

An Examination on E-Service Quality in Online Shopping

K. Krishnakumar, P. Ranjitha

Abstract: *Online shopping is the use of internet as means of communication with consumers, the field of e-commerce, e-service quality in online shopping has experienced a rapid growth in the recent years. The empirical study is attempted to focus on the e-service quality of online shopping in Salem city consumers. The major objectives of the research were to know the perception of online buyers about online service quality, to know the factors influencing and identify the problems of online shopping of e-service quality; with the help of structured questionnaire for primary data with sample size of 100 respondents. The statistical tools used for this research study were the following: Percentage Analysis, One-sample t-test, Ranking Analysis and Chi-square test.*

Keywords : *Website Design, Service Ability, Privacy, Trust, Perceived Value.*

I. INTRODUCTION

Online shopping is having very bright future in India. The online selling enables the sale of products or service to consumers. Online shopping has been shown to provide more satisfaction to modern consumers seeking convenience and speed on the other hand, some consumers still feel uncomfortable to buy online. With an increase in use of internet as means of communication with consumers, the field of e-commerce, e-service quality in online shopping has experienced a rapid growth in the recent years. The cost of internet usages is also getting lower with good competition among the providers. This will increase the usage as it goes more on wireless internet. More and more Indians are going for online shopping and the frequency of Indians online shopping is crossing the overall global average. The e-service qualities in online shopping pattern have been changed. It has changed the way goods are purchased and sold, resulting to the exponential growth in the number of online shoppers. Attitude towards online shopping and goal to shop online are only affected by ease to use, usefulness and enjoyment but also by other factor like consumer individuality, situational factor, product it distinctiveness, previous online shopping

understanding and faith in online shopping. Therefore, understanding who are to ones consuming and why they choose to use or keep away from online shopping. Online shopping portal provides the platform to consumers to buy the products online. Service quality may be defined as the consumers overall impression of the relative inferiority/superiority of the organization and its service. Therefore, service quality is the key of survival for online shopping. The concept of e-service quality is derived from the concept of quality of traditional service. The e-service is defined as a customer experience with the service provider through the electronic channel without human, because the internet is a primary channel for delivering e-services. The effect of electronic service quality on consumers trust to retailers in the context of e-services has a significant positive effect on trust toward the website (Ahrajanani 2015). Service quality perceived by the customer online shopping young adults and there is a positive correlation between perceived service quality and customer loyalty (Bhattacharya and Moumita 2015). The moderating effect of switching costs on relationship of e-service quality, perceived customer value, customer satisfaction and loyalty towards the online travel agencies and by enhancing switching costs in terms of providing discounts points better customer relationship etc. to retain the existing customer base (Pooja and Anil 2015). The relationship model of e-service quality, e-satisfaction, e-trust, e-commitment and customer e-loyalty and relationship with the customer was very important to create a competitive advantage in order to obtain economic benefits from customer retention (Romadhoni 2015). The major dimension of e-service quality is a combination of traditional service quality dimensions and web interface quality dimensions as the starting point of e service quality (Ahmad 2014). The major dimensions of e-service quality linked with online environment and contributed to the field of service quality expectations relationship with online shopping in the context of developing countries (Mohammad and Yusof 2013). The electronic service quality

Revised Manuscript Received on September 25, 2019

Dr.K.Krishnakumar, Associate Professor of Commerce, Periyar University, Salem.

P.Ranjitha, Ph.D Research Scholar (RGNF Fellow)

is based on impact on electronic customer satisfaction (Ariff 2013). The responsiveness is the most important factor in dealing with the relationship between consumers with customer satisfaction and customer loyalty on e service quality (Behjati 2012). The factors like trust, customer service, customers income, price of products or services and security are more important in e service quality (Ramin and Darush 2011). The perceived value and customer satisfaction variables are mediating the relationships between electronic service quality and customer loyalty (Kuang-Wen Wu 2011). The dimensions of web service quality based on e-customers expectations and perceptions and identified dimensions of web service quality are perceived risk, web content and service convenience (Godwin and Bagchi 2008). The relationship among e-service quality dimensions and overall service quality, customer satisfaction and purchase intentions are related with dimensions of website design, reliability, responsiveness and trust affect overall service quality and customer satisfaction (Lee 2005). Now a day's e-service quality in online shopping becomes a necessity and important part of life even for the majority of middle-class people and high level people. The development of technology and all the shopping transfer their service in online. The online shopping also transfers their service in online. The study is conducted in Salem since Salem is one of the prominent city which is developing very well in all aspects more over it is an educational hub and many of the promising youngsters are using internet and prefer online shopping. Due to the increasing internet users of the online shopping, the present study focuses the customer expectations on e-service quality in online shopping. Understanding their satisfaction will help to improve the service quality. Hence, the present study on e-service quality in online shopping in Salem city has been taken up. This study helps to the e-service quality in online shopping for improving their service and retaining new customer and satisfy existing customer. Therefore, the current study of e-service quality in online shopping from the consumer point of view of Salem city. For this study the e-service quality dimensions such as, reliability, accessibility, privacy/security, efficiency, responsiveness and to measure the service quality etc are consider the current scenario due to the developing of information technology the peoples are buying product through online. So in this kind of situation they are spending more time to online purchasing. The consumers considers many factors such as website design, service

ability, fulfillment, privacy, trust, perceived value, responsiveness, efficiency, navigation, and reliability etc for online purchase.

The objectives of the study are as follows

1. To know the demographic profile of the online shoppers in e-service quality.
2. To study the perceptions and factors influencing of online shopping in e-service quality.

II. RESEARCH METHODOLOGY

This study is mainly focused on both primary and secondary data. The primary data were collected from online shopping consumers at Salem city by well-structured interview schedule which contains personal information and various factors influencing and the perception level of the e-service quality in Salem city. The convenience sampling method was used for this study to collect primary data. The percentage analysis, one sample t-test, Ranking analysis, and chi-square test are used to evaluate the e-service quality.

Table-1: Demographic Profile of the Respondents

Demographic Variables	Groups	Frequency	Percentage (%)
Gender	Male	56	56.0
	Female	44	44.0
Age	Below 25	49	49.0
	26 to 35	42	42.0
	36 to 45	9	9.0
Marital Status	Married	36	36.0
	Unmarried	64	64.0
Educational Qualification	SSLC	1	1.0
	HSLC	4	4.0
	Graduate	30	30.0
	Post Graduate	47	47.0
	Others	18	18.0
Occupation	Business	13	13.0
	Students	40	40.0
	Govt. Employee	6	6.0
	Private Employee	25	25.0
	Self Employee	6	6.0
	Other	10	10.0
Monthly Income	Rs.10000 to Rs.15000	55	55.0
	Rs.15001 to Rs.20000	36	36.0
	Rs.20001 to Rs.30000	7	7.0

	Above 30001	2	2.0
Family Structure	Nuclear Family	44	44.0
	Joint Family	56	56.0
Family Size	Below 2 members	8	8.0
	3 to 5 members	76	76.0
	6 to 8 members	15	15.0
	Above 9 members	1	1.0
Religion	Hindu	79	79.0
	Muslim	10	10.0
	Christian	11	11.0
	Total	100	100.0

(Source: Primary Data)

From the above table, it is understood that maximum 56% of the respondents are male and minimum 44% of the respondents are female. The age group of respondents is maximum of below 25 years is 49% and minimum of 36 to 45 years is 9%. The maximum 64% of the respondents are married and minimum of 36% of the respondents are unmarried. Maximum 47% of the respondents are under the educational qualification of post graduate and minimum 1% of the respondents are under the category of SSLC. Among the respondents maximum 40% of the respondents are students and minimum 6% of the respondents are Govt. Employee, Most of the respondents monthly income is Rs.10000 to Rs.15000 that is 55% and minimum 7% of the respondents family income is Rs.20001 to Rs.30000. the family structure of the respondents are maximum under 56% are of Joint family and minimum 44% of the respondents are nuclear family. The maximum 76% of the respondents family size is 3 to 5 members and minimum 1% of the respondents family size is above 9 members. The majority of 79% of the respondent's category is Hindu and minimum 11% of the respondents are Christian.

Table – 2:Online Website Preference Wise Classification of the Respondents

Particulars	Frequency	Percentage (%)
Flipkart	62	62.0
Snapdeal	11	11.0
e-bay	7	7.0
Amazon	18	18.0
Zovi	2	2.0
Total	100	100.0

(Source: Primary Data)

The above frequency table stated that majority of 62% of the respondents are preferred to purchase through Flipkart and 2% of the respondents prefer for Zovi.

Table -3:Using Online Shopping wise Classification of the Respondents

Particulars	Frequency	Percentage (%)
Twice a week	40	40.0
Weekly	24	24.0
Once in 15 days	36	36.0
Total	100	100.0

(Source: Primary Data)

The above frequency table stated that majority of 40% of the respondents are shopping twice a week and minimum 24% of the respondents are shopping every week.

Table -4:Goods purchased wise Classification of the Respondents

Particulars	Frequency	Percentage (%)
Home Appliances	7	7.0
Books	25	25.0
Tickets	14	14.0
Cloths	20	20.0
Electronics	24	24.0
Slippers	5	5.0
Furniture	5	5.0
Total	100	100.0

(Source: Primary Data)

The above frequency table stated that majority of 25% of the respondents are purchasing books and minimum 5% of the respondents are purchasing slippers and furnitures.

Table -5: Amount spend wise Classification of the Respondents

Particulars	Frequency	Percentage (%)
Below Rs.1000	38	38.0
Rs.1001 to Rs.3000	41	41.0
Rs.3001 to Rs.5000	11	11.0
Above Rs.5001	10	10.0
Total	100	100.0

(Source: Primary Data)

The above frequency table revealed that maximum 41% of the respondents are spending Rs.1001 to Rs.3000 and minimum 10% of the respondents are spending above Rs.5001.

Table -6:Mode of Payment wise Classification of the Respondents

Particulars	Frequency	Percentage (%)
Credit Card	13	13.0
Debit Card	4	4.0
Cash on Delivery	81	81.0
Net Banking	1	1.0
Fund Transfer	1	1.0
Total	100	100.0

(Source: Primary

Data)

An Examination on E-Service Quality in Online Shopping

The above frequency table examined that majority of 81% of the respondents are using cash on delivery and minimum 1% of the respondents are using the net banking and fund transfer.

Table -7:Influence wise Classification of the Respondents

Particulars	Frequency	Percentage (%)
Friends Recommendation	47	47.0
Television Advertisement	19	19.0
Newspaper Advertisement	16	16.0
Self Interest	18	18.0
Total	100	100.0

(Source: Primary Data)

From the above frequency table stated that majority of 47% of the respondents are influenced by their friends' recommendation and minimum 16% of the respondents are influenced by newspaper advertisement.

Table – 8:Reasons for Changing Online Shopping

Particulars	Mean Rank	Rank
Privacy Protection	5.15	12
Secure Payment Process	7.04	7
Time Saving	4.50	13

Table – 9:One-sample t-test for problem of online shopping

Particulars	Test Value = 3							
	t	df	SD	Sig.(2-tailed)	Std Error mean	Mean difference	95% confidence interval of the difference	
							Lower	Upper
Waiting time to receive the product	9.656	99	5.01255	.000	.50125	4.84000	3.8454	5.8346
Risk credit and transaction	39.169	99	0.93441	.000	.09344	3.66000	3.4746	3.8454
Less privacy	10.629	99	4.11122	.000	.41112	4.37000	3.5542	5.1858
Easy to cancel order	40.223	99	0.97706	.000	.09771	3.93000	3.7361	4.1239
No guarantee and warranties	33.775	99	1.16063	.000	.11606	3.92000	3.6897	4.1503
Delivery of damaged goods	35.054	99	1.10115	.000	.11011	3.86000	3.6415	4.0785
Less fulfillment of buyer expectation	39.442	99	0.98119	.000	.09812	3.87000	3.6753	4.0647
Low trust in online shopping	32.911	99	1.11210	.000	.11121	3.66000	3.4393	3.8807

(Source: Primary Data)

The above table showed the mean values of 8 variables ranges from 3.6600 to 4.8400 and the respective standard deviation. The t-value ranges from 9.656 to 40.223

and all the variables are statistically significant at 5% level. This showed that, waiting

Lower price	5.38	11
Convenience	6.32	8
Verification before buying	8.34	5
Save Money	6.22	9
Description of Goods and Product variety	8.80	2
Better Customer Service	8.69	3
Delivery time and delivery changes	8.92	1
Guarantee and Warrantee	8.56	4
Security of products	7.65	6
Return on product	5.44	10

(Source: Primary Data)

From the above table revealed that the rank given by the respondents on the basis of above sources of online shopping. The respondents are given the first rank to delivery time and delivery changes. And the second rank is given to the description of goods and product variety.

Agreement level of Respondents in E-Service Quality Dimensions

The following table will shows the t-test result of problem of online shopping.

time to receive the product (t=9.656, p=.000), Risk credit and transaction (t=39.169, p=.000), Less privacy (t=10.629, p=.000), Easy to cancel order (t=40.223, p=.000), No guarantee and warranties (t=33.775, p=.000), Delivery of damaged goods (t=35.054, p=.000), Less fulfillment of buyer expectation (t=39.442, p=.000), and Low trust in online

shopping (t=32.911, p=.000) the various problems in online shopping.

The following table shows the t-test result of the level of agreement to website design.

Table – 10: One-sample t-test for website design

E-Service Quality in Online Shopping Particulars	Test Value = 3							
	t	df	SD	Sig.(2-tailed)	Std Error mean	Mean difference	95% confidence interval of the difference	
							Lower	Upper
Navigation structure	80.827	99	.55922	.000	.05592	4.52000	4.4090	4.6310
Web design and interface	11.145	99	3.95708	.000	.39571	4.41000	3.6248	5.1952
Fast presentation	50.403	99	.82536	.000	.08254	4.16000	3.9962	4.3238
Customized content	46.143	99	.89505	.000	.08950	4.13000	3.9524	4.3076
Update information	57.516	99	.75284	.000	.07528	4.33000	4.1806	4.4794
Quick and easy transaction book store	53.536	99	.74529	.000	.07453	3.99000	3.8421	4.1379

(Source: Primary Data)

The above table showed the mean values of 6 variables ranges from 3.9900 to 4.5200 and the respective standard deviation. The t-value ranges from 11.145 to 80.827 and all the variables are statistically significant at 5% level. This showed that, Navigation structure (t=80.827, p=.000), Web design and interface (t=11.145, p=.000), Fast presentation (t=50.403, p=.000), Customized content (t=46.143, p=.000),

Update information (t=57.516, p=.000), Quick and easy transaction book store (t=53.536, p=.000), are agreed by the respondents.

The following table shows the t-test result of the level of agreement of service ability.

Table – 11: One-sample t-test for Service Ability

E-Service Quality in Online Shopping Particulars	Test Value = 3							
	T	df	SD	Sig.(2-tailed)	Std Error mean	Mean difference	95% confidence interval of the difference	
							Lower	Upper
Customer support	80.495	99	.57022	.000	.57022	4.59000	4.4769	4.7031
Packing	61.937	99	.71202	.000	.71202	4.41000	4.2687	4.5513
Timeless of delivery	59.839	99	.74366	.000	.74366	4.45000	4.3024	4.5976
Post service	49.508	99	.83218	.000	.83218	4.12000	3.9549	4.2851
Competitive price	51.506	99	.83485	.000	.83485	4.30000	4.1343	4.4657
Purchased process	53.021	99	.82609	.000	.82609	4.38000	4.2161	4.5439

(Source: Primary Data)

The above table showed the mean values of 6 variables ranges from 4.12000 to 4.59000 and the respective standard deviation. The t-value ranges from 49.508 to 80.495 and all the variables are statistically significant at 5% level. This showed that, Customer support (t=80.495, p=.000), Packing (t=61.937, p=.000), Timeless of delivery (t=59.839, p=.000), Post service (t=49.508, p=.000), Competitive price (t=51.506,

p=.000), Purchased process (t=53.021, p=.000), are agreed by the respondents.

The following table shows the t-test result of the level of agreement of quality of fulfillment.

An Examination on E-Service Quality in Online Shopping

Table – 12: One-sample t-test for Service Fulfillment

E-Service Quality in Online Shopping Particulars	Test Value = 3							
	T	df	SD	Sig.(2-tailed)	Std Error mean	Mean difference	95% confidence interval of the difference	
							Lower	Upper
Delivery orders when promised	74.478	99	.57735	.000	.05774	4.30000	4.1854	4.4146
Delivery suitable time frame	51.276	99	.77035	.000	.07703	3.95000	3.7971	4.1029
Quickly deliver	54.429	99	.76614	.000	.07661	4.17000	4.0180	4.3220
Send out the items order	8.889	99	5.06224	.000	.50622	4.50000	3.4955	5.5045
Stock item company claim	50.935	99	.77746	.000	.07775	3.96000	3.8057	4.1143
Truthful about ordering	41.570	99	.95261	.000	.09526	3.96000	3.7710	4.1490

(Source: Primary Data)

The above table showed the mean values of 6 variables ranges from 3.95000 to 4.50000 and the respective standard deviation. The t-value ranges from 8.889 to 74.478 and all the variables are statistically significant at 5% level. Delivery orders when promised (t-74.478, p=.000), Delivery suitable time frame (t-51.276, p=.000), quickly deliver (t-54.429, p=.000), Send out the items order (t-8.889, p=.000), Stock

item company claim (t-50.935, p=.000), Truthful about ordering (t-41.570, p=.000), are agreed by the respondents.

The following table shows the t-test result of the level of agreement of privacy.

Table – 13: One-sample t-test of Privacy

E-Service Quality in Online Shopping Particulars	Test Value = 3							
	t	df	SD	Sig.(2-tailed)	Std Error mean	Mean difference	95% confidence interval of the difference	
							Lower	Upper
Protects information	85.849	99	.52185	.000	.05218	4.48000	4.3765	4.5835
Does not share personal information	60.914	99	.65010	.000	.06501	3.96000	3.8310	4.0890
Protect credit information	47.727	99	.85067	.000	.08507	4.06000	3.8912	4.2288
Use of privacy statement	47.523	99	.82487	.000	.08249	3.92000	3.7563	4.0837
Selling of customer information	39.833	99	1.01424	.000	.10142	4.04000	3.8388	4.2412
Online to collect personal information	43.959	99	.86899	.000	.08690	3.82000	3.6476	3.9924

(Source: Primary Data)

The above table showed the mean values of 6 variables ranges from 3.82000 to 4.48000 and the respective standard deviation. The t-value ranges from 39.833 to 85.849 and all the variables are statistically significant at 5% level. Protects information about shopping behavior (t-85.849, p=.000), Does not share personal information with other sites (t-60.914, p=.000), Protect credit information (t-47.727, p=.000), Use of privacy statement (t-47.523, p=.000), Selling

of customer information (t-39.833, p=.000), Online to collect personal information (t-43.959, p=.000), are agreed by respondents.

The following table shows the t-test result of the level of agreement of trust.

Table – 14:One-sample t-test of Trust

E-Service Quality in Online Shopping Particulars	Test Value = 3							
	t	df	SD	Sig.(2-tailed)	Std Error mean	Mean difference	95% confidence interval of the difference	
							Lower	Upper
Transaction security	63.214	99	.67232	.000	.06723	4.25000	4.1166	4.3834
Protection of customer financial data	44.844	99	.90314	.000	.09031	4.05000	3.8708	4.2292
Terms of payment and delivery	44.037	99	.91514	.000	.09151	4.03000	3.8484	4.2116
Problem of website are minimum	47.243	99	.83188	.000	.08319	3.93000	3.7649	4.0951
Website provides promised service	41.129	99	.93609	.000	.09361	3.85000	3.6643	4.0357
Online bookstore confidence customer	52.259	99	.76541	.000	.07654	4.00000	3.8481	4.1519

(Source: Primary Data)

The above table showed the mean values of 6 variables ranges from 3.85000 to 4.25000 and the respective standard deviation. The t-value ranges from 41.129 to 63.214 and all the variables are statistically significant at 5% level. Transaction security (t-63.214, p=.000), Protection of customer financial data (t-44.844, p=.000), Terms of payment and delivery (t-44.037, p=.000), Problem of website

are minimum (t-47.243, p=.000), Website provides promised service (t-41.129, p=.000), Online bookstore confidence customer (t-52.259, p=.000), are agreed by respondents. The following table shows the t-test result of the level of agreement of perceived value.

Table – 15:One-sample t-test of Perceived value

E-Service Quality in Online Shopping Particulars	Test Value = 3							
	t	df	SD	Sig.(2-tailed)	Std Error mean	Mean difference	95% confidence interval of the difference	
							Lower	Upper
Price	61.048	99	.73057	.000	.07306	4.46000	4.3150	4.6050
Overall value	59.321	99	.70632	.000	.07063	4.19000	4.0499	4.3301
Perceived control	54.254	99	.78335	.000	.07833	4.25000	4.0946	4.4054
Perceived convenience	49.250	99	.81625	.000	.08162	4.02000	3.8580	4.1820
Structure of online content	51.967	99	.80050	.000	.08005	4.16000	4.0012	4.3188
Transaction is quick	48.196	99	.86521	.000	.08652	4.17000	3.9983	4.3417

(Source: Primary Data)

The above table shows the mean values of 6 variables ranges from 4.02000 to 4.46000 and the respective standard deviation. The t-value ranges from 48.196 to 61.048 and all the variables are statistically significant at 5% level. Price (t-61.048, p=.000), Overall value (t-59.321, p=.000), Perceived control (t-54.254, p=.000), Perceived convenience (t-49.250, p=.000), Structure of online content is easy to

follow (t-51.967, p=.000), Transaction is quick (t-48.196, p=.000), are agreed by the respondents.

The following table shows the t-test result of the level of agreement of responsiveness.

An Examination on E-Service Quality in Online Shopping

Table – 16: One-sample t-test of Responsiveness

E-Service Quality in Online Shopping Particulars	Test Value = 3							
	t	df	SD	Sig.(2-tailed)	Std Error mean	Mean difference	95% confidence interval of the difference	
							Lower	Upper
Provide with convenient option	72.966	99	.60302	.000	.06030	4.40000	4.2803	4.5197
Handle product return well	53.962	99	.72829	.000	.07283	3.93000	3.7855	4.0745
Offer a meaningful guarantee	43.580	99	.90179	.000	.09018	3.93000	3.7511	4.1089
Transaction is not processed	13.336	99	3.14947	.000	.31495	4.20000	3.5751	4.8249
Take care of problem promptly	42.593	99	.91563	.000	.09156	3.90000	3.7183	4.0817
Service efficiency of airline personnel	51.808	99	.76436	.000	.07644	3.96000	3.8083	4.1117

(Source: Primary Data)

The above table showed the mean values of 6 variables ranges from 3.90000 to 4.40000 and the respective standard deviation. The t-value ranges from 13.336 to 72.966 and all the variables are statistically significant at 5% level. Provide with convenient options for returning items (t-72.966, p=.000), Handle product returns well (t-53.962, p=.000), Offer a meaningful guarantee (t-43.580, p=.000), Transaction is not processed (t-13.336, p=.000), Take care of

problem promptly (t-42.593, p=.000), Service efficiency of airline personnel (t-51.808, p=.000), are agreed by the respondents.

The following table shows the t-test result of the level of agreement of efficiency.

Table – 17: One-sample t-test of Efficiency

E-Service Quality in Online Shopping Particulars	Test Value = 3							
	t	df	SD	Sig.(2-tailed)	Std Error mean	Mean difference	95% confidence interval of the difference	
							Lower	Upper
Complete transaction quickly	61.948	99	.70381	.000	.07038	4.36000	4.2203	4.4997
Well-organized information	52.362	99	.75819	.000	.07582	3.97000	3.8196	4.1204
Load web page past	50.403	99	.82536	.000	.08254	4.16000	3.9962	4.3238
Simple to use	41.552	99	.92174	.000	.09217	3.83000	3.6471	4.0129
Enable to get on to it quickly	52.232	99	.78496	.000	.07850	4.10000	3.9442	4.2558
Well-organized web page	50.426	99	.74366	.000	.07437	3.75000	3.6024	3.8976

(Source: Primary Data)

The above table showed the mean values of 6 variables ranges from 3.75000 to 4.36000 and the respective standard deviation. The t-value ranges from 41.552 to 61.948 and all the variables are statistically significant at 5% level. Enable to complete transaction quickly (t-61.948, p=.000), Well-organized information (t-52.362, p=.000), Load web page past (t-50.403, p=.000), Simple to use (t-41.552,

p=.000), Enable to get on to it quickly (t-52.232, p=.000), Well-organized web page (t-50.426, p=.000), are agreed by the respondents.

The following table shows the t-test result of the level of agreement of Navigation.

Table – 18:One-sample t-test of Navigation

E-Service Quality in Online Shopping Particulars	Test Value = 3							
	T	df	SD	Sig.(2-tailed)	Std Error mean	Mean difference	95% confidence interval of the difference	
							Lower	Upper
Browsing between page is easy	43.773	99	.92524	.000	.09252	4.05000	3.8664	4.2336
The structure of the site is logical	44.319	99	.83485	.000	.83485	3.70000	3.5343	3.8657
A good search engine is present	10.337	99	4.00510	.000	4.00510	4.14000	3.3453	4.9347
Categorization of topics is helpful	37.560	99	.98775	.000	.98775	3.71000	3.5140	3.9060

(Source: Primary Data)

The above table showed the mean values of 4 variables ranges from 3.75000 to 4.36000 and the respective standard deviation. The t-value ranges from 41.552 to 61.948 and all the variables are statistically significant at 5% level. Browsing between page is easy (t=43.773, p=.000), the structure of the site is logical (t=44.319, p=.000), A good search engine is present (t=10.337, p=.000), Categorization of topics is helpful (t=37.560, p=.000), are agreed by the respondents.

The following table shows the t-test result of the level of agreement of Reliability.

Table – 19:One-sample t-test of Reliability

E-Service Quality in Online Shopping Particulars	Test Value = 3							
	T	df	SD	Sig.(2-tailed)	Std Error mean	Mean difference	95% confidence interval of the difference	
							Lower	Upper
Information provide on the website	62.045	99	.69949	.000	.06995	4.34000	4.2012	4.4788
Product information is accurate	58.028	99	.67898	.000	.06790	3.94000	3.8053	4.0747
Before using online shopping feel accuracy	50.419	99	.80723	.000	.08072	4.07000	3.9098	4.2302
Web page access quickly	49.333	99	.79258	.000	.07926	3.91000	3.7527	4.0673
Newly update information details easily	55.684	99	.75605	.000	.07561	4.21000	4.0600	4.3600
Online using at the time website	53.942	99	.70632	.000	.07063	3.81000	3.6699	3.9501

(Source: Primary Data)

The above table showed the mean values of 6 variables ranges from 3.81000 to 4.34000 and the respective standard deviation. The t-value ranges from 49.33 to 62.045 and all the variables are statistically significant at 5% level. Information provide on the website (t=62.045, p=.000), Product information is accurate (t=58.028, p=.000), before using online shopping feel accuracy (t=50.419, p=.000), Webpage access quickly (t=49.333, p=.000), newly update information details easy (t=55.684, p=.000), Online using at

the time website (t=53.942, p=.000), are agreed by the respondents.

Association between Demographic Factors and Factors of E-Service Quality

The web design comprises of 6 variables namely Navigation structure, web design and interface, fast presentation, customized content, update

An Examination on E-Service Quality in Online Shopping

information; it is quick and easy to complete a transaction at the online book store. To find the association between demographic factors and web design. The following table shows the significant value of the variables.

Table –20: Association between Demographic Variables and Website Design

Demographic Variables	Website design	Value	df	Sig(p-value)	Remarks
Age	Fast presentation	24.630	6	.000	Significant
Occupational Status	Fast Presentation	44.289	15	.000	Significant
Monthly Income	Web design and interface	42.112	12	.000	Significant
	Fast presentation	1.0272	9	.000	Significant
Family Size	Web design and interface	40.424	12	.000	Significant
Religion	Web design and interface	31.170	8	.000	Significant

(Source: Primary Data)

The above table highlighted the significant level of the demographic factors and website design. Among the 9 demographic factors consider with 6 variables of website design only 2 variables are associated with 5 demographic factors. Therefore, it is concluded that there is no association between demographic factors and website design.

The service ability comprises of 6 variables namely, customer support, packing, timeless of delivery, post service, competitive price and purchased process. To find out the association between demographic factors and service ability. The following table shows the significant value of the variables.

Table –21: Association between Demographic Factors and Service Ability

Demographic Variables	Service ability	Value	df	Sig(p-value)	Remarks
Educational qualification	Customer support	30.098	8	.000	Significant
Monthly income	Packing	29.574	6	.000	Significant
	Time less of delivery	71.360	9	.000	Significant

(Source: Primary Data)

The above table highlighted the significant level of the demographic factors and service ability. Among the 9 demographic factors consider with 6 variables of service ability only 3 variables are associated with 2 demographic factors. Therefore, it is concluded that there is no association between demographic factors and service ability.

delivery within a suitable time frame, quickly deliver, send out the items order, has in stock items that the company claims to have and truthful about offering. To find the association between demographic factors and fulfillment. The following table shows the significant value of the variables.

The service fulfillment comprises of 6 variables namely, delivery of orders when promised, make items available for

Table –22: Association between Demographic Factors and Fulfillment

Demographic Variables	Service ability	Value	df	Sig(p-value)	Remarks
Monthly income	Truthful about offering	54.721	12	.000	Significant

(Source: Primary Data)

The above table highlighted the significant level of the demographic factors and fulfillment. Among the 9 demographic factors consider with 6 variables of service fulfillment only 1 variable is associated with 1 demographic factor. Therefore, it is concluded that there is no association between demographic factors and service fulfillment.

personal information with other sites, protect credit information, use of privacy statement, selling of customer information, and online to collect personal information. To find out the association between demographic factors and privacy. The following table shows the significant value of the variables.

The privacy comprises of 6 variables namely, protects information about shopping behavior, does not share

Table –23: Association between Demographic Factors and Privacy

Demographic Variables	Service ability	Value	df	Sig(p-value)	Remarks
Monthly income	Use of privacy statement	41.490	12	.000	Significant

(Source: Primary Data)

The above table highlighted the significant level of the demographic factors and fulfillment. Among the 9 demographic factors consider with 6 variables of privacy only 1 variable is associated with 1 demographic factor. Therefore, it is concluded that there is no association between demographic factors and privacy.

The trust comprises of 6 variables namely, transactions security, protection of customer financial and personal data,

terms of payment and delivery, problem of website are minimum, website provide promised service and online book store instills confidence in customer. To find out the association between demographic factors and trust. The following table shows the significant value of the variables.

Table –24: Association between Demographic Factors and Trust

Demographic Variables	Service ability	Value	df	Sig(p-value)	Remarks
Monthly income	Terms of payment and delivery	47.027	12	.000	Significant
	Online book store instills confidence in customer	41.941	9	.000	Significant

The above table highlighted the significant level of the demographic factors and trust. Among the 9 demographic factors consider with 6 variables of trust only 2 variables are associated with 1 demographic factor. Therefore, it is concluded that there is no association between demographic factors and privacy.

The perceived value comprises of 6 variables namely, price, overall value, perceived control, perceived convenience, structure of online content is easy to follow and transaction is quick. To find out the association between demographic factors and perceived value. The following table shows the significant value of the variables.

Table –25: Association between Demographic Factors and Perceived value

Demographic Variables	Service ability	Value	df	Sig(p-value)	Remarks
Age	Perceived control	34.957	6	.000	Significant
	Transaction is quick	27.886	8	.000	Significant
Monthly income	Perceived control	73.592	9	.000	Significant
	Transaction is quick	1.0472	12	.000	Significant

(Source: Primary Data)

The above table highlighted the significant level of the demographic factors and perceived value. Among the 9 demographic factors consider with 6 variables of perceived value only 2 variables are associated with 2 demographic factors. Therefore, it is concluded that there is no association between demographic factors and privacy.

The responsiveness value comprises of 6 variables namely, price, overall value, perceived control, perceived convenience, structure of online content is easy to follow and transaction is quick. To find out the association between demographic factors and responsiveness. The following table shows the significant value of the variables.

Table –26: Association between Demographic Factors and Responsiveness

Demographic Variables	Service ability	Value	df	Sig(p-value)	Remarks
Age	Offer a meaningful guarantee	33.990	8	.000	Significant
	Transaction is not processed	37.619	10	.000	Significant
Educational qualification	Provide with convenient potions for returning items	31.165	8	.000	Significant
Monthly income	Offer a meaningful guarantee	55.860	12	.000	Significant

(Source: Primary Data)

The above table highlighted the significant level of the demographic factors and responsiveness. Among the 9 demographic factors consider with 6 variables of responsiveness only 2 variables are associated with 3 demographic factors. Therefore, it is concluded that there is no association between demographic factors and privacy.

The efficiency comprises of 6 variables namely, enable to complete transaction quickly, well-organized information,

load webpage fast, simple to use, enable to get on to it quickly and well-organized webpage. To find out the association between demographic factors and efficiency. The following table shows the significant value of the variables.

Table –27: Association between Demographic Factors and Efficiency

Demographic Variables	Service ability	Value	df	Sig(p-value)	Remarks
Monthly income	Simple to use	54.709	12	.000	Significant

(Source: Primary Data)

The above table highlighted the significant level of the demographic factors and efficiency. Among the 9 demographic factors consider with 6 variables of efficiency only 1 variable is associated with 1 demographic factor. Therefore, it is concluded that there is no association between demographic factors and privacy.

The navigation comprises of 4 variables namely, browsing between pages is easy, the structure of the site is logical, a good search engine is present and categorization of topics is helpful. To find out the association between demographic factors and navigation. The following table shows the significant value of the variables.

Table –28: Association between Demographic Factors and Navigation

Demographic Variables	Service ability	Value	df	Sig(p-value)	Remarks
Age	A good search engine is present	42.526	10	.000	Significant
Monthly income	A good search engine is present	67.494	15	.000	Significant
Family structure	A good search engine is present	67.494	15	.000	Significant

(Source: Primary Data)

The above table highlighted the significant level of the demographic factors and navigation. Among the 9 demographic factors consider with 4 variables of navigation only 1 variable is associated with 3 demographic factors. Therefore, it is concluded that there is no association between demographic factors and privacy.

The reliability comprises of 6 variables namely, information provide on the website, product information is accurate, before using online shopping you feel accuracy, webpage access quickly and newly update information details easily understand. To find out the association between demographic factors and reliability. The following table shows the significant value of the variables.

Table –29: Association between Demographic Factors and Reliability

Demographic Variables	Service ability	Value	df	Sig(p-value)	Remarks
Religion	Before using online shopping you feel accuracy	33.826	6	.000	Significant

(Source: Primary Data)

The above table highlighted the significant level of the demographic factors and reliability. Among the 9 demographic factors consider with 6 variables of reliability only 1 variable is associated with 1 demographic factor. Therefore, it is concluded that there is no association between demographic factors and privacy.

are the highly influencing factors of online service quality. Therefore, the online service provides has to be very cautious and careful in handling the customers by the way of fulfilling the requirements in above said aspects.

III. CONCLUSION

Online shopping now a day’s unavoidable of every one’s life. Many of the peoples are buying everything through the online. There is a plenty of online web portals and online agencies are available to deliver the requirements of the online buyers. Since, it is new concept which has less familiar in rural area and it is mostly usual for educated and upper class society. Therefore, it is essential to familiarize and improve the service quality offered through online services. In this study there are ten factors namely, website design, service ability, fulfillment, privacy, trust, perceived value, responsiveness, efficiency, navigation, reliability are considered to find the e-service quality. It is identified that service ability, fulfillment; responsiveness and navigation

REFERENCES

- Nazil Mohammadi Ahranjani (2015), “Investigating the effect of electronic service quality on customer trust to retailers”, International journal of Asian social science, Vol.5, Iss.9, pp.503-513.
- Swaha Bhattacharya, Moumita Pal (2015), “perceived service quality and customer loyalty towards Flipkart.com – A study on young adults belonging to Kolkata city”, Indian journal of psychological science, Vol.5, Iss.5, pp.36-41.
- Pooja Jain Dr.K.Anil kumar (2015), “Investigating the moderating role of switching cost in the relationship of e-service quality, perceived customer value, satisfaction and loyalty towards online travel agencies”, International journal in management and social science, Vol.3, Iss.3, pp.323-333.
- Buyung Ramadhoni (2015), “Relationship between- service quality, E-Satisfaction, E-trust, E-Commitment in building customer E-Loyalty: A Literature Review”, International journal of business and management invention, Vol.4, Iss.2, pp.1-9.

5. Ahmad salih alnaser (2014), "E-Service quality conceptual approach", Journal of advanced social research, Vol.4, Iss.4, pp.1-9.
6. Mohammad Al-Nasser, Rushami Zien Yusof (2013), "E-Service quality and its effect on consumers perceptions trust", American journal of economics and business administration, Vol.1, Iss.2, pp.44-52.
7. Mohd Shoki Md.Ariff (2013), "Electronic service quality of Iranian internet banking", Integrative business and economics, Vol.2, Iss.2, pp.555-571.
8. Saeed Behjati (2012), "Interrelation between E-Service quality and E-Satisfaction and loyalty", European journal of business and management, Vol.4, Iss.9, pp.75-85.
9. Ramin Azadavar, Darush shahbazi (2011), "The role of security as a customer perception on customers online purchasing behavior", International conference on software and computer, Vol.9, Iss.2, pp.174-181.
10. Kuang-Wen Wu (2011), "Customer loyalty explained recovery service quality: Implications of the customer relationship Re-Establishment for consumer electronics e-tailers", Contemporary management research, Vol.7, Iss.1, pp.21-44.
11. Godwin J.Udo, Kallol K. Bagchi (2008), "Assessing web service quality dimensions: the e-service approach", Information system, Vol.09, Iss.2, pp.313-322.
12. Gwo-Guang Lee (2005), "Customer perceptions of E-Service quality in online shopping" International journal of retail and distribution management, Vol.33, Iss.2, pp.161-176.
13. Bagher Abbaspour, Noor HazarinaHashim (2015), "The influence of website quality dimensions on customer satisfaction in travel website", International journal of science commerce and humanities, Vol.3, Iss.5, pp.08-17.
14. Wang Lianqiang (2014), "A Study on the factors affecting the service quality of online transactions based on association analysis", International conference on education, management and computing technology, Vol.18, Iss.4, pp.502-509.
15. www.wikipedia.com
16. www.ssrn.com

AUTHOR PROFILE



Dr. K. Krishnakumar, Associate Professor, Department of Commerce, Periyar University, Salem, Tamil Nadu, India, has qualified with M.Com, M.Phil, MBA., Ph.D. He is having 20 years of teaching, 15 years of research and 6 years of industrial experience. He has published more than 110 articles in UGC listed, peer reviewed, and Scopus indexed journals and authored 2 text books. He has participated and presented papers in more than 150 National and International Conferences and Seminars. So far he has guided 8 Ph.D scholars and currently 8 scholars are pursuing their Ph.D. He actively participates as a resource person in various seminars and conferences and delivered more than 50 special addresses and invited talks in various institutions. He is a life member of Indian Accounting Association and Indian Academic Researchers Association. So far he has registered seven copy rights for his research models in copy right office, India. He is the associate editor and editorial board member of various journals. He received Bharat Jothi award, Best citizens of India Award, Best Research Advisor Award, Best Social Scientist Award, Bharat Excellence Award and Best Educationalist in India Award from various reputed institutions.



P. Ranjitha, Ph.D Research Scholar, Department of Commerce, Periyar University, Salem, Tamil Nadu, India, has qualified with M.Com, M.Phil. She has participated and presented papers in more than 40 National and International Conferences and Seminars. So far she has published 6 papers in UGC listed, Peer reviewed and Scopus Indexed journals. She has been completed a Digital Marketing training programme at Coimbatore, conducted by MSME – Technology development centre, Agra.