Satisfaction in online retailing.

Table – 4.83

Respondent's opinion on Delivery of goods as per agreed timeline, influences customer e-Satisfaction in online retailing

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	401	77.86
Somewhat Agree	109	21.17
Neutral	3	0.58
Somewhat Disagree	1	0.19
Strongly Disagree	1	0.19
Total	515	100

Source: Primary Data

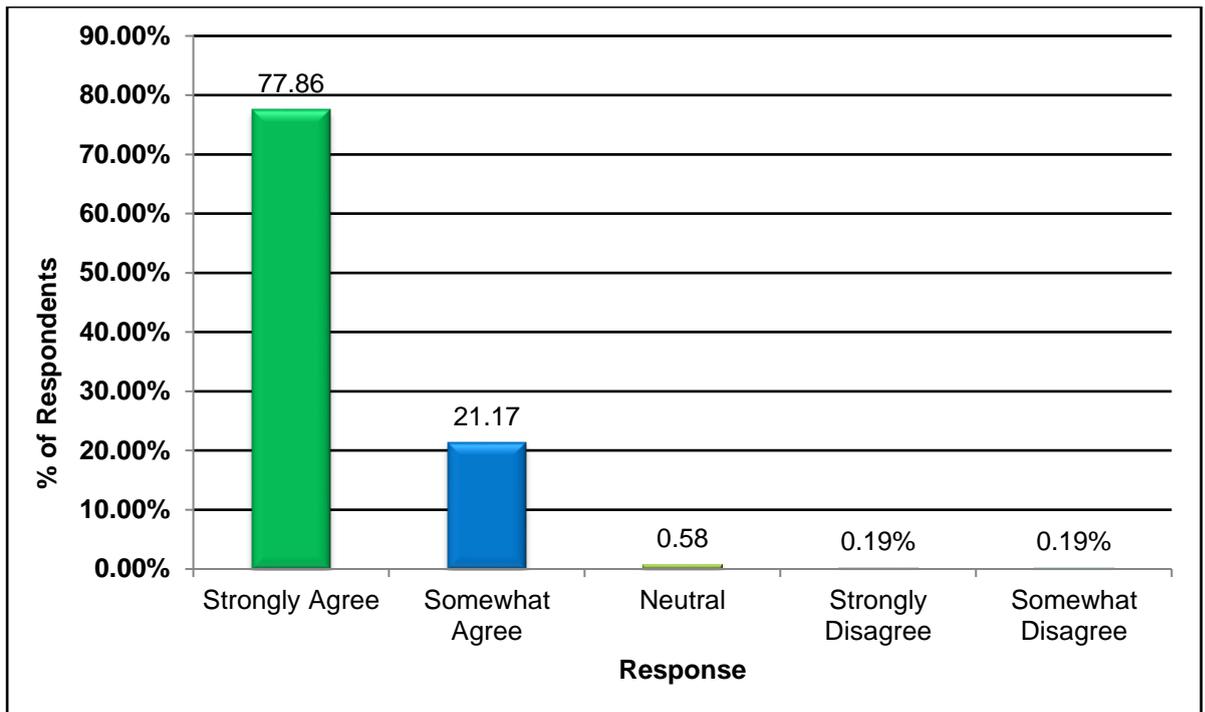


Figure – 4.37

Respondent’s opinion on Delivery of goods as per agreed timeline, influences customer e-Satisfaction in online retailing

Inference:

Table - 4.83 represents the opinion of the respondents on Delivery of goods as per agreed timeline, influences customer e-Satisfaction in online retailing. The majority of the respondents with 77.86% have strongly agreed with the statement. This is followed by 21.17% of respondents, who have somewhat agreed. However, 0.19% of the respondents have somewhat disagreed and the same percentage (0.19%) of respondents have strongly disagreed. Only 0.58% of respondent have neither agreed nor disagreed. It can be observed that the majority of the respondents / online buyers in Guntur believe that the Delivery of goods as per agreed timeline, influences customer e-Satisfaction in online retailing.

Table – 4.84

Respondent’s opinion on the Delivered product quality & reliability influences customer e-Satisfaction in online retailing

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	464	90.10
Somewhat Agree	45	8.74
Neutral	4	0.78
Somewhat Disagree	1	0.19
Strongly Disagree	1	0.19
Total	515	100

Source: Primary Data

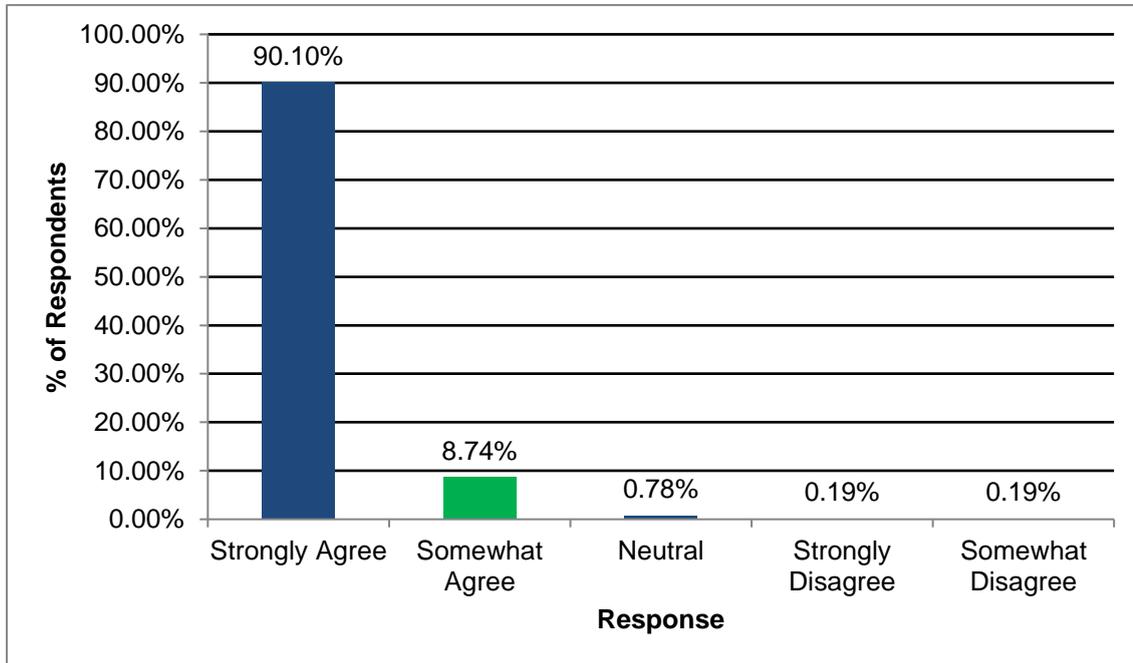


Figure – 4.38

Respondent’s opinion on the delivered product quality & reliability influences customer e-Satisfaction in online retailing

Inference:

Table - 4.84 represents the opinion of the respondents on the Delivered product quality & reliability influences customer e-Satisfaction in online retailing. The majority of the respondents with 90.1% have strongly agreed with the statement. This is followed by 8.74% of respondents, who have somewhat agreed. However, 0.19% of the respondents expressed their disagreement and the same percentage (0.19%) of respondents have expressed strong disagreement. Only 0.78% of respondent have neither agreed nor disagreed. It can be observed that the online buyers in Guntur believe that the Delivered product quality & reliability influences customer e-Satisfaction in online retailing.

TEST-03: KOLMOGOROV-SMIRNOV TEST

Find out the relationship between Quality of Delivery and Customer e-Satisfaction in online retailing.

Aim: To test whether there is any significant relationship between Quality of Delivery and Customer e-Satisfaction in online retailing.

Null Hypothesis**H0:**

There is no significant relationship between Quality of Delivery and Customer e-Satisfaction in online retailing.

Alternative Hypothesis**H1:**

There is a significant relationship between Quality of Delivery and Customer e-Satisfaction in online retailing.

Table - 4.85

Table - 4.83 and Table - 4.84 are cross tabulated and the following information is obtained

Crosstab – Quality of Delivery

Quality of Delivery						
Customer e-Satisfaction in online retailing.	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly disagree	Total
Strongly Agree	369	31	0	1	0	401
	92.02	7.73	0.00	0.25	0.00	
Somewhat Agree	93	14	1	0	1	109
	85.32	12.84	0.92	0.00	0.92	
Neutral	1	0	2	0	0	3
	33.33	0.00	66.67	0.00	0.00	
Somewhat Disagree	0	0	1	0	0	1
	0.00	0.00	100.00	0.00	0.00	
Strongly disagree	1	0	0	0	0	1
	100.00	0.00	0.00	0.00	0.00	
Total	464	45	4	1	1	515

Table - 4.86**Table showing Data related to respondent's opinion on Quality of Delivery**

Quality of Delivery						
Customer e-Satisfaction in online retailing.	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly disagree	Total
Strongly Agree	369	31	0	1	0	401
Somewhat Agree	93	14	1	0	1	109
Neutral	1	0	2	0	0	3
Somewhat Disagree	0	0	1	0	0	1
Strongly disagree	1	0	0	0	0	1
Total	464	45	4	1	1	515

Table - 4.87

Calculated weighted average

Quality of Delivery	Strongly Agree			Somewhat Agree			Neutral			Somewhat Disagree			Strongly disagree		
	X	W	XW	X	W	XW	X	W	XW	X	W	XW	X	W	XW
Customer e-Satisfaction in online retailing.	369	5	1845	31	5	155	0	5	0	1	5	5	0	5	0
Strongly Agree	93	4	372	14	4	56	1	4	4	0	4	0	1	4	4
Somewhat Agree	1	3	3	0	3	0	2	3	6	0	3	0	0	3	0
Neutral	0	2	0	0	2	0	1	2	2	0	2	0	0	2	0
Somewhat Disagree	1	1	1	0	1	0	0	1	0	0	1	0	0	1	0
Strongly disagree	464		2221	45		211	4		12	1		5	1		4
Total															

Table - 4.88

Kolmogorov-Smirnov Test

F	CF	F₀(X)	E	CE	F_e(X)	F₀(X)-F_e(X)
5.00	5.00	0.23	4.30	4.30	0.20	0.03
4.79	9.79	0.46	4.30	8.59	0.40	0.056
4.69	14.48	0.67	4.30	12.89	0.60	0.079(D _{max})
4.00	18.48	0.86	4.30	17.18	0.8	0.06
3.00	21.48	1	4.30	21.48	1	0
21.48			21.48			

F = Observed frequency.

CF = Cumulative frequency.

E = Expected frequency.

D_{max} = Maximum deviation.

H₀ = Null Hypotheses.

H₁ = Alternative Hypotheses.

n = Sample size.

Calculated value of D_{max} = 0.079

Table value @ 5% level of significance = $1.36/\sqrt{n}$

$$= 1.36/\sqrt{515}$$

$$= 0.059$$

Result:

Calculated value of D_{max} (0.079) is greater than the table value (0.059), Hence H₀ is rejected and concluded that there is a significant relationship between Quality of Delivery and Customer e-Satisfaction in online retailing.

HYPOTHESIS 4: TESTING

Quality of After-Sales Support and Customer e-Satisfaction in online retailing:

Contextual Overview:

Quality of Handling returns of goods properly, paying refunds & replacements accurately and Quality of customer support staff response influence the customer e-Satisfaction in the online retailing. An attempt has been made to find out the significant relation between quality of after sales support and e-Satisfaction of online customer.

Table – 4.89

Respondent's opinion on Handling returns of goods properly and paying refunds & replacements accurately, influences customer e-Satisfaction in online retailing

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	464	90.10
Somewhat Agree	45	8.74
Neutral	4	0.78
Somewhat Disagree	1	0.19
Strongly Disagree	1	0.19
Total	515	100

Source: Primary Data

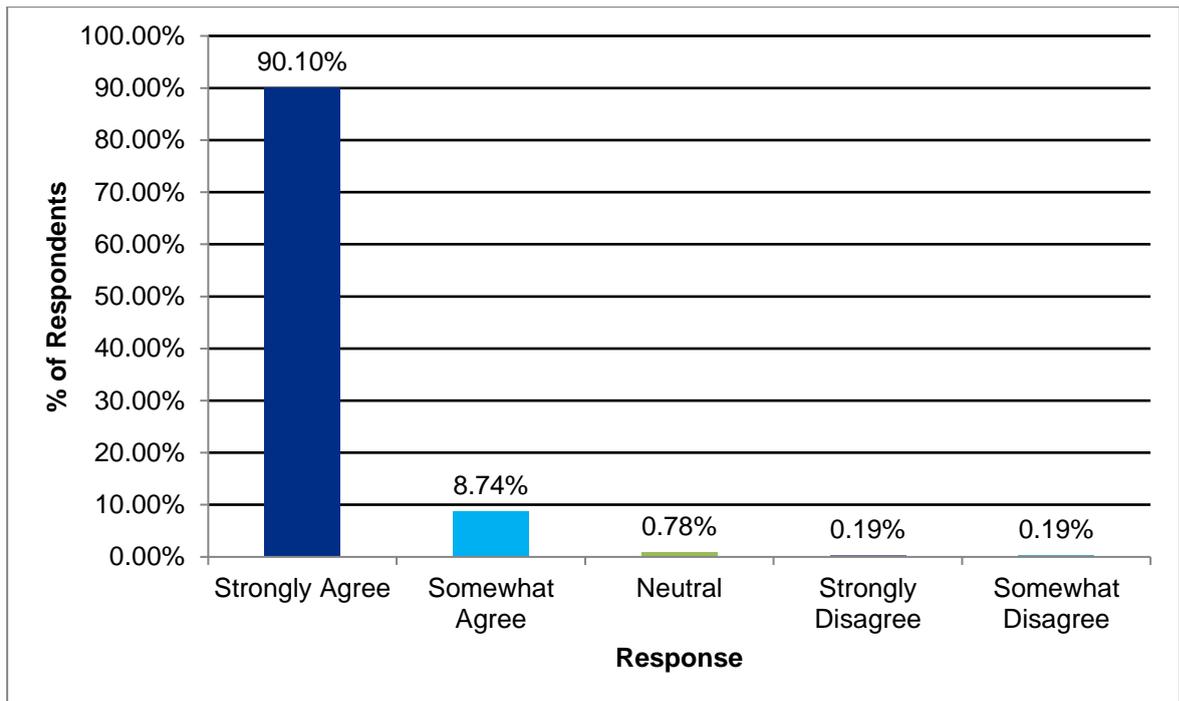


Figure – 4.39

Respondent’s opinion on Handling returns of goods properly and paying refunds & replacements accurately, influences customer e-Satisfaction in online retailing

Inference:

Table - 4.89 represents the opinion of the respondents on Handling returns of goods properly and paying refunds & replacements accurately, influences customer e-Satisfaction in online retailing. The majority of the respondents with 90.1% have strongly agreed with the statement. This is followed by 8.74% of respondents, who have somewhat agreed. However, 0.19% of the respondents have somewhat disagreed and the same percentage (0.19%) of the respondents have strongly disagreed. Only 0.78% of the respondents have neither agreed nor disagreed with the statement. It can be observed that the majority of the online buyers in Guntur believe that Handling returns of goods properly and paying refunds & replacements accurately, influences customer e-Satisfaction in online retailing.

Table – 4.90

Respondent’s opinion on the Quality of customer support staff response after sales, influences customer e-Satisfaction in online retailing

Opinion on the statement	No. of Respondents	Percentage (%)
Strongly Agree	463	89.90
Somewhat Agree	44	8.54
Neutral	6	1.17
Somewhat Disagree	1	0.19
Strongly disagree	1	0.19
Total	515	100

Source: Primary Data

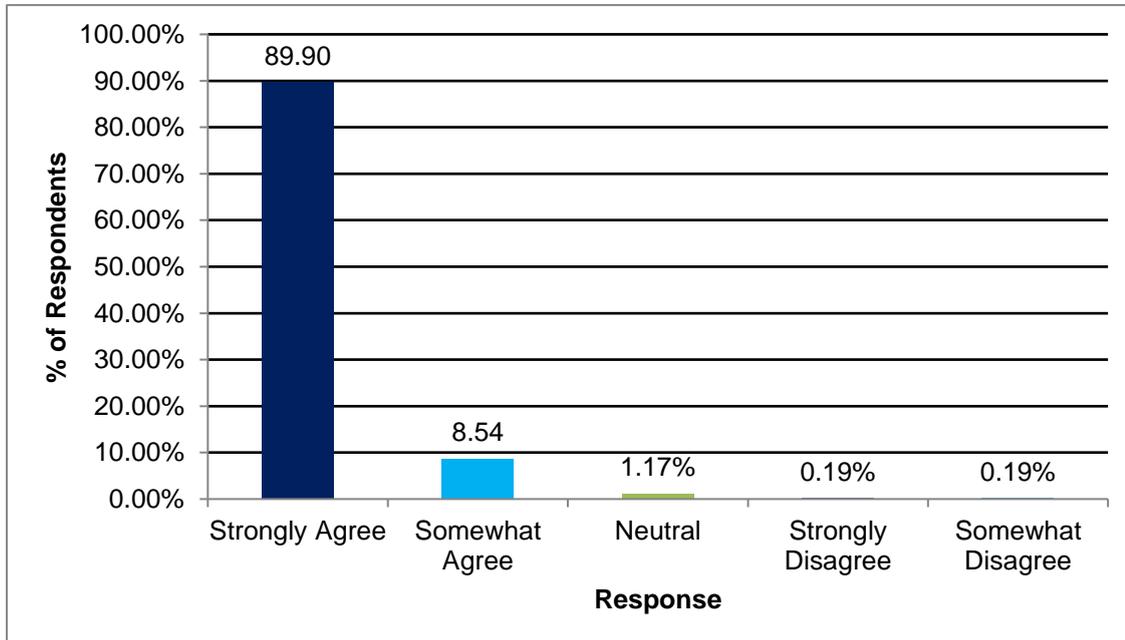


Figure – 4.40

Respondent’s opinion on the Quality of customer support staff response after sales, influences customer e-Satisfaction in online retailing

Inference:

Table - 4.90 represents the opinion of the respondents on the Quality of customer support staff response after sales, influences customer e-Satisfaction in online retailing. The majority of the respondents with 89.9% have strongly agreed with the statement. This is followed by 8.54% of the respondents, who have somewhat agreed. However, 0.19% of the respondents have somewhat disagreed and the same percentage (0.19%) of the respondents have strongly disagreed. Only 1.17% of the respondents have neither agreed nor disagreed with the statement. It can be observed that majority of the respondents/online buyers in Guntur believe that Quality of customer support staff response after sales, influences customer e-Satisfaction in online retailing.

TEST-04: KOLMOGOROV-SMIRNOV TEST

Find out the relationship between Quality of After-Sales Support and Customer e-Satisfaction in online retailing.

Aim: To test whether there is any significant relationship between Quality of After-Sales Support and Customer e-Satisfaction in online retailing.

Null Hypothesis**H0:**

There is no significant relationship between Quality of After-Sales Support and Customer e-Satisfaction in online retailing.

Alternative Hypothesis**H1:**

There is a significant relationship between Quality of After-Sales Support and Customer e-Satisfaction in online retailing.

Table - 4.91

Table - 4.89 and Table - 4.90 are cross tabulated and the following information is obtained.

Crosstab – Quality of After-Sales Support

Quality of After-Sales Support						
Customer e-Satisfaction in online retailing	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly disagree	Total
Strongly Agree	428	34	0	1	0	463
	92.44	7.34	0.00	0.22	0.00	
Somewhat Agree	33	9	1	0	1	44
	75.00	20.45	2.27	0.00	2.27	
Neutral	2	2	2	0	0	6
	33.33	33.33	33.33	0.00	0.00	
Somewhat Disagree	0	0	1	0	0	1
	0.00	0.00	100.00	0.00	0.00	
Strongly disagree	1	0	0	0	0	1
	100.00	0.00	0.00	0.00	0.00	
Total	464	45	4	1	1	515

Table - 4.92

Table showing Data related to respondent's opinion on Quality of After-Sales Support

Quality of After-Sales Support						
Customer e-Satisfaction in online retailing	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly disagree	Total
Strongly Agree	428	34	0	1	0	463
Somewhat Agree	33	9	1	0	1	44
Neutral	2	2	2	0	0	6
Somewhat Disagree	0	0	1	0	0	1
Strongly disagree	1	0	0	0	0	1
Total	464	45	4	1	1	515

Table - 4.93

Calculated weighted average

Quality of After-Sales Support	Strongly Agree			Somewhat Agree			Neutral			Somewhat Disagree			Strongly disagree		
	X	W	XW	X	W	XW	X	W	XW	X	W	XW	X	W	XW
Customer Satisfaction in online retailing	428	5	2140	34	5	170	0	5	0	1	5	5	0	5	0
Somewhat Agree	33	4	132	9	4	36	1	4	4	0	4	0	1	4	4
Neutral	2	3	6	2	3	6	2	3	6	0	3	0	0	3	0
Somewhat Disagree	0	2	0	0	2	0	1	2	2	0	2	0	0	2	0
Strongly disagree	1	1	1	0	1	0	0	1	0	0	1	0	0	1	0
Total	464		2279	45		212	4		12	1		5	1		4

Table - 4.94

Kolmogorov-Smirnov Test

F	CF	F ₀ (X)	E	CE	F _e (X)	F ₀ (X)-F _e (X)
5.00	5.00	0.23	4.32	4.32	0.20	0.03
4.91	9.91	0.46	4.32	8.65	0.40	0.058
4.71	14.62	0.68	4.32	12.97	0.60	0.072(D _{max})
4.00	18.62	0.86	4.32	17.30	0.8	0.06
3.00	21.62	1	4.32	21.62	1	0
21.62			21.62			

F = Observed frequency.

CF = Cumulative frequency.

E = Expected frequency.

D_{max} = Maximum deviation.

H₀ = Null Hypotheses.

H₁ = Alternative Hypotheses.

n = Sample size.

Calculated value of D_{max} = 0.072

Table value @ 5% level of significance = $1.36/\sqrt{n}$

$$= 1.36/\sqrt{515}$$

$$= 0.059$$

Result:

Calculated value of D_{max} (0.072) is greater than the table value (0.059), Hence H₀ is rejected and concluded that there is a significant relationship between Quality of After-Sales Support and Customer e-Satisfaction in online retailing.

4.4 Findings

Table – 4.95

Findings from the Hypotheses Testing and Results

Sl. No	Hypothesis type	Hypothesis	Type of the Test	Table Value	Calculated Value	Result
1	H0	There is no significant relationship between Quality of Information of online retail website and Customer e-Satisfaction in online retailing.	Kolmogorov Smirnov	0.059	0.074	Rejected
	H1	There is a significant relationship between Quality of Information of online retail website and Customer e-Satisfaction in online retailing.				Accepted
2	H0	There is no significant relationship between Quality of Payment Handling Process and Customer e-Satisfaction in online retailing.	Kolmogorov Smirnov	0.059	0.076	Rejected
	H1	There is a significant relationship between Quality of Payment Handling Process and Customer e-Satisfaction in online retailing.				Accepted

3	H0	There is no significant relationship between Quality of Delivery and Customer e-Satisfaction in online retailing.	Kolmogorov Smirnov	0.059	0.079	Rejected
	H1	There is a significant relationship between Quality of Delivery and Customer e-Satisfaction in online retailing.				Accepted
4	H0	There is no significant relationship between Quality of After-Sales Support and Customer e-Satisfaction in online retailing.	Kolmogorov Smirnov	0.059	0.072	Rejected
	H1	There is a significant relationship between Quality of After-Sales Support and Customer e-Satisfaction in online retailing.				Accepted

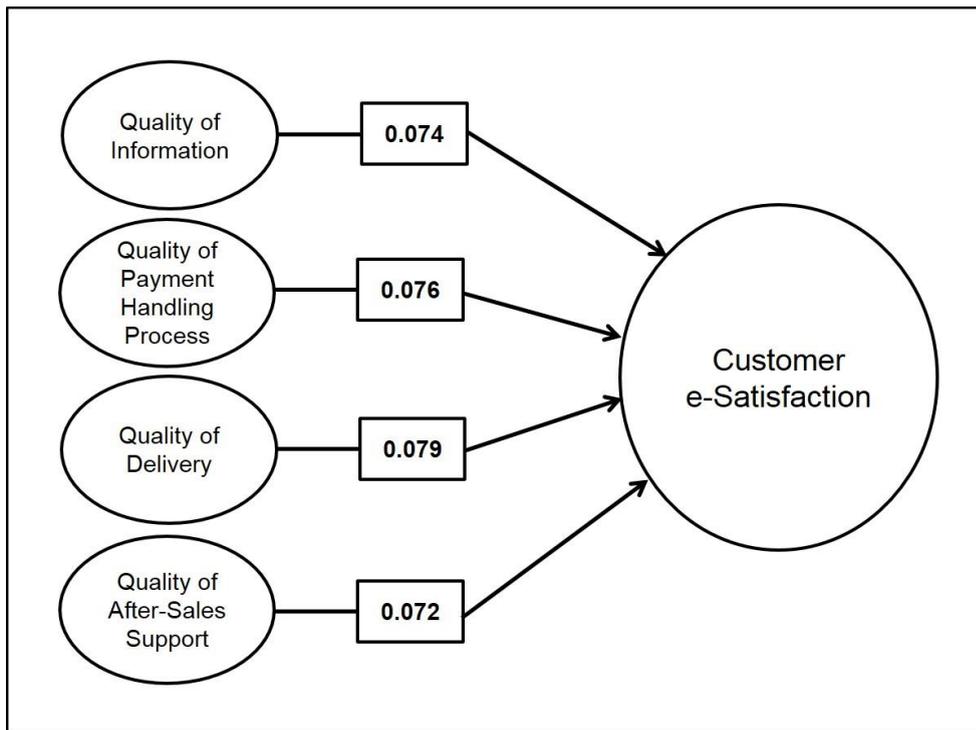


Figure – 4.41

Influence of Quality Parameters on Customer e-Satisfaction

4.4.1 Detailed analysis on the findings

The findings of this research explain that there is a positive and strong relationship between online retailer’s e-service quality and customer e-satisfaction.

4.4.1.1 Quality of information

It is found that the online buyers in Guntur believe that the Quality of Information is very important in online retailing, as it supports their buying pattern and buying process efficiently. Information that is available at various platforms and sources plays an important role in influencing online buyer while making a buying decision. Information at various stages of buying process helps online buyer to make appropriate buying decision in online retailing, where physical sales representative is not available as compared to other formats of retailing.

4.4.1.2 Quality of payment handling process

It is found that the online buyers in Guntur believe that the Quality of Payment Handling Process is very vital in online retailing. Online customers get satisfied if the

retail website provides them with multiple payment options. It is found that ensuring the security of customer data is very important in online retailing environment.

4.4.1.3 Quality of delivery

It is found that the online buyers in Guntur believe that the Quality of Delivery is very significant in online retailing. Consumers order goods to meet various needs, so if the goods reach them as per the agreed timeline and with the expected quality it solves the purpose and the customer gets satisfied.

4.4.1.4 Quality of after-sales support

It is found that the online buyers in Guntur believe that the Quality of After-Sales Support is important in online retailing. As the customer, cannot see the physical product before purchase, after sales support is very vital in online retailing.

4.4.1.5 Customer e-satisfaction

In general, it is found that online buyers in Guntur are satisfied with their purchasing experience in various online retail websites. It is observed that 80.39% of the respondents in the current study are in strong agreement for their satisfaction on the purchases made in online retailing.

4.4.1.6 Cash on delivery (COD)

It is found that most of the online buyers in Guntur prefer to the online retail website which offers Cash on Delivery (COD) facility for buying goods. It is observed that 88.35% of the respondents in the current study have strongly agreed for the COD feature as a strong quality parameter for online retailing.

4.4.1.7 Product quality and reliability

It is found that most of the online buyers in Guntur believe that the quality of the delivered product and reliability are very important quality attribute in online retailing, where they cannot touch and see the product physically before buying. It is observed that 90.10% of the respondents in the current study have strongly agreed for the quality of the delivered product as a strong quality parameter for online retailing.

4.4.1.8 Handling returns of goods

It is found that most of the online buyers in Guntur believe that the handling returns of goods purchased is very important quality attribute in online retailing, as they cannot touch and see the product physically before buying. It is observed that 90.10% of the respondents in the current study have strongly agreed for the statement related to returns of goods as a strong quality parameter for online retailing.

4.4.1.9 Fair and low price

It is found that most of the online buyers in Guntur believe that the low & fair price is very important quality attribute in online retailing, as the price gets changed in the online market very quickly. It is observed that 92.04% of the respondents in the current study have strongly agreed for the statement related to price fairness as a strong quality parameter for online retailing success.

4.4.1.10 Cancellation of purchase orders / goods

It is found that most of the online buyers in Guntur believe that the cancellation feature is very important quality attribute in online retailing, as they get flexibility to cancel the orders based on their buying priorities. It is observed that 63.88% of the respondents in the current study have strongly agreed for the statement related to cancellation feature of purchase orders as a quality parameter for online retailing success.

4.4.1.11 Total security & privacy provided to payment handling process

It is found that most of the online buyers in Guntur believe that the security & privacy provided to customer payment process is very important quality attribute in online retailing, as they provide their financial data during the online purchase process which is very sensitive in nature. It is observed that 84.85% of the respondents in the current study have strongly agreed for the statement related to security & privacy provided to customer payment process as a strong quality parameter for online retailing success.

4.4.1.12 Delivery of goods as per agreed timeline

It is found that most of the online buyers in Guntur believe that the Delivery of goods is per agreed timeline is very important quality attribute in online retailing, as they purchase goods to meet certain needs. It is observed that 77.86% of the respondents in the current study have strongly agreed for the statement related to Delivery of goods is per agreed timeline as a strong quality parameter for online retailing success.

4.4.1.12 Quality of customer support staff response

It is found that most of the online buyers in Guntur believe that the After-sales support Effectiveness, promptness and execution of warranty is very important quality attribute in online retailing, as they cannot physically see the product before purchase. It is observed that 89.90% of the respondents in the current study have strongly agreed for the statement related to After-sales support Effectiveness, promptness and execution of warranty as a strong quality parameter for online retailing success.

4.4.1.13 Multiple and flexible payment options

It is found that most of the online buyers in Guntur believe that Multiple & flexible payment options is very important quality attribute in online retailing, as it gives them flexibility pay as per their ease. It is observed that 84.27% of the respondents in the current study have strongly agreed for the statement related to multiple & flexible payment options as a strong quality parameter for online retailing success.

4.4.1.14 Effective service recovery

It is found that most of the online buyers in Guntur believe that effective service recovery is very important quality attribute in online retailing, as it supports them during the online purchase process. It is observed that 83.88% of the respondents in the current study have strongly agreed for the statement related to Effective service recovery as a strong quality parameter for online retailing success.

4.4.1.15 Error free bill

It is found that most of the online buyers in Guntur believe that providing error free bill is very important quality attribute in online retailing. It is observed that 84.85%

of the respondents in the current study have strongly agreed for the statement related to error free bill as a strong quality parameter for online retailing success.

4.4.1.16 Information quality in product description

It is found that most of the online buyers in Guntur believe that Information quality in Product Description is very important quality attribute in online retailing, as it supports them during the online purchase decision making process to select a suitable product. It is observed that 69.90% of the respondents in the current study have strongly agreed for the statement related to Information quality in Product Description as a strong quality parameter for online retailing success.

CHAPTER – V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction to the Chapter:

This research is aimed to help online retail businesses to understand which factors simulate online shopping continuance intention and the importance of online retail service quality.

The purpose of this chapter is to summarize the results of the earlier chapters by bringing together various findings of the study. This chapter highlights the benefits and conclusions from the study in the light of the summary. This chapter further reveals the significance of customer e-Satisfaction in online retailing business.

This chapter offers various recommendations to the online retailers to strengthen their operational efficiency to gain customer e-Satisfaction.

Limitations of the study are also presented in this chapter by describing the scope for future research work in the online retailing domain. The research will contribute to the knowledge of continuance intention and provide a base for future research to build with regards to the proposed model and its application to other possible contexts.

5.2 Summary:

India is witnessing the emergence of new market trends with the dynamic changes in socio-economic conditions across the country. A combination of changing lifestyle, greater product awareness and competitive pricing are the influential factors in raising the market share for online sales. The online retailing industry in India is set for persistent growth over the long term, fueled by favorable demographic conditions of

the e-consumer, overall growth in services along with the connected industrial sector and infrastructure development in urban, suburban, and rural areas in the country.

The increasing use of smartphones, tablets, broadband and 3G/4G in India has led to developing a strong online retail consumer base which is expected to increase further. From a business practitioner's point of view, website design should focus on other important constructs to encourage user's continuance intention to buy online. Especially, online retail vendors should be aware of the appropriate online shopping services to encourage their customer retention more effectively. The primary goal of online retail website platform owner is to boost the number of vendors selling on their web platform. **Wang (2003)** opined that high level of e-Service quality has an influential role for the success of any online retail business in the global competitive environment. It is very important for online vendors to offer a wide range of services to attract new customers to their websites.

Online customers refer to their service experience with the other modes of retailing channels as a reference point while evaluating the service they receive from the online retailing channel. Online retail environment provides the best environment for concurrent information search and product purchase and this fact is an important characteristic differentiating online retail from traditional retail channel. Consumer search for information usually influenced by consumer characteristics, information search objectives, and website characteristics. Information search means, looking for alternatives for product choice. **Kim et al., (2004)** suggested that information quality of the website is very important for online vendors. To achieve more reputation and to maintain information quality online vendors need to put in more effort, as a pre-purchase trust building activity.

Most of the online retail websites offers services ranging from teaching sellers how to manage peak sales during festival season to advising on trends and production patterns. Website design, easy to use components and transaction security are important factors in achieving online customer e-satisfaction. The profitability of any organization depends on the industry conditions and values they can create and deliver to customer. Online retailers announce various services and attractive schemes to help shop owners to come online to enhance their market share. In general, small businesses have to struggle a lot to get business loans in India. With online business concepts becoming

more mainstream in India, it is encouraging several entrepreneurs to set up business online. Online retail platform owners play a catalyst role to help small business owners in securing easier loans to set up their business online. The profitability of the organizations depends more on the industry conditions and the values they can create more than the other conditions in the market. The value creation in online retailing mainly results from information exchange benefits, high reach and richness of information, and network efficiency.

Online buyers become more knowledgeable in searching for pre-purchase information and finding websites that provide valuable offerings, such as free shipping and attractive offers. The best approach to increase customer loyalty for achieving sustainable financial and market success is the creation of outstanding customer value. Loyalty can be measured by the intention of repurchase, recommending the product/services to others in online retailing. Loyal customers not only require more information themselves, but they serve as an information source for other customers. Online retailing is experiencing a steady growth in India. Customers have the ever-increasing choice of products at the lowest price. Online retailing is probably creating the biggest market positioning in the retail industry in India, and this trend would continue in the year to come.

Product purchase refers to, buying the chosen product through a selected channel. Consumers may search the required information through the online channel and then buy products also through the online channel. On the other hand, consumers may search information through the online channel and then can buy products through offline channels. Alternatively, consumers may search information through offline channels and then may buy products through the online channel. There are chances that consumers will buy products through the online channel instead of an offline channel after they search information through the web is likely to be moderated by the types of goods they are going to buy, benefits of online purchase, and other challenges of online buying. Consumers in smaller towns want to live their lives in the moment and online retail has opened up the opportunity to access brands that may normally not be in their locality. Online retail has made it possible the tier-II, tier-III cities and rural people to buy the respected and big brands online and become the proud owner of it. Payments through credit, debit cards and COD have provided them additional push to purchase online.

Raising number of high speed web users is encouraging business to innovate and offer a diversified array of products in online market. Brands are also playing a vital role in this change. They are now moving to redefine consumerism. Trends are ever changing, and bigger brands are finding new destinations in smaller cities through innovative channels. Demand and supply has reduced the demographic limits and the new & easiest retail destinations are found online. Attractive discount schemes are also another factor accelerating the online retail growth in tier-II cities.

5.2.1 Saving on the infrastructure spending:

Online retail is the greatest way for retailers to reach out to many more customers by leveraging the digital channels with less spending on real estate cost in tier-II cities. One of the biggest advantages that is motivating various products and brands to choose for online distribution is the big saving in terms of money, time, and various resources that otherwise goes in building and fostering physical infrastructure. Furthermore, having no middle men involved, the online supply chain becomes much more competent in terms of cost as well as time. This provides the brands to pass on some part of the saved cost as a direct benefit to the online customer, creating a win-win situation.

5.2.2 Role of customer service to attract e-customers in Guntur:

Customer service is one of the main dimensions for any business format to be successful. In online business context, when a competitor is only a click away, there is a lot of pressure to distinguish them-selves with better customer service. Usually, every online customer wants to save money and time while purchasing from a vast inventory of product. It is essential though, that online retailers recognize the opportunity to go beyond price & time saving benefits and improve their competitive advantage by focusing on providing superior customer service. Customer service plays a vital role with online buyers when deciding to go back to the same website for their shopping needs especially in tier-II cities like Guntur. **Lim (2003)** suggested that online vendors should give importance and establish good measures for handling returned products to achieve e-satisfaction. Customer service includes but not limited to ease of contact, quick response to customer inquiries, and easy return options. **Lien et.al., (2011)** suggested that online vendors should provide a fast reply to e-customer's queries, deploy very helpful & friendly people to answer phones and to avoid complex phone

channels. Really caring about e-customers is important to enhance the level of e-service quality.

5.2.3 Product portfolio targeted to tier-II cities: Guntur

Online customers are more inclined to patronize in the online retail website which offer a substantial variety of goods and services. The primary reason for this kind of choice is that it is more likely that their various needs can be fulfilled by same vendor. This is especially the example for the desired services which are not extensively distributed or unavailable in other formats of retailing in India especially in tier-II and tier-II cities.

Organizations with wide product lines may be able to attract huge number of customers to their website. Introducing new forms of products / services to the market place for the customers whose needs are not fulfilled by the existing service offerings is part of the product portfolio maintenance. Many of the customers prefer to complete their purchasing transactions at the same website, if possible. Therefore, a key to gaining customer e-satisfaction is to provide a wide range of products/services and diverse features in the format required by customers. Offering wide assortment of products is often a prominent factor for online retailers to keep their customers coming back to the website for future buying needs. Provided a lot more choice, there will be greater chances of selling more products.

5.2.4 Understanding e-customer's buying behavioral in tier-II cities: Guntur

The significance of satisfying an e-customer in order to generate a loyal customer has a prominent role in online retail business success. A satisfied e-customer mostly becomes more loyal to the online retail website over a period of time than a customer whose purchase is motivated by any other reasons such as time constraint or information deficit in other channels. The World Wide Web brings this phenomenon further to the surface as the e-customer is able to gather a huge amount of appropriate information about a product/website in an ample amount of time, which certainly influences the purchasing decision to a large extent. In other words, behavioral loyalty is much more intricate and tougher to accomplish in the online retail space when compared to the other channels of retailing, where customer often has to make a decision with limited available product information. **Shergill & Chen (2005)** online retailers can continuously participate in social media marketing activities and understand consumer

online buying behavior which helps in retaining existing customer and attracting new customers.

5.2.5 Factors determining shopping pattern in tier-II cities: Guntur

Apart from the online retail shopping environment / online shopping environment, exogenous factors are also essential to understand consumer's shopping pattern adoption. These may include the psychological elements like initial trust in online shopping, perceived advantages, online shopping outcome, and previous online shopping experience. These factors also determine the online shopping patterns of consumers. Online buyer behavior and shopping patterns are not homogeneous, especially in online retailing environment. Online retail organizations try to win not only on the basis of price fairness and products but also across a huge variety of associated services to satisfy customers. For instance, website accessibility and express delivery are significant determinants of success. Goods returns management is obviously an aspect of e-consumer expectation, if handled appropriately; this can enhance revenue and serves as a medium for generating competitive advantage. **Guo (2011)** suggested that online customer inquiries should be replied well. Maintaining strong returns and replacements policy is very important. It is suggested to online vendors to implement SSL mechanism.

5.2.6 Customer perceived value with reference to Guntur:

Perceived value has lot of importance in online retailing, because of the significant role it plays in predicting purchase intention and achieving the sustainable competitive advantage. Customer perceived value is defined as the customer's overall assessment of the utility of a product, based on perceptions of what is received and what is given. Perceived Value is regarded as a powerful attribute for forecasting re-purchase intention, for the basic reason that the perception of value is the overall assessment of the benefit received from the product. Various elements of website attributes offer different values to online customers, some of them delivering more hedonic value and others presenting more utilitarian value. To attract more buyers, many online retail websites attempt to use the concept of value proposition as part of the website attributes and expect these attributes to offer the best value to new customers and retain existing customers.

Online customer trust can be understood as stabilized only when the customer is not actively looking for additional evidence or reason for placing confidence in the trustworthiness of the online retail website. Customers who have purchase experience with an online retail website can be more confident in their trust since they have accumulated evidence of the website's trustworthiness through direct experience.

Repeat customers mostly rely on additional evidence such as transaction experience in online shopping environment. Repeat customers, as system users, have comprehensive experience with the online retail website as well as full transaction experience with the vendor. Hence, they can evaluate both website quality and e-service quality.

5.2.7 Customer perceived integrity with reference to Guntur:

Consumer's perceived integrity of an online retail website positively associates with trust in online shopping in general. This means that the integrity of the online retailers is an important moderating factor influencing buyer's intention to purchase in online environment.

5.1.8 Customer perceived privacy with reference to Guntur:

Perceived privacy can be defined as consumer's ability to control presence of other people in the environment during a shopping transaction and the dissemination of information related to or provided during such transaction. Customer trust in online environment gets influenced by the privacy perceived by customer regarding the handling of their private data. **Limbu et.al (2011)** opined that online retailers should treat customer data with lot of attention and should not purposefully offer to other companies to avoid any ethical concerns. Privacy is a crucial factor in acquiring potential online customer and retaining the existing customers. **Wang et al., (2009)** identified that customer e-trust is positively associated with online shopping activities. It is suggested to online retailers that, in order to increase customer intention to purchase in online, they should increase consumer's trust in online stores. Consumer's perceived integrity of an online store is positively related to their trust in online shopping.

5.2.9 Consumer's knowledge of online retailing, with reference to Guntur:

Many factors influence consumer's trust in online shopping, but knowledge is one of the strongest element. Knowledge is positively associated with trust in online shopping

and is positively associated with all the activities related to online buying process. This means online consumer's knowledge may determine their level of trust in online retailers and their intention to purchase in online retail website. The more the consumer knows, the more they trust online retail mode of purchases.

5.2.10 Consumer brand experience with reference to Guntur:

Consumer's brand experience refers to their knowledge of and familiarity with a brand. Experience with a brand has more influence than feature and benefits. It can produce a greater trust in the brand. As consumer's brand experience increases, their ability to categories brands by attributes gets improved. In the context of online retail, brand experience can be defined as the consumer's navigation and perception with a specific website. In general, consumers expect websites to offer them not just product information, but also a positive experience throughout the shopping. Normally, e-customers more likely to use a good website that offers a positive experience to them. A good website is one that contains relevant and well-organized content in highly engaging manner. **Ha and Perks (2005)** observed that brand experience shows some influence on customer e-satisfaction and brand trust in online shopping context. Online vendor's effort in increasing customer brand familiarity has the potential to show influence to gain customer e-satisfaction. Growing positive experience of customer results in increasing customer brand familiarity and directly influences customer satisfaction.

5.2.11 Role of navigation as a parameter of making online purchase easy:

Customers give priority to needed on-screen information relating to products/services. Since the website functions as an information system, the organization products and structure of online catalogue should be easy to follow and navigate. Online retail website should provide information not only related to products, but also about all the elements of a sales transaction from product search to delivery in an organized manner. Even though encouraging & guiding customers to find detailed information related to products and related services is fundamental for assuring e-service quality, providing website navigation or real-time support is a more proactive service methodology. Entry guidance influences online customer satisfaction, leading customer to easily find the information they need to take appropriate purchase decision in online environment. The information availability of an online retail website plays an imperative role in

influencing the attitudinal and behavioral intentions of customer. While availability is not a new attribute of information, the importance of information availability as a system goal has tremendous value due to the systems that are now functioning in the distributed computing environment on the web. Although allowing e-customers to find in depth information about products is fundamental for assuring e-service quality, offering efficient website navigation is an added proactive service approach to attain customer e-satisfaction. Simultaneously, the ease of navigation and proper guidance to e-customer will also help in establishing e-Trust in the e-Retailing context.

Navigation can also be seen as the process of exploring the available alternative ways to find product related information. Systematic and capable navigation feature will not only address e-customer's desire for finding specific product information but will also address their need for finding information more efficiently.

5.2.12 Relationships in online retailing:

Online retailing has two paradigms which are buy-side of retailing and sell-side of retailing. Buy-side is the relationship of the vendor and its suppliers whereas sell-side of retailing is the relationship of the organization with its customers.

5.3 Recommendations to online retailers:

Online retailers should actively explore multiple ways to improve service quality provided through their website, to achieve customer e-satisfaction. It is a minimum expectation of online customers that they prefer to receive the right quantity of the goods with right quality as per their order with-in the promised time-frame. Customers expects perfection in billing and powerful mechanism for handling returns of the purchased goods. Security of online transaction is a dominant factor that influence re-purchase intention in online market segment. A basic and essential recommendation for online retailers is that they should have a very efficient integration of their online and offline systems to meet customer expectations and to achieve the desired e-Satisfaction. In online retailing, e-Satisfaction emerge as an outcome of the comparison between consumer initial expectation and the actual delivery. **Lee & Lin (2005)** suggested that to enhance customers e-satisfaction and their purchase intention, online retailers should enhance the reliability and trustworthiness dimensions, such as capability of delivering products as promised, providing accurate and latest information, and strengthening the online transactions security. **Gim (2014)** opined

that Payment and Delivery factors have very significant implications for online shopping. **Lin (2007)** suggested to implement efficient fulfillment procedures and focus more on providing customization of the website. **Lim and Ting (2012)** suggested that online vendors should provide effortless and useful web interface to customers. Online shopping website should implement suitable technologies for providing a great shopping experience to customers. **Yang et al., (2003)** suggested that prompt response to customer's concerns & inquiries and prompt delivery are very essential factors to increase customer e-satisfaction. **Chu & Li (2008)** opined that the online consumers are more concerned about transaction security, because consumers are worried about protection of privacy of their credit card number, password, name etc., when they purchase online. **Shergill & Chen (2005)** outlined that post sale, online retailers can collect the feedback of online buyers posted in social media platforms and frame both product design and marketing strategies to attract customers in real time. **Jiradilok et al., (2014)** have studied the customer satisfaction in online purchasing context and suggested to online vendors to ensure that their customers receive the goods as per the promise. **Lim (2003)** suggested that, online vendors should give importance and establish good measures for handling returned products, to achieve customer e-satisfaction. **Kim et al., (2009)** opined that it is very vital that the e-customer should be guaranteed that the ordered products will be delivered as expected, as the physical appearance of goods is not available to the customer in online retail shopping during the actual purchase process. **Wang (2003)** to address consumer's hurdles in online purchases, vendors should dedicate effort to advance e-Service quality. **Liu and Wei (2003)** delivery of goods on-time is very important to get customer e-satisfaction. Online vendors should maintain a well-designed return policy. **Hsu (2008)** stated that online retailers can gain more success by focusing their effort on the accurate order fulfillment, the attractiveness of the website, and delivery as per agreed timeline. Online reviews are very important as online customers usually read the reviews before they make a purchase decision in online retail environment. **Xing et.al., (2001)** online retailers should provide several delivery options to consumers. Consumers who are willing to pay will have the choice of selecting suitable delivery options with more definite time and date. Speedy dispatch and delivery influences customer e-satisfaction. **Bauer et.al., (2006)** suggested that online vendor should provide instantaneous order confirmation and delivery tracking feature. The improvement of e-service quality boosts e-service value to online customer, which can yield higher rate of customer e-

satisfaction. The trustworthiness dimension is a substantial forecaster of overall e-service quality, purchase intention and customer e-satisfaction in online retailing. Thus, online retailers should continuously focus on improving the trustworthiness dimension, which includes adhering to delivery schedules, providing accurate information, strengthening online transaction security features, and offering seamless after-sales support, to enhance purchase intention and customer e-satisfaction. There is a positive relationship among overall e-service quality, purchase intention and customer e-satisfaction in online retailing. Online customer inquiries should be handled properly to enhance the e-Satisfaction level. Online retailers should implement essential measures of privacy & security and ensure that the potential customers are aware of these measures by displaying on their website at appropriate location. Proper importance should be given to the policies relating to refunds to customers. It is suggested that online retailers should pay attention to the content in their website, which helps the online buyer to take appropriate buying decision. Online customers can have access to unlimited to information and have a broader range of option in selecting products with extremely competitive prices. Hence, it is normally not so easy for online retailers to achieve and sustain competitive advantage based exclusively on a routine strategy in competing online retailing. Relatively, a divergent, powerful and discern level of e-service quality has become increasingly a dominant factor in enhancing customer e-satisfaction which can expand customer base ultimately. If online retailers recognize the scope of customer's assessment of e-service quality, they can take pertinent steps to observe and strengthen performance. This study identified recommendations on a total of four main e-service quality dimensions as mentioned below.

5.3.1 Recommendation on quality of information:

5.3.1.1 Role of information as an enabler of appropriate product selection:

In the online retailing environment, information quality refers to the usefulness of the available information about various attributes of a selected product, in terms of enabling the e-Customer to evaluate that product. The information quality and the level to which it meets the expectations and requirements of e-Customer would influence the success of online retailers and decides whether a customer is willing to use a specific online retail website.

Customers can only assess products based on the website's presented information initially, while in other modes of retailing, this assessment can be made from the physical presence of the products, in a touchable way. Thus, customers depend on information available on the websites mostly. The evaluation that the customer does about the quality of the information that the website offers is an important factor for online retail websites success. The website enables customers to compare prices, search for different brands, products and read the opinion of other customers about their purchase experiences in a specified website. Information quality is found to be one of important forecasters of customer e-Trust and influences purchase intention.

5.3.1.2 Information comprehensiveness:

Information comprehensiveness is the extent to which information is available to the consumers. Information relevance and accuracy ascertains the usefulness of the available information in the online environment. Consumers are more likely to prefer the online retail website that would mostly furnish them with the full extent of expected and required information for making a definite purchase decision. Hence, information comprehensiveness, information relevance and information accuracy are all factors that may influence consumer belief and consequently impact channel preference too.

5.3.1.3 Gaining initial trust is important in tier-II cities: Guntur

Online vendors visualize the web as a feasible alternative to other forms of retailing and new field with lot of scope for building and developing personalized relationship with customers. Within this context, trust becomes a crucial element for promotion and improving this customer relationship. From a retailer's perspective, the development of customer trust is highly advantageous, as it leads to the establishment of long term business relationship. Trust also influences customer's continuing intention of transacting with the online vendor in general. Online consumers usually compare and assess online vendors while looking for recommendations from references. If trust is established and the initial transaction with the online retailer is successfully met to customer expectations, then customer trust becomes resistant and further gets improved to next level. As customers continue to experience successful transaction in the online retail website, trust gets maintained for long term. When customers trust the online retail website, they are most likely willing to share their personal information during online shopping transactions. In turn, this collected information may help the online

retailers to offer customized products and services, which strengthens e-Satisfaction to a great extent. In some relationship, the initial transaction is based on no prior history and, lack of positive word of mouth, which is basically based on trust. After the first successful dealing, a consumer will have proof that the vendor delivers as promised. That proof recommends trust as a basis for future dealings. E-trust is possibly the top one factor that must be recognized early and nurtured all through the shopping process of the customer in online retailing.

5.3.1.4 Consumer familiarity of online retailing concepts with reference to Guntur:

In online retailing, consumer familiarity plays very important role in building e-Trust. Familiarity with a trustworthy online retail website is expected to increase consumer's e-trust. This occurs because more familiarity entails an increased amount of gained knowledge derived from experiencing earlier successful interactions through that particular online retail website.

5.3.1.5 Customer feedback through social media:

Nowadays most of the online buyers are using either a smart-phone or a computer system throughout the day for various purposes, and it is very easy for them to provide their feedback on social media platforms. Online retailers should utilize the available social media platforms to capture such feedback and act accordingly to improve their services to customers.

5.3.1.6 Service innovation to attract more market share in tier-II cities: Guntur

In today's competitive online retail market, the delivery of superior service quality has long been treated as the basic business strategy. Online retailers are offering newer and innovative service dimensions to create unique shopping experience for the e-customers. However, whether the e-customers can perceive newer and innovative service dimensions and getting influenced for e-Retail format is to be understood properly to gain the market share.

5.3.1.7 Role of customization / personalization in attracting customers in Guntur:

Personalizing the product or service offerings to customer's individual needs is another efficient method to increase customer retention. Customization can be defined as the level to which the online retail website can identify a customer and design the choice of products, services, and shopping experience for that particular customer needs. The

more a customer purchases from a particular online retail website, the more information the retailers have about that customer; and this provides a better opportunity to the retailers to customize the product offerings to meet individual needs. The customer is unlikely to switch to another online retailer, because a different retailer with no access to the detailed, historical information about the customer's preferences and buying behavior will not be able to meet the individual's expectations mostly. As web technologies become more and more sophisticated and websites can deliver more target oriented content, demand for customization continues to grow.

A key differentiator for online retailers will be the ability to provide not just any generic content, relevant content. Customers expect emails, alerts, product suggestions and also the user generated content that they can filter, sort and utilize according to the attributes they think about. Online customers want some of this personalization to take place automatically, such as customized suggestions based on recent search or buying pattern / buying history.

There are numerous reasons to expect customization to influence e-satisfaction in e-Retailing context. Customization can generate the perception of better choice by enabling a dedicated focus on what the e-customer really desires. Customization helps the e-customers to complete the transactions more efficiently and effectively, as the website is customized to suit their needs. Customization minimizes the time required to browse through the entire collection of the products to find exactly what the customer needs.

5.3.1.8 Site map to help all kinds of customers especially in tier-II cities: Guntur

Online retail website should provide layout, flow of activities and steps of using the website clearly, which can make e-customers to use website easily for everyone including those lack of in-depth computer skill can also use with less effort for their online shopping needs.

5.3.1.9 Appropriate and valuable information is important for buying decision:

Online businesses always should bear in mind how the customers need information, and when do they want such information. By supporting the online community members and their customers with what they are looking for, a business can build e-Satisfaction and increase its market share and value. One easy way to generate a relationship based

on e-trust is to deliver valuable and appropriate information at right time. In order to deliver information, online retailers should optimize their website's content discovery and delivery mechanism. Customers can easily find and get access to required information and share it with other users, to achieve this, it is suggested to enhance the website design elements appropriately to meet these requirements. In fact, online retailers should try to give relevant links and feeds to customers to support them with what they are looking for quickly. The high quality of information suited to customer needs reduces cost of information search. Similarly, information quality is associated with system and service quality of online retailers. This implies that online retailers should provide accurate, latest, useful and adequate information on their website to satisfy the customer needs. One of the major sources for gathering information is the online retail website. Therefore, providing more information about products and the facility to compare prices & features with competing products in the market becomes an important feature for online retailers to satisfy customer's information needs.

Consumers in general supposed to be able to do their shopping transactions appropriately, to receive customized attention, to have the products delivered as promised on time, to have their queries answered promptly and to have access to relevant information on the website. E-Retail website administration should make sure that these expectations of e-consumers are met in the best way feasible.

5.3.1.10 Online community based technological advancement

The role of online customers started to transform fundamentally from passive mode to active by the web evolution. Rapid expansion of new technologies, like social media, impacts customers' attitude about the online retailing. Online customers consider the retail website as one of the many players in the process of invention, as well as a community who also produces content, reviews and comments. However, online retailers often stay as dominant players in the entire eco-system. Online retailers need to understand the customers dynamically to be able to serve them better, and build e-Trust. The formal and traditional channel of customer engagement still exist, and many online retailers still following them. However, new online technologies have fetched a new and more conversational engagement channel.

5.3.1.11 Online customer engagement:

Evolution of web technology created a platform for customers to engage with the online business and other customers. In fact, technology influences customers and change their attitude towards shopping. Online customer e-trust comes from the customer's engagement with the retail website. A business that adapt the new technologies quickly and focuses on customers' communication in its strategies will create avenues to its customers to trust and depend more on those retail websites for their shopping needs. On the other hand, customers expect a high level of transparency from the online retailers upon which they trust. Online retailers that meet the customers' transparency expectations can attain their customers' e-Trust and e-Loyalty and e-Satisfaction. Interactive platform provides superior information sharing through strong & robust online communities and with the powerful feedback mechanisms. With the power of information sharing, online retailers can generate a sophisticated level of e-trust and understanding with their customers, which subsequently leads to customer e-Satisfaction and e-loyalty.

5.3.1.12 Purpose of online channels and how to engage customers in tier-II cities: with reference to Guntur

Online consumers mostly use online channels for different purposes, including to obtain information, to complete a purchase transaction, to gain possession of a product, and acquire post-purchase support. Online retailers can use channels to fulfill the same goals for their consumers, but they also use them for other, complementary aspirations. They have traditionally used various channels to reach different market segments, as well as to execute exchange activities and communicating in effective and efficient modes. However, it is more and more significant for online retailers to use online channels to gather information about consumers and their preferences, as well as spread information about new product offerings. For example, online marketing channels are especially suitable for collecting customer information more proactively. At the same time, retailers use online channels to transfer consumers from search activities towards purchase mode. For example, they can use e-catalogs to encourage targeted customers to visit the online retail website, increasing the probability that they will purchase, if not now even at a later point of time. Various online channels can serve different

consumer desires and at the same time consumers should be able to choose how they engage with collaborative online retail services for their shopping needs.

5.3.1.13 Customer feedback is important to improve service quality

Online retailers should invite all of their customers to provide feedback regarding their experience with the online retailer and their services. online retailer should consider that everyone to know that not only feedback as an important way to notify other potential customers of the mode they do business, but it lets them to reflect on any faults made and how efficiently they can resolve them. The communication with online customers is the most essential part of an online retail business. Online customers could have chosen any company to do business with, so the online retailer needs to ensure that they remember your services certainly and come back next time for shopping needs.

5.3.2 Recommendation on quality of payment handling process:

5.3.2.1 Cash on Delivery in tier-II cities, with reference to Guntur:

Another typical challenge in the Indian online retail market is the majority share of Cash-on-Delivery amongst payment options. While COD has definitely enabled the positive growth of online retail, it has also presented multiple challenges like additional cost, longer revenue realization cycle, and increased supply chain complexity to online retailers. As of now adoption of e-Payment and credit card usage is still under development stage in tier-II and tier-III cities in India when compared to the global average. This has shown the way to the adoption of COD service to grow the number of e-Retail transactions and obtain first-time e-customers quickly. These scenarios also provide the e-consumer with the option of touch and feel aspects related to the product prior to paying for it. Its share is likely to reduce gradually, with increasing penetration of credit & debit cards coupled with its online usage and greater consumer confidence in such transactions, especially tier-II cities in India.

5.3.2.2 Data security while integrating with external systems is important to gain e-satisfaction:

With the rapid development of online retailing, possibility of security issues arises. The security of the transaction is one of the core issues of the development of online retailing. Online retail web sites integrate external financial services for payment processing. The integration introduces new security challenges due to the complexity

for an application to coordinate its internal state with those of the external services and the web client across the globe. Access to online customer's sensitive data is a key factor to secure for increasing customer e-Satisfaction in online retailing context. Online retailers should ensure that the online payment systems are aligned properly and doesn't lead to security issues. Payment networks establish specific controls to ensure security and limit any misuse.

5.3.2.3 Online data security standards to be followed to increase customer e-satisfaction:

There are various guidelines available for data security standards for the credit card networks' debit and credit cards on their implementation in online retail sector in India. Larger merchants and processors must validate their compliance with the standards by engaging an independent assessor to review their card data security from time to time. Online Merchants and processors should have adequate technical expertise to work with assessors and to provide exhaustive information on online payment processing systems. Online retailers should strengthen their cyber security and strongly emphasize data security regularly. Security standards are important for protecting payments and all the related data. One key long-run plan to ensure efficient processing and strong security would be to standardize security protocols embedded in electronic payment systems in India.

5.3.2.4 Securing customer data when shared with business partners

Online retailers should encrypt data shared across various public networks including FTP, email and phone lines. It is suggested to ensure any business partners such as fulfillment houses, customer support centers (or) call centers, and any marketing partners who have access to customer's sensitive data such as information related to their payments are protecting such data with structured and systematic procedures.

5.3.2.5 Online security measures and seals

In an online retail environment where trust plays a vital role in attracting more new customers; it is always better to have a recognizable SSL certificate which may show a direct association with the increased online retail sales. It is also suggested to online retailers that the website should include a trust mark / security mark of some kind on their site to gain customer e-Trust and e-Satisfaction.

5.3.3 Recommendation on quality of delivery:

5.3.3.1 Gaining customer e-satisfaction is important for sustainable growth in Guntur:

The availability of unlimited products and their respective pricing information on the web enables customers to efficiently and easily become knowledgeable and proactive while buying online. It is of highest importance to understand customers and their utilization of the web for the organizations that are in online business for sustainable success and growth. Success in greater economic returns is expected and associated with the retention of satisfied customers. In order to create repurchase intention, online retailers should concentrate more on customer satisfaction and influence them to trust the vendor's products. A website that provides favored content such as customer rating and reviews, and provides the ability to compare the capabilities of similar products may help in influencing customers to consider the same online retail website for their future buying needs.

5.3.3.2 Ethical values in online retailing and how they influence e-customers in tier-II cities: Guntur

Ethical values in online retailing can be defined as the responsibility of the online retailers, including their trustworthy, fair and honest behavior towards customers and safeguarding the interests of their customers. The more that online customers perceive the ethical factors of the website, the more likely the customer satisfaction gets enhanced and this will provide the essential advantage for online retailers. Customers prefer buying from secure service provider, perceived ethical factor in the online retail website encourage customers to continue buying from those websites. If the services provided to customers are in compliance with the concept of ethical values, customer feel comfortable, safe and satisfied, hence they become loyal towards the online retailers. The lack of physical touch and feel of products in e-Retailing results in the fact that perceived ethical values is one of the most important factors for customers to develop e-Trust. E-customer must always be informed of any delays in the order delivery, this helps in gaining e-satisfaction. E-satisfaction is fairly dependent on e-customer expectations being met in online retailing context.

5.3.3.3 Touch and feel aspect of goods with reference to tier-II cities: Guntur

One of the biggest reasons for not purchasing via online retail website in tier-II cities in India is the uncertainty of measurements, such as size and fitment of certain goods. These types of situations are more likely to happen due to inadequate facility of product examination and lead to high product return rates. It is suggested to online retailers to ensure that the delivery of goods should meet the customer expectations in-terms of measurements as displayed in the website during the purchase.

5.3.3.4 Influence of vital determinants of delivery quality on profitability

To expand loyal customer base and improve profitability, it is very important for online retailers to understand in depth what online customers perceive to be the decisive determinants of delivery quality and what impacts the identified determinants and their dimensions have on customers' e-satisfaction.

5.3.3.5 Reduce customer waiting time to increase e-satisfaction:

Waiting time positively influences irritation and depressingly influences re-purchase intention of online customers. Delivery time positively influences re-purchase intention in online retailing especially in tier-II cities such as Guntur, where market is still maturing for branded products. There are multiple attributes while understanding recovery of shipping delays: response speediness, compensation, confessions, and contract channels. online retailers should focus on all the four attributes with special attention on compensation to encourage customer intention to re-purchase.

5.3.3.6 Delivery time as an influential factor to satisfy online customer

It is very important for online retailers to maintain the guarantee given to their customers during the purchase process such as just-in-time purchasing contract, in which the retailer sets an appropriate delivery time and the online buyer agrees to offer a bonus payment for on-time delivery. It is suggested to online retailers to maintain the agreed timeline for all purchases and special focus and attention is needed where customer is ready to offer the premium or bonus payment for a planned and agreed timeline to gain customer e-Satisfaction especially in tier-II cities like Guntur.

5.3.3.7 Fulfillment and flexibility in delivery schedule to gain customer e-satisfaction

One of the important offline feature of online retailing is product delivery mechanism. It has substantial influence on e-satisfaction and also it shows influence on the outcome quality of the entire service provided by the online retailers. Fulfillment in the online retail context can be described as the delivery of the right product within the agreed time-line accompanied by exactness of the product on the basis of the information which has been presented on the online retail website. It is suggested to online retailers to introduce flexibility in the delivery schedule, wherever possible, to meet customer expectation on timely delivery parameter. It can be noted that delivery performance positively influences customer e-satisfaction.

5.3.3.8 Inform customer on details related to delay in delivery if any

It is suggested to online retailers that if there are any delays in the product delivery timeline when compared to the agreed timeline during the purchase, better to inform the customer well in advance to avoid any dissatisfaction due to these delays.

5.3.3.9 Measurement framework for delivery quality

It is suggested to online retailers that they should deploy a strong and systematic measurement framework to assess the delivery quality from time to time. Online retailers can establish a system to capture customer feedback on delivery quality. They can then analyze and implement appropriate delivery quality improvement measurements to enhance customer e-Satisfaction.

5.3.3.10 Order tracking feature to enhance customer e-Satisfaction

Order tracking facility influences customer satisfaction by letting them know the status of their ordered products. It is suggested to online retailers to maintain more appropriate, user friendly and systematic order tracking facility system to enhance customer e-Satisfaction. Innovative ways of implementing order tracking system can gain advantage in the competitive online retailing market.

5.3.3.11 Safe packaging of products to gain customer e-Satisfaction

Online consumers mostly purchase products in small quantities. There are chances that occasionally they make purchase decisions based on product presentation and packaging quality to ensure that the product reaches in a good condition. Online customers mostly prefer reasonably strong packaging, as it takes some time to exchange goods if damaged, which they usually don't prefer. It is suggested to online retailers to maintain strong and systematic packaging for the products to gain customer e-Satisfaction.

5.3.3.12 Cumulative e-satisfaction to gain customer loyalty

A transaction emphasis can be destructive to online retailers because it can weaken their capability to inspire customer e-loyalty and strengthen brand equity in the market. Online customer e-satisfaction as a whole is often regarded to be more eloquent than transaction satisfaction. For an online customer, collective e-satisfaction typically reflects some blend of multiple stores, multiple websites, or multiple catalogs and their interactions, i.e., the whole of those experiences together for their shopping needs. Online retailers are unlikely to gain/increase customers' cumulative satisfaction if the significant non-transactional elements of the customer experience are ignored.

5.3.3.13 Availability of clear return policy influences customer purchase intention

Ensure that return policies are clear and available upfront. The priority thing that the return policy should display is the span of time acceptable for a return. It is suggested to display all the important information on the website; such as the returns period, any re-stocking charges and what retailers do and do not accept during the returns. The return process should always be handled very smoothly with an offer to exchange an item for one the online customer desires. Most customers return the items because they were not appropriate in some aspect. Online retailers should always help customers to find the product they do need, extend assistance and provide appropriate recommendations.

5.3.3.14 Technical support for prompt delivery is important

Ensure that the technology is in place to support the order management integration all the time. It is suggested not to process orders through a technical platform and then

hand them over to an external service provider who should manually process the physical delivery of goods to customers. There are technical systems available which enable real-time order status updates and stock management. Online retailers should utilize this kind of real-time systems to attain customer e- Satisfaction. Online retailers should ensure that they implement online tracking into the fulfillment software. It is a great way to help customers to diminish the anxiety that comes from not having proper update on their purchases. If online tracking system is available to customers, it helps them feel like they know what is going on and can take appropriate action if something appears not in order or out of place.

5.3.3.15 Multiple products delivery

It is suggested that online retailers should clearly mention when they will deliver the purchased goods. They should also describe to their customers whether the order will be delivered as a single shipment or multiple shipments. It is also suggested that online retailers should focus more on informing their customers instantly in the event of any delays in the delivery schedule.

5.3.3.16 Provide insurance on delivery of goods

Depending on what the online retailers are selling and the value of goods, shipping insurance can provide a great deal of security. With most of the delivery service providers such as couriers, insurance is relatively inexpensive and provides the customer with full insurance assistance if one of the packages get lost or damaged during the delivery process.

5.3.4 Recommendation on quality of after-sales support:

5.3.4.1 Handling returns of goods is highly important with reference to Guntur:

The major criteria for choosing any online retail website are ease of product returns and refund of paid money. In the event of a problem with the purchased item as if the received product is not what customer ordered or what is expected, customers prefer the ease with which they can return the item for getting the correct one or for a refund of the amount paid. Hence online retailers may provide free return shipping, not charging for returns. By providing such facilities, online retailers can encourage online

buyers especially first-time buyers to participate in repeat purchase may be able to convert them into long term loyal customers.

Online consumers are tuned into the kind of shopping experience they need. They are finding the information they need to make appropriate purchase decisions, even if they are not getting it from the online retailers. They shop on their own terms using their personal devices they choose at the time they wish from any location that is most pleasing to them. It makes online retailers more relevant if they can provide those experiences seamlessly and give customers the information they need even after the actual sale is completed, such as warranty information.

5.3.4.2 After sales support influences e-satisfaction and e-loyalty with reference to Guntur:

It is very important to provide efficient after sales support professionally, which yields a high level of customer e-satisfaction, and helps in building long term loyalty in customer.

5.3.4.3 Responsiveness at various stages of purchase and post-purchase:

E-consumers expect the online retailers to respond to their inquiries quickly and promptly. Responsiveness in online retail context describes how regularly the retailers provide services that are more significant to their e-customers to come back to the website for future buying needs. Responsiveness makes e-customer feel very comfortable during the entire purchasing process to continue purchasing without any disruption and even after purchasing the goods. Responsiveness can be seen as the willingness of the e-Retail organization to help e-consumer to provide prompt service when they have challenges in either website or purchase process.

5.3.4.4 How customers refer to others in tier-II cities: Guntur

Loyal customers mostly recommend and say positive things about a certain online retailer or about a product that they have purchased. The more positive the customer experience is with a particular online retailer, the more likely and willing they are to purchase again and to spread good electronic word of mouth(eWOM) in the market.

5.3.4.5 After-sales support to strengthen relationship with online customers and to gain both e-satisfaction and e-loyalty with reference to Guntur

From the customer-relationship viewpoint, after-sales support is regarded as a vital factor that has the great influence on establishing strong relationships with online customers. On the other hand, the expected and free basic after-sales support, also plays an important role in attracting more online customer attention in the online retail market with lot of brand competition. Offering adequate after-sales support to customers has become a major generator of competency in online retailing market segment. Accepting the after-sales support requests that yield returning customers are the most profitable ones, as they require less marketing effort and relationship building. After-sales support acquires a vital role as a means to achieve customer e-Satisfaction and e-Loyalty in online retailing. After-sales support influences the perceived value by the customer and thus, the quality of the relationship between online customer and online retailers.

5.3.4.6 Complementary after-sales support to attract new online customers and to gain e-satisfaction and e-loyalty with reference to Guntur

After-sales support constitutes a means to understand online customer needs and a strategic approach for customer retention in online retailing context. The concept "after- sales support" has been approached in the as one among several supplementary service elements provided by the online retailers. It is mostly seen as operative activities of some, or all members of the distribution channel. Such services are the transport/delivery to customers, installation activities, the product- related training, the hot line and advice by the help desk, any repairing service and even the recycling process.

5.3.4.7 Mobile version of the website and its importance in tier-II cities: Guntur

Many of the online customers in India access the websites through mobile devices. This is the primary reason for online retailers to focus their further efforts on launching and penetrating the mobile apps in the country. Efficient after-sales support by utilizing mobile technology can enhance customer e-Satisfaction.

5.4 Conclusion:

Despite the internet is a globally popular shopping channel, research into the concepts of e-service quality is yet to happen more intensely. This study attempts to add some valuable inputs by employing a holistic model which conceptualizes e-service quality as a hierarchical multi-dimensional construct to explore the influence of e-service quality on the e-Satisfaction.

5.4.1 Customer value in online retailing

The logical use of the online environment in e-customer's purchase decision making process, and the development of e-Retailing concepts world-wide, has led market to observe the relationship between service quality, e-Customer value, and e- Satisfaction in online retailing context. If the online environment intends to be successful as a major distribution channel, a strong determinant will be exploiting its potential to satisfy e-customers by delivering very high e-customer value and e- service quality. With the availability of internet e-consumer can have infinite access to the information they require and have the benefit of a wider range of choice in selecting products with highly competitive price. As a result, it is usually not so easy for online retailers to achieve and maintain competitive advantage based on any one parameter, because of which understanding the e-service quality levels of the online retailers have increasingly become a primary driving force in enhancing e-Satisfaction and in turn in expanding their customer base along with gaining a higher level of e-Satisfaction.

e-Service quality improvement initiatives should commence with defining the customer's desires and preferences, and their connected quality boundaries. If online retailers can understand what kind of dimensions' customers use to evaluate the quality, they can plan for taking appropriate action to observe and improve performance on those dimensions. It is very hard to sustain a competitive edge through the product offering alone in the online retail market, where several vendors compete by offering same brand and/or similar kind of products with a very limited price variation. As a result, the level of the service offered, and the quality of delivery turn out to be vital determinants of online retail business success. Customer e-Satisfaction is a result from superior shopping experience that incorporates both subjective and objective connectivity.

5.4.2 Long term sustainability and customer e-satisfaction

Customer e-Satisfaction has become an essential part for long-term sustainability of online retail business. E-Satisfaction gets derived from service quality, e-Trust and customer shopping value factors in general. In the light of this, it is very important for online retailers to control and develop website quality, as the website is the primary tool for running online retail business successfully. E-customer perceives high level of trust and value if they feel website as a qualitative platform for their shopping needs. **Zeng**

et al., (2009) suggested to online vendors that overall satisfaction and its antecedents should be considered together with greatest focus, to generate customer e-loyalty through growing re-purchase intention.

5.4.3 Market segmentation is important to attract more customers

E-retail website should be designed for specific and targeted customer segment. This means the content and the features should match the priorities, likes and preferences of the targeted customer base. Information on the retail website has a significant role in e-consumer's purchase decision making process, as it would steer them, since the absence of physical connect with the product. E-customers are most probably will have better decision when they are provided with detailed and exact information as much as possible. Thus, the more qualitative information offered by the online retailers, the better the purchase decision can be taken by e-customers with minimal effort and time, which accordingly leads to enhancement in customer e-satisfaction.

5.4.4 Online buyer buying patterns

Online buyers often follow different buying patterns. If customer visits any e-retail website without any prior intention to purchase, displaying attractive offers on the first page is a potential way to attract that kind of customers. At the same time, e-customer who visits the website with a determined intention to purchase, it is essential to provide powerful search function enabling the customer to quickly obtain the required information. The strategy of e-service needs to be centralized on the both sided flow of information between e-customer and the online retailer. The accurate nature of e-service is offering e-consumers the greatest shopping experience with respect to the associated flow of information. E-service quality is a vital determinant not only in relation to the success of e-Retailing business but also in terms of providing e-customers with an online experience that exceed the common and regular information flow. Hence, e-Service quality represents the added value over and above the exchange of information made feasible by the web environment. **Jun et.al., (2004)** opined that the dependable / quick response dimension is the greatest influential determinant in achieving high level of overall e-service quality and customer e-satisfaction. To participate successfully in an industry featured by high-technology exchangeability, very low in entry barriers, and low customer switching cost, it is essential to highlight

and prioritize those website functions that can really deliver advanced customer experience and yield the maximum ROI.

5.4.5 Time saving is important for online customer

Time saving is an important factor for the e-customer. Web page loading plays an important role in saving the time required for the entire shopping cycle in e-retail website. In addition, navigation throughout the website should be easy, which implies that the web page should be able to fetch the goods that the e-customer is looking for in a reasonable time. The retail website that embraces the new technology and gives important to customer relations in its strategies will have more probability of developing strong e-Loyal customer base. **Lin et al., (2011)** suggested to online retailers to maintain quality of delivery by adhering to the agreed timeline and safe packing of the products. **Gim (2014)** outlined that any delay in delivery may show direct influence on e-satisfaction.

5.4.6 Product assortment

Most of the e-customers do not want to deal with multiple websites while shopping. In general, e-customer's search cost those are associated with shopping across various retail websites increase with the number of competing alternatives. In other words, an increase in the number of available alternatives at a single retail website can significantly diminish the opportunity cost and shopping time. The retailer that offers larger choice to customers can become the leader in the market; one stop shopping thereby generates e-Satisfaction greatly. The accessibility to unlimited products and respective pricing on the web allow e-consumers to become more proactive and familiar while shopping online quickly.

5.4.7 User experience

Shopping experience is one of the essential factors in e-Retailing context that means shopping experience adds value to the service quality components and merchandise value to influence e-Satisfaction in customers. Website features do not function by themselves to achieve isolated tasks, but are perceived by e-consumers in combination that contribute to creating an interesting online shopping experience. The main channel for online retailers to deliver the web experience to e-consumer is their website. The websites offering fabulous web experience to e-consumer are designed

in a way not only meeting e-consumer's product requirements and expectations but also supporting them through the detailed steps of the purchasing process.

Customer experience is an essential factor leading to e-Satisfaction, as experience with a specific e-Retail brand may influence the attitude of the e-customer towards that brand. Positive experience can influence the intention to purchase from the same brand in future for various shopping needs.

Online retailers not only need to understand how e-consumer purchase online but also how online behavior progresses over a period of time in order to meet their varying shopping needs. As e-consumers get more experience in navigating in the e-retail website, they become more and more proficient in using the website for various shopping needs. E-consumer experience is not the number of years of experience in shopping in online; it can be understood as the qualitative and subjective measurement of experience while shopping in online environment. E-consumer experience shows influence on achieving e-Satisfaction as the consumer gains more knowledge while gaining experience with any specific e-retail website. E-consumer experience can be seen as the take away feeling formed by the consumer with the retail website and connected service offerings. It is a compilation of perception which is a result of totaling sensual information while dealing with the e-retail website. **Chu & Li (2008)** opined that consumers who shop online regularly perceive a lower level of risk, as their knowledge on products and transactions develops after some transactions. Perceived risk plays a very strong deciding factor role in the online shopping pattern.

5.4.8 Order fulfilment and speedy delivery mechanism

Order fulfillment and express delivery mechanism are as important as the other elements which have the power to influence e-Satisfaction development process. A methodical delivery system that ensures fast delivery as soon as the check-out process is done, contributes to customer e-satisfaction heavily, which in-turn contributes to e-Loyal behavioral aspects. Another important factor is, besides the rapidity in delivery, the delivery system should let on e-customers different ways of delivering purchased products. **Lin et al., (2011)** outlined that both product and delivery are very important factors of satisfaction in online retailing context. They suggested online retailers to maintain quality of delivery by adhering to the agreed timeline and safe packing of the products.

5.4.9 Value added information

A very dominant instrument to ensure that the e-customer comes back to the e-retail website is, presentation of value added information in the website which is required by customer for making appropriate purchase decision. A core challenge to online retailers is designing a website that is attractive on the first look and creating interest as much as necessary to encourage repeat visits. Product presentation should be able to supply more detailed information about the item to e-consumer so that they can take a better purchase decision. Efficient and interactive style of product presentation can significantly show influence on user experience. The web experience can be understood as the total impression and perception generated by the e-Retail website which includes the e-consumer's experience with communicating/connecting by using the marketing elements on the website. Hence, online retailers have the opportunity to influence e-consumer behavior and subsequent purchase decision making process, by controlling and improving certain marketing elements on the e-Retail website. By analyzing the customer's existing shopping history and other related information, online retailers will be in a position to send proactive offers to them by aiming at inviting them back to the website. Product recommendations based on the customer's previous shopping history, can significantly influence customer's shopping intention and help them to find new approach to satisfy their shopping desires. High satisfaction of e-customer will directly influence the customer shopping attitude, emotion and preferences. At the same time, the positive shopping attitude will produce e-purchase behavior and make them become true loyal customers. **Ling et.al, (2010)** suggested that, to improve the level of e-trust, online retailers should provide truthful and dependable information to the potential online buyers at all time.

5.4.10 Online customer attitude towards the website

Commitment with reference to e-Satisfaction is the combination of two dimensions of any e-customer, namely behavior and attitude. Both the dimensions strengthen each other if the e-retail website meets the e-customer shopping needs. Every time the e-customer gains satisfactory experience from the purchase of goods from the online retail website, the positive attitude towards that website becomes stronger.

Vendor expertise is an important trait to be demonstrated by the online retailers in order to maintain customer base for long term. If a consumer's perception about the online retailer expertise on order fulfillment is high, the consumer believes that the vendor has the capability and relevant competencies for prompt & effective order fulfillment. Consumers have a tendency to build long term relationship with the online retail website when they perceive higher level of vendor expertise. **Lin et.al., (2011)** opined that e-customer's sense of worthy product bought is likely to influence e- satisfaction directly.

5.4.11 Trust mitigates the ambiguity

E-Trust mitigates the sense of ambiguity that emerges when the shop is unfamiliar, the shop owners are anonymous, quality of the product is not known, and the post-purchase service availability is unknown. These types of conditions are most likely to happen in the online retail environment. Trust mainly influences e-consumer behavior and; hence, the online retailers have to develop trustworthiness for e-consumers to continue shopping in the retail website.

With the unpredictable nature of e-customer behavior, the development in global e-Retailing environment, the growing service and product accessibility, moderately very low switching cost, and in the lack of an absolute reason to prefer one online retailer over another, e-consumers will tend to experiment among the various vendors available online. In e-Retailing context, situational factors such as shortage of time, geographic remoteness, and various dependent tasks related to shopping, product type, need for specialized products and pleasant appearance of alternatives are treated as the primary influencers on e-consumer behavior. **Lee and Turban (2001)** outlined that online vendors who want to increase consumer trust and continue purchases should focus on growing their honesty in the minds of the consumers.

Customer behavioral aspects are strongly affected by their relative level of satisfaction with a particular product that has been used or consumed. Satisfied customers may pass on positive feedback about the e-Retail website and its offerings and also recommend the website to others for their shopping needs. This is very important in online retailing environment as the feedback via internet reaches to places without any limit. Additionally, satisfied customers produce a very high shopping frequency. Satisfied

customers are always expected to remain loyal to the e-Retail website and willing to re-purchase. Trust, in general reduces the need for extensive negotiation and encourages long-term association with the e-Retail website.

E-Trust can be viewed as a behavioral confidence that generates a positive approach towards the transaction behavior which may result in transaction intention. **Chang and Fang (2013)** in their study observed that the online vendor's website which provides useful & accurate information and maintain a dependable order fulfillment track record will gain more e-trust from their customers. Consumer's online proficiency shows significant influence on consumer's e-trust towards the online vendor.

5.4.12 Timely and accurate delivery

Online consumers basically want to receive the right quality and right quantity of items that they have ordered within the promised time line and they expect to be billed correctly by the online retailers. Online consumers expect that online retail website should have apparent and effective mechanism for handling returns of goods and providing guarantees for the purchased products. **Jun et.al., (2004)** recommended that online retailers should implement information systems that integrate all their offline & online processes to enhance their delivery performance.

Finding ways to ensure that the e-consumer selects their website over the competitors is certainly one of the top business targets of the online retailers. On the other hand, in the long run, it is not sufficient to just have the e-consumer visit its website once or twice. Efforts to make the e-consumer stay loyal to the website and also to the products it offers also play a vital role in the success of e-Retail in long term. There are two important aspects of e-Satisfaction, one is attracting customer with sophisticated website design and the second one is gaining customer e-satisfaction with productive service offerings. E-service quality is the level of assistance that retailers can provide efficiently, the required shopping experience, along with purchasing ease and prompt delivery of products in the online retailing context. Purchasing intention is the result of attitude which refers to the e-customer's motivation to purchase from a particular online retail website. **Kim et.al., (2006)** providing order tracking and order status related information is important in online retailing environment.

If the e-customers are familiar with the transaction procedures of any online retail website, they will use that website more frequently. To form a certain purchasing habit at any online retail website, the e-customer may spend more effort and time in learning how to use or shop on that website. As a result, the e-customer can probably stay with that online retail website for long term for shopping needs. Online shopping satisfaction is defined as the capability of an online retail website to conquer the assumed deficiencies of online retailing compared to the other channels of retail shopping, and not by the typical online retail websites that are presumed in any online retail website.

Understanding detailed behavior as e-consumers navigate within the online retail website has huge probability to create more productive consumer value by the retailers. Basically e-consumer connects not only with the website for their shopping needs but also with the online retailer's business processes to certain extent in terms of service delivery capabilities. E-consumers usually re-evaluate their acceptance of purchasing decision during the final order confirmation stage and then decide to continue the shopping in any online retail website.

5.4.13 Online consumer e-satisfaction evaluation

The utmost important point for online retailers to gain customer e-satisfaction is to match the demand from e-consumers with a suitable set-up of sourcing, distribution and product returns handling activities efficiently. E-satisfaction is a post-purchase activity measuring the index that measures the inner state of the e-customer's opinion about the purchases in the past period and the related experiences in online retail website. Measuring the level of e-satisfaction is very vital for online retailers, since e-satisfaction with the entire services offered influences the e-consumer's decision to continue using that website for future buying needs. **Kim et al., (2004)** outlined that system quality has a significant relationship with customer e-satisfaction in online shopping context. **Guo (2011)** opined that to gain customer e-satisfaction, it is important to improve the service quality and fulfill all the commitments promptly.

5.4.14 Online consumer learning

In online retailing, consumer learning refers to the process through which consumer obtains experience, skill, knowledge which helps in widening their buying behavior continually during the online purchase process. Online reviews help e-consumers in

improving their awareness in general and provide them with real shopping experience. Reviews can provide a orientation to recognize the product details before taking a purchase decision in online retailing context.

5.4.15 Website efficiency and effectiveness

Online retailers should understand not only the requirements of e-consumers but also how efficiently their website is performing to meet those requirements. Understanding the website efficiency and effectiveness is very essential for online retailers to manage e- customer expectations. A detailed and clear perceptive of how the e-retail website is performing in it's current stage, will provide significant recommendation for online retailers to tune to meet customer needs. The e-consumer not only has expectations about the marketing mix, but also has expectations about the system challenges, such as browser loading speed. To understand customer e-satisfaction entirely, the online retailers should look at e- consumer's relations with the website both as a service provider and as a system. In online retailing context, e-customer deals with the online retailers through website, which is actually an information system. Hence, the design of this system plays in imperative role in determining e-consumer's shopping experience to a great extent. **Yang et.al., (2004)** opined that the website content should be brief and easy to understand to online consumers.

Using the smart phones and sophisticated devices e-customers started to feel more comfortable with online shopping as their computer expertise and ability is getting better day by day. These technology advancements help in improving the perceived online shopping attitude which has a positive influence on customer e-Satisfaction greatly. Customer perceived value is the core reason of customer e-Satisfaction which leads to the emergence of e-customer behavior in online retailing. When e-customers decide to consume, they will select certain kind of products online, initially they compare and then take the decision to buy those products with high consumer value.

During the ordering stage, customers perceive product mixture, quality of information as more important factors. Well organized website not just ensures pleasing web atmosphere, but also facilitate the consumer by providing a greater information search capability and order processing which eventually save customer's online shopping time. Customers usually compare and evaluate the information quality of the competitive websites, especially when they have to take purchase decision between

the available competitive products. Understanding e-consumer behavior and their utilization of the shopping websites is very important for online retailers to achieve sustainable growth in competitive online business environment. The reliability of the website content facilitates e-consumers to perceive safety, formulate better justification for their purchase decision and consecutively influences customer e-satisfaction and intention to purchase in online retail website. **Kim et al., (2004)** observed that reputation and information quality of the website are very important for online vendors.

5.4.16 Initial trust development

In online retailing context, e-Trust is one of the preconditions of e-Satisfaction. Because of the e-Trust, online retailers can obtain e-customer data to establish a good relationship. When online retailers have gained e-customer's e-trust, they can establish a strong relationship with e-customers and make perfect strategy according to the e-customer's preferences and priorities to increase e-loyalty level. Initial e-Trust usually forms quickly on the basis of the available information on the online retail website. If e-consumers perceive the online retail website as high quality and more user-friendly, they most probably trust it, and will be willing to depend on that website for their shopping needs.

Guo (2011) opined that Online customer trust can be improved by having a strong returns and replacements policy. The individual who perceives that the online retail website adheres to the agreed terms and conditions, believes that this type of online retailer's behavior will continue in the future also, which is why their willingness to continue the connection with that particular online retail website is enhanced, in turn growing the number of purchases and the level of commitment. At the same time, the magnetism of other alternatives in the market within the same product group is diluted, which is why the online retailer's capacity to satisfy e-customer needs impede both the customer's departure and the appearance of new competitors. Therefore, satisfaction becomes a discriminating mechanism for what the online retailers have to offer. In keeping with the aforesaid point of view, it can be said that the fulfillment of a consumer's website expectations leads to the elevate in the consumer's future purchasing intention and will enhance their visit frequency to the same online retail website. **Li et al., (2007)** opined that online customer's knowledge on e-commerce plays a very significant role in establishing e-trust.

5.4.17 Reliability dimension

The reliability dimension is a significant forecaster of overall e-Service Quality, customer e-satisfaction and purchase intention in online retailing. As a result, to enhance e-satisfaction and purchase intention, online retailers should concentrate on improving the dimensions of reliability, such as delivery capability, providing the latest and perfect information, and ensuring the security of online transactions. **Lin et.al., (2011)** opined that when developing strategies to retain e-customers, online vendors need to develop not only superior quality e-commerce system but also dependable delivery, quality of products, and price fairness.

In general e-customer attitude towards e-Retailing plays an important role in increasing e-satisfaction. User attitude towards new technology systems are highly associated with e-satisfaction. Online shopping depends more on the use of new technology innovation on computer systems. Thus, e-consumer positive attitude towards e-Retail shopping systems can have a favorable influence on e-satisfaction. E-consumers with high computer expertise are expected to adopt online retailing more quickly. E-consumers are most probably expected to feel satisfied with the services of online retail website if they have shaped positive e-shopping attitude.

Another very important advantage perceived by e-consumers is the decrease in search cost, especially in products related information. A huge amount of freely available information, if it is accessible without difficulty and organized well in the retail website, helps in attracting more consumers for their shopping needs. **Kim et al., (2004)** To achieve more reputation and to maintain information quality online vendors need to put in more effort, as a pre-purchase trust building activity.

Understanding e-customer requirements and developing e-services based on responsive feedback boosts e-satisfaction and also enhances e-Trust. Both e-satisfaction and e-Service Quality act together on e-customer purchasing intention in general. Purchasing intention will be high when both perceived e-Service Quality and e-satisfaction levels are high in online retailing context.

The study evaluated the views of the respondents regarding online retailing adaption in Guntur City. Findings suggested that most of the respondents generally were very much acquainted with the concept and application of online retailing.

The overall results demonstrate that the respondents have perceived online retail shopping in positive manner. e-Service Quality in online retailing has a powerful influence on the customer satisfaction. If the level of e-Service Quality is enhanced, the e-Satisfaction improves to a great extent. Both customer satisfaction and loyalty have become very important attributes for online retail organizations due to tremendous availability of alternative websites on a single click away in the competitive market.

5.4.18 Consumer behavioral intention related to e-service quality

After having a satisfactory experience by using a service; online customers may gain different behavioral intentions. Intention to recommend the online retail website to others or come back to the same website in the future can be described as customer e-loyalty. **Zeng et al., (2009)** studied determinants of online service satisfaction and their influence on behavioural intention and found that e-customer's overall satisfaction shows vital influence in determining re-purchase intention.

5.5 Limitations:

5.5.1 Self-administered questionnaire

The study is based on data available from self-administered questionnaire method among selected consumers and hence, may not be generalized.

5.5.2 Study area

The study is limited to a selected area(Guntur) and hence the conclusions drawn may not be applicable to other areas.

5.5.3 Website as information source only

The current research focuses on e-service quality dimensions perceived by customers who have conducted purchasing transactions in online retail websites. However, a large portion of individuals mostly utilize the websites as an information sources and have not conducted commercial transactions. These types of customers may have unique perceptions of e-service quality. Thus, further research can develop a more generalized e-Service Quality scale by incorporating the perceptions from both the groups.

5.5.4 Individual buyers only

The sample is limited to individual buyers, consideration of group buying may discover interesting findings.

5.5.5 Partial purchase transaction

The sample did not consider online consumers, who have visited the online retail website but did not complete the purchase transaction fully, such as added products to cart but did not complete the purchase transaction fully.

5.5.6 B2C customers only

The sample is limited to only the B2C model of online retailing. Further research can be taken up by including B2B business concepts.

5.5.7 Age group

The other limitation of this study is that the sample consists of the age group from 18 years to 35 years only, consciously chosen due to their significance for future online market growth.

5.5.8 Mobile app customers not considered

The current study is conducted by considering only the online buyers who bought goods using the website of online retailers.

5.6 Scope for Future Research:

5.6.1 Study of satisfaction of e-shoppers who visited the website but did not necessarily complete a purchase transaction during that visit.

This factor is more appropriate in e-Retailing context, since it takes into consideration the attitude and belief of all the e-consumers regardless of whether they finished a purchase during a visit to the website. Even though they may not complete a purchase, these visitors may provide favorable word of mouth or may revisit the same website if satisfied highly during this visit.

5.6.2 Mobile app customers

Research can be conducted on the satisfaction levels of online buyers who use the retail mobile app to purchase goods may provide valuable insights into online retailing. Mobile apps in general help to reach more customers even located in remote and rural areas. Online retailers can utilize the mobile app features to communicate with their customers on service updates and other offerings. online retailers can gain the advantage of capturing customer information through mobile applications which can be utilized for business analytics to improve their services and sales.

5.6.3 B2B customers perspective

Further research can be conducted on the satisfaction levels of online buyers who use online retail websites on B2B mode. This kind of study may bring valuable recommendations for online retail business.

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APPENDICES

Appendix - A

QUESTIONNAIRE

Name:				
Age(Yrs):	18 – 23			
	24 – 29			
	30 – 35			
Gender:	Male		Female	
Occupation:	Employee			
	Business / Profession			
	Student			
	Housewife			
Family Income (Monthly)	INR. 10,000 – 20,000			
	INR. 20,001 – 30,000			
	INR. 30,001 – 40,000			
	INR. 40,001 – 50,000			
	INR. 50,0001 and above			
Location:	Guntur			

Quality of Information:

- Information quality in Product Description influences customer e-Satisfaction in online retailing

1. Strongly Agree	2. Somewhat Agree	3. Neutral	4. Somewhat Disagree	5. Strongly Disagree
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- Information related to product reviews & customer feedback influence customer e-Satisfaction in online retailing

1. Strongly Agree	2. Somewhat Agree	3. Neutral	4. Somewhat Disagree	5. Strongly Disagree
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- Information quality in wish-list and easy ordering, influences customer e-Satisfaction in online retailing

1. Strongly Agree	2. Somewhat Agree	3. Neutral	4. Somewhat Disagree	5. Strongly Disagree
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- Recommending other products purchased along-with this product by other customers, influences customer e-Satisfaction in online retailing

1. Strongly Agree	2. Somewhat Agree	3. Neutral	4. Somewhat Disagree	5. Strongly Disagree
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5. Online vendor's social media presence influences customer e-Satisfaction in online retailing

1. Strongly Agree	2. Somewhat Agree	3. Neutral	4. Somewhat Disagree	5. Strongly Disagree
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6. Variety of product and related information influences customer e-Satisfaction in online retailing

1. Strongly Agree	2. Somewhat Agree	3. Neutral	4. Somewhat Disagree	5. Strongly Disagree
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7. Information Quality in Online chat feature of the online retail website influences customer e-satisfaction in online retailing

1. Strongly Agree	2. Somewhat Agree	3. Neutral	4. Somewhat Disagree	5. Strongly Disagree
-------------------	-------------------	------------	----------------------	----------------------

Quality of Payment Handling Process:

8. Total security & privacy provided to payment handling process quality influences customer e-satisfaction in online retailing

1. Strongly Agree	2. Somewhat Agree	3. Neutral	4. Somewhat Disagree	5. Strongly Disagree
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9. Cash on Delivery facility influences customer e-satisfaction in online retailing

1. Strongly Agree	2. Somewhat Agree	3. Neutral	4. Somewhat Disagree	5. Strongly Disagree
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10. Multiple & flexible payment options provided, influences customer e-Satisfaction in online retailing

1. Strongly Agree	2. Somewhat Agree	3. Neutral	4. Somewhat Disagree	5. Strongly Disagree
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11. Fair and Low-Price influence customer e-Satisfaction in online retailing

1. Strongly Agree	2. Somewhat Agree	3. Neutral	4. Somewhat Disagree	5. Strongly Disagree
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12. Effective service recovery feature customer e-Satisfaction in online retailing

1. Strongly Agree	2. Somewhat Agree	3. Neutral	4. Somewhat Disagree	5. Strongly Disagree
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13. Error free bill generated for the purchased goods, influences customer e-Satisfaction in online retailing

1. Strongly Agree	2. Somewhat Agree	3. Neutral	4. Somewhat Disagree	5. Strongly Disagree
-------------------	-------------------	------------	----------------------	----------------------

14. Instant Order confirmation email with payment details influence customer e-Satisfaction in online retailing

1. Strongly Agree	2. Somewhat Agree	3. Neutral	4. Somewhat Disagree	5. Strongly Disagree
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Delivery Quality:

15. Effective packaging of goods influences customer e-Satisfaction in online retailing

1. Strongly Agree	2. Somewhat Agree	3. Neutral	4. Somewhat Disagree	5. Strongly Disagree
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16. Cutting-Edge Order Tracking feature influences customer e-Satisfaction in online retailing

1. Strongly Agree	2. Somewhat Agree	3. Neutral	4. Somewhat Disagree	5. Strongly Disagree
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17. Feature to choose delivery time by customer influences customer e-Satisfaction

1. Strongly Agree	2. Somewhat Agree	3. Neutral	4. Somewhat Disagree	5. Strongly Disagree
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18. Free shipment facility influences customer e-Satisfaction in online retailing

1. Strongly Agree	2. Somewhat Agree	3. Neutral	4. Somewhat Disagree	5. Strongly Disagree
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19. Prompt communication on any delivery delay influences customer e-Satisfaction in online retailing

1. Strongly Agree	2. Somewhat Agree	3. Neutral	4. Somewhat Disagree	5. Strongly Disagree
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20. Delivery of goods as per agreed timeline, influences customer e-Satisfaction in online retailing

1. Strongly Agree	2. Somewhat Agree	3. Neutral	4. Somewhat Disagree	5. Strongly Disagree
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21. Delivered product quality & reliability influences customer e-Satisfaction in online retailing

1. Strongly Agree	2. Somewhat Agree	3. Neutral	4. Somewhat Disagree	5. Strongly Disagree
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After-Sales Support Quality:

22. Refurbisher's warranty influences customer e-Satisfaction in online retailing

1. Strongly Agree	2. Somewhat Agree	3. Neutral	4. Somewhat Disagree	5. Strongly Disagree
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23. Quality of customer support staff response after sales, influences customer e-Satisfaction

1. Strongly Agree	2. Somewhat Agree	3. Neutral	4. Somewhat Disagree	5. Strongly Disagree
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24. Handling returns of goods properly and paying refunds & replacements accurately, influences customer e-Satisfaction in online retailing

1. Strongly Agree	2. Somewhat Agree	3. Neutral	4. Somewhat Disagree	5. Strongly Disagree
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25. Easy to contact retailer, influences customer e-Satisfaction in online retailing

1. Strongly Agree	2. Somewhat Agree	3. Neutral	4. Somewhat Disagree	5. Strongly Disagree
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26. 24X7 customer support staff availability influences customer e-Satisfaction in online retailing

1. Strongly Agree	2. Somewhat Agree	3. Neutral	4. Somewhat Disagree	5. Strongly Disagree
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27. Handling cancellation of goods properly, influences Customer e-Satisfaction in online retailing

1. Strongly Agree	2. Somewhat Agree	3. Neutral	4. Somewhat Disagree	5. Strongly Disagree
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28. Facility to change the shipping address by customer before delivery influences Customer e-Satisfaction in online retailing

1. Strongly Agree	2. Somewhat Agree	3. Neutral	4. Somewhat Disagree	5. Strongly Disagree
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PUBLICATIONS FROM THE THESIS

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1. **DVR.Subrahmanya Sastry.T** and B. Madhusudhana Rao, (2017), A Study on consumers perception about the importance of payment processing efficiency in online retailing environment, *Indian Journal of Marketing*, 47(6), 22-34.
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