CUSTOMER PREFERENCES FOR DIFFERENT SERVICE QUALITY DIMENSIONS IN SELECTED E-COMMERCE WEBSITES IN INDIA

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ABSTRACT

Introduction: *Customer satisfaction is vital to ward off brief and long-time prices related to poor customer support. The short-term dissatisfaction that the customer experiences from the service of a business can act as an instigator to a walkout, while a protracted-time period dissatisfaction may cause them to abscond. The key to ensuring the likelihood that customers visit and transact with a website is to provide them a service that meets their expectations and satisfies them. The e-tailers should thus develop such high-end services that create a beautiful customer experience and gain their trust, commitment, and loyalty.*

Objective: *The focus of the research paper is to analyze various electronic service quality dimensions namely perceived ease of use, perceived privacy, perceived website design, perceived personalization, perceived assurance, perceived responsiveness, perceived reliability and perceived information quality of online services provided by the selected e-commerce companies to the Indian consumers. The paper looks into the relevance of each dimension, impacting the online shoppers' decision to shop from a specific platform.*

Methodology: *One - way ANOVA was used to test the summated average scores of all the service quality dimensions and different selected online websites offering online shopping services.*

Findings: *The study revealed that the website service quality dimensions have a dominant effect on customer perceived service quality, leading to repeat client patronage, which may later develop into customer loyalty.*

Originality/Value: *Instrumental dimensions of e-service quality were developed by modifying the SERVQUAL model in the online shopping context. The result of this study provides valuable orientation for managers of online stores, as well as for researchers interested in internet marketing.*

Keywords: Electronic Commerce, Service Quality, Electronic Service Quality, Electronic Service Quality Dimensions.

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1. INTRODUCTION

The participation of customers on the service system makes service quality a thought-provoking concept to be defined and modeled. It fills the gap between the business and its clients (Blem, 1995). Service quality is the perception that results from a comparison of consumer expectations with actual service performance (Parsuraman, 1985). As we know that every individual is unrelated from the other and so are their perceptions regarding the service quality. They perceive it in congruence with their stages of satisfaction that they experience with a particular business. Buyers' service satisfaction is contingent on how well they receive it, and it matches their expectations (Austin, 1992). Some researchers opine that service quality is the outcome of evaluations drawn by the shoppers' between their expectations about the service they use and their perceptions about the service company. Thus, if patron perceptions would be higher than the expectations, the service is considered excellent, if the expectations are equal to the perceptions, the service is considered good, but if there lie discrepancies in meeting the expectations, the service is to be considered wrong (Oliver, 1997). The short services would disenchant the customer, which would impact business profitability (Reichheld and Sasser, 1990). Thus, service quality is very crucial to entice and cohere customers. In today's competitive business environment where customers' have lots of choices, it becomes indispensable for the online players to make their corporate philosophy customer oriented to sustain their market position and attract new customers (Kotler, 1997). Customers' expectations of service quality need to be recurrently gauged by them to elude customer dissatisfaction (Zeithaml, Bitner, 1996). A business successful in meeting the service quality expectations of its customers' will, therefore, get a competitive edge over the competitors (Gagliano & Hathcote, 1994). Increasing competition in web-based business, technological upliftment, and shifts in the regulatory framework have made customers very refined. They are well aware of their requirements than in the past and have instead set high service quality standards. Their perceptions and expectations are continuously evolving, making it problematic for service providers to measure and manage it effectively. Almost every business is operating online to reserve its market share. There is an exhaustive list of websites with similar business models and which is getting updated every day with new entrants. These websites are also evidencing favorable to customers by providing them an opportunity to compare, choose, or switch to other sites meeting their expectations. It substantiates that one can make a website quickly, but to differentiate from others is the biggest trial. If the e-retailers succeed in their efforts of discerning themselves from others, customer switching over to other service providers can be easily regulated. These internet based sellers must recognize the fact that they may satisfy customers, win their trust, and commitment, yet a poor site quality can negatively influence future repurchase intention of their clientele. In this context, online retailers should make an effort to provide better site quality facilitating to realize customer satisfaction which arises with

their contentment from their previous purchase experience with an e-commerce firm (Anderson and Srinivasan, 2003).

2. THEORETICAL BACKGROUND

Knowledge of what information makes shoppers exultant or distressed and in what way they respond under unique circumstances is very crucial for marketing practitioners and excellent managers in service businesses. When consumers match their expectations with the actual performance of a service, perceived service quality subsists. Various service quality researchers acknowledge this perceived service quality as disconfirmation (Grönroos, 1982; Parasuraman et al., 1988; Bitner, 1990; Gummesson, 1991; Bolton and Drew, 1991 and Oliver, 1993). Disconfirmation is the most immediate precursor to satisfaction, determined from paradoxes between pre-consumption expectations and perceived performance. In case perceived performance is higher than expectations, customers' feel positively disconfirmed, but in case the former is lower than the latter, they feel negatively disconfirmed. These pre-consumption expectations create a reference base from which they make comparative judgments and become either satisfied or dissatisfied (Oliver, 1980).

3. LITERATURE REVIEW

A) Service Quality

Service quality is the judgment of customers' about overall service excellence or difference between their expectations and actual performance of service perceived (Parasuraman et al., 1988). It is an association between the business and its clients (Blem, 1995) and acts as an essential determinant in assessing its success or failure. Service quality plays a unique role in enticing and retaining customers by deriving their perceptions of service quality on the levels of satisfaction which they experience with a particular business. It is the perception of customers' as to how well a service would meet or exceeds their experiences (Zeithaml, 2000). Such insight in the case of retail accrues over time, and as such, customer association with an organization depends on the continuation of exchanges in present or future (Czepiel, 1990). While evaluating retail service, a customer takes a look back to gauge whether perception exceeds expectations (Siu & Cheng, 2001 and Kang & James, 2004). Hence, there are three kinds of mental states observed in consumers: (i) when their perception meets with expectations, they feel satisfied; (ii) When their perception is less than expectation, they feel dissatisfied and (iii) when service exceeds expectations, they feel delighted (Levy and Weitz, 2004 and Oliver, 1997). Organizations must realize how consumers' perceive it and determine the way how service quality is influenced (Gronroos, 2007). This philosophy empowers businesses to realize competitive advantage (Gagliano and Hathcote, 1994). Thus, the marketers must recurrently evaluate customers' expectations of service quality to dodge the customer dissatisfaction (Zeithaml, Bitner, 1996).

B) E-service quality

Service quality is a very well-known concept from quite some decades. Recently this notion has been applied to the cybernetic business environment (Santos, 2003; Jamie and Aron, 2011 and Einasto, 2014). The underpinning of e-services arose with the evolution of the internet itself (Loonam and O'Loughlin, 2008). Electronic service quality is a standard of means that comprehends the latent assistances of the Internet (Yang, 2001). It is the degree to which a website enables efficient and effective shopping, purchasing, and delivering products and service (Zeithaml, 2002). Thus, internet-based quality of service is concerned with overall customer valuation and decisions regarding the brilliance and the quality of e-service supplied

in the virtual marketplace (Santos, 2003). When a service provider and service customer are not physically in touch, it has a substantial impact on the gauges to evaluate service quality (Lovelock, 1983 and Bienstock et al., 1997) highlighting the implication of considering the issue of service recovery in e-service quality. Service recovery dimensions such as assurance, reliability, and all have a dominant role in the establishment of overall e-service quality perception in the mind of clients'. The research confirms that service recovery has a direct association with factors like faith, repurchase intention, faithfulness, and word of mouth, thereby having a crucial role in the success of websites (Blodgett, Hill, and Tax 1997; Goodwin and Ross 1992; Mohr and Bitner, 1995). The web players handling shopper queries, concerns, and their frustration are better turning their electronic service quality perception. A company confronting the problems mentioned above have a positive effect on the repeat patronage and customer loyalty (Bitner, Brown, and Meuter 2000; Holloway and Beatty 2003).

With the growing online shoppers, it has thus become a mandate for e-commerce managers to recognize the strategically important issues of service quality (Slywotzky and Morrison 2001). The retailer and even e-tailers can effortlessly instigate Customer loyalty and customer retention through service quality (Imrie, Durden, and Cadogan 2000). Service Quality acts as an essential tactic for marketers in differentiating their services than the others by building a customer value proposition and satisfying customer requirements (Ozment and Morash 1994). Dimensions of Service quality like the ease of access, timely and accurate information, assurance, reliability and many more are critical to sojourn customers' who are just a click away from switching to another online retailer. Features like the ease of access, personalization, reliability, responsiveness, assurance, et aletc. have a positive impact on the online service quality experience. Several studies have identified quality dimensions and specific aspects of online services and their relationships with customer satisfaction (Zeithaml and Bitner, 2003).

Since the internet is a relatively new information technology, research in information systems, along with technology adoption, provides useful insights into identifying some critical dimensions in service quality online (Yang and Fang, 2004). According to the technology adoption model (TAM), 'decision of users' to adopt a new information technology is determined by their attitudes towards two overreaching factors related to the technology: i) ease of use; and ii) usefulness (Davis, 1989). The use of internet-based services by consumers' can be viewed similar to essential factors such as the adoption of new technology, ease of use and usefulness, helpful in evaluating online service quality (Yang and Fang, 2004). Several key dimensions of online service quality such as information content, customization, reliability, and response are found to be with a significant effect on perceived ease of use and perceived usefulness, and the like in turn influence attitude towards usage and re-usage of internet portal sites (Lin and Wu, 2002).

C) E-service quality dimensions

i). Ease of Use

Browsing the web is thought-provoking as it builds anxiety about the interplay between the perceived complexity of the medium in users and their web browsing skill (Ghani & Deshpande, 1994). The design of a website inspires the perception related to the ease of use and indirectly influences the attitude and behavioral intentions of customers (Bashir & Madhavaiah, 2015). Ease of use is all about using an internet website and the ability to quest the desired information out of it (Yoo and Donthu, 2001). It is an effort needed in online shopping such as in clarity and navigation on the web pages (Davis, 1989). The usability of a website for cybernetic shopping (Swaminathan et al., 1999) is affected by crucial elements namely: downloading speed, overall design, and organization usability (Spiller and Lohse 1997- 1998; Jarvenpaa and Todd 1997; Lohse and Spiller 1998; Nielsen 2000; Novak, Hoffman, and Yung

2000; Montoya-Weiss, Voss, and Grewal 2000 and Jun, M., & Cai, S., 2001). Ease of use is a prominent factor in determining the consumer decision to adopt new information technology.

Ease of use is concomitant with how easy it is to learn by heart the URL address of an internet website. As a service quality dimension, it emphasizes on how well organized and structured a site is, whether it has easy-to-follow catalogs, site navigability, concise and understandable contents, terms and conditions available to help customers on a web site (Pather and Usabuwera, 2010). It also ensures that searching the information by clienteles is secured, i.e..., the extent to which they can easily find the Web site in cyberspace and conduct internal navigation and search within that site. Set-up links with significant search engines and short URL addresses are the options that help in achieving the objective of secured information search (Santos, 2003).

Critical dimensions of online service quality like information content, customization, reliability, and response that have an essential effect on perceived ease of use and perceived usefulness, which in turn influences attitude towards using the portal site, behavioral intention to reuse portal sites, and actual portal site use. Customers while transacting in the World Wide Web are mainly anxious about three key factors, namely: ease of use, timeliness of information, and security, which are closely associated with information systems quality.

Ease of use is a protuberant factor leading to customer adoption of the Internet-enabled service channel. Well-organized user interfaces of web players permit the customers in tracing their desired information quickly. Therefore, the organization and structure of online content of the internet sites should be thus logical and easy to follow. The number of graphics and animated features on Web pages should be minimized to save a time-consuming download and to avoid the computer from slowing down. There should be adequate navigation functions such as site search engines and clear menus as they enhance the usability of a Web site (Yang and Fang, 2004). Online stores should thus make it laid-back for customers to proceed through the whole purchasing process by minimizing technical difficulties.

ii). Privacy

Technological inclination and innovation has augmented the capacity for information processing on the one hand and has also made things complex on the other hand. Due to the likelihood of financial data on the web getting intercepted and put to fraudulent use (Vijayasarathy and Jones, 2000 and Udo, 2001). This possibility of interception of financial data and its misuse, protection of privacy is the extreme apprehension of online shoppers' (Udo, 2001). The risk of security, as perceived by online consumers, is another significant hurdle to the development of e-commerce (Furnell and Karweni, 1999).

Privacy is one of the critical evaluative criteria' in online services (Quelch and Klein, 1996; Culnan, 1999; Hoffman, Novak, and Peralta, 1999; Culnan and Armstrong, 1999 and Montoya-Weiss et al., 2000) and involves the protection of personal information of consumers from being shared with other websites, protecting their secrecy, and providing informed consent (Friedman, Kahn, and Howe 2000). Security, on the other hand, protects the users from the jeopardy of fraud and financial loss from the use of their credit card or other financial information.

iii). Website Design

One of the service quality dimension that plays a crucial role in gratifying the customers (Zeithaml et al., 2002; Wolfinbarger and Gilly, 2003 and Van Riel et al., 2004) is website design, which is also presumed to be directly affecting the professed trustworthiness of the system (Luo et al., 2006). Shoppers always have concerns concerning the degree of user-friendliness while using an online store (Parasuraman et al., 1988 and Kim and Lee, 2002). As a service

quality dimension, it includes content, organization, and structure of the site that is visually bewitching and pleasing to the eye (Luo et al., 2006). A portal site must ensure that its' users find it easy to conduct their tasks, comprehend and recite the information, and place their order for products/services. In this context, easy usability, understanding, and transacting are the features that enhance the usability of a commercial website (Loicano et al., 2002). Attributes such as appealing and well-organized website, consistent and standardized navigation, a well-organized appearance of a user interface, quick downloading, easy use of the online transaction and the like aids to attract customers for online shopping readily with excellent navigation and useful information on the web portal (Li and Suomi, 2009). The design of an internet site is primarily about the appeal that a user interface design presents to a customer (Kim and Lee, 2002) and contains all those elements that consumer experiences at the website except for customer service including navigation (Wolfenbarger and Gilly, 2003).

The research regarding what determinants a web site design should have is very restricted. However, around six criteria' are suggested in this context, namely: use, content, structure, linkage, search, and appearance. A web site should be easy to use; the information on the portal should be up to date and concise non-repetitive information. The structure of the portal should display a transparent and straightforward organizing scheme. The portal should contain the information in well suited and labeled subsections. The text should not be in large blocks. The web design should support for page and site searching. Lastly, the website should be visually attractive on-screen. A given page should contain a few graphics that are suitable for page content (Santos, 2003).

In the cybernetic e-service environment, the tangible elements should be concentrated on the website design as they create the primary access to organizations and a successful purchase process. In the case of deficiency in sound design, a negative impression of the website quality to the customers can get created, leading to customer departure from the purchase process. A good design can, however, help to foretell the customer quality judgments, satisfaction, and loyalty for internet retailers. Amplified electronic service quality can enable the online companies to be more productive and appealing, and can instead assist them in realizing higher levels of customer satisfaction and retention (Gronroos et al., 2000). The judgment of shoppers' regarding the quality, satisfaction, and loyalty is influenced positively by the design quality of the internet portal of a firm (Wolfenbarger and Gilly, 2001). To ensure the popularity of their site, online players should use colored backgrounds, Java applets, sound, and video files and emphasize on the functional presentation of content in preference to novelty and visual appeal (Dholakia and Rego, 1998). Thus, the design of a web site is crucial for online stores (Than and Grandon, 2002) in stimulating the perceived ease of use and indirectly influences attitude and behavioral intentions (Bashir & Madhavaiah, 2015).

iv). Personalization

The dearth of real-time dealing in online shopping predisposes potential customers to avoid purchasing (Yang and Jun 2002). However, superior interactivity in the electronic service between customers and companies bid prospects for the companies to procure info about the punter, such as their shopping routines, prerequisites, inclinations, and all that helps to provide custom-made service. These services can improve patron's satisfaction making them disinclined to switch over to other companies. Apart from services and products, the payment and delivery in the service process can be tailored as well, targeting to meet all the requirements and demands of the customer (Li and Suomi, 2009).

The degree to which information or service is couturier to meet the desires of the individual visitor (Lee, 2005) is better known as personalization (Lee, 2005), which helps to fascinate and endure them (Mulvenna, Anand, and Büchner; 2000). Past studies suggest that customer service

influences their perceptions of service quality and satisfaction (Wolfenbarger and Gilly, 2003). Personalization is the endowment to the individual of tailored products, services, information, or information about apotheosized products or service. It is the buyers' perception apropos the degree to which an online store provides them differentiated services satisfying their specific individual needs (Parasuraman et al., 1988 and Yang and Jun 2002) and covers recommender systems, customization, and adaptive web sites. As a service quality dimension, it has become more critical and is an essential part of online service quality (Zeithaml et al., 2002). It helps users to find the solution for their query on the one hand and supports the e-tailers by empowering their online business by providing an ability to measure the quality of that solution on the other. Personalization has attributes such as personalized products and services, payment terms, delivery terms and design (Li and Suomi, 2009) and consists of four components in an e-commerce setting: personal attention, preferences, understanding the specific needs of customers, and information regarding the modification of the product (Kassim, N., & Asiah Abdullah, N., 2010). It involves individualized attention, personal thank you notes from online stores, and the availability of a message area for customer questions or comments (Yang, 2001).

v). Assurance

Assurance is the ability to inspire trust and confidence as well as display knowledge and courtesy by the person behind the firm's website (Madu and Madu, 2002 and Webb and Webb, 2004). This service quality attribute describes the sensation that e-tailer diffuses in terms of security and credibility (Parasuraman et al., 1998). It is indispensable while evaluating online service quality and which is demonstrated by the fact that it is present in much of the research work done on online service quality (e.g. Liu and Arnett, 2000; Yang et al., 2001; Zeithaml et al. 2001; Yoo and Donthu, 2001; Wolfenbarger and Gilly, 2003; Long and McMellon, 2004). The epitome includes integrating security elements and communicating them to customers, guaranteeing confidentiality, confirming the purchase and the like. Thus, conveying a secure and reliable image (Cristobal, Flavián, and Guinalíu; 2007).

Assurance as a service quality dimension addresses the perceived security and privacy of customers'. It is concerned with the knowledge and courtesy of employees and their ability in conveying trust and confidence (Parasuraman et al., 1985 and 1988). Online websites must ensure that their employees are very acquainted with their operation, gallant in their responses, and able to convey trust and confidence to users. Many web activities rarely embolden any direct communication except through e-mail services; employees must provide impeccable service to avoid creating a mass of dissatisfied users who failed to get a passable response from their online service (Madu and Madu, 2002).

vi). Responsiveness

The ability of e-tailers in catering suitable information to customers whenever a problem arises is better known as Responsiveness. It is the willingness of employees of an online business to assist customers and provide them swift services (Madu and Madu, 2002 and Li and Suomi, 2009) such as mailing a transaction slip immediately, calling the customer back quickly, giving prompt service (Parasuraman et al., 1985, referred by Frost & Kumar, 2000). It is all about conveying information on frequently asked questions (FAQs') and stimulates the assistance to solve the glitches (Ahn et al. and Ho and Lee, 2007). Responsiveness has a focal protagonist in communicating with customers and can assist the internet based service providers in implementing various service functions into the website, such as complaint management systems (Lee & Kozar, 2006). Online businesses must have available procedures to handle returns and provide online guarantees (Zeithaml et al., 2002). Responsiveness includes quick replies to customers' inquiries, calls, or e-mails' or responses to customers within a promised time frame); information retrieval; search speed; and search friendliness (Yang, 2001). These

cybernetic stores need to be courteous in their customer services and should provide an adequate response to the customer via e-mail. Order cancellations and refunds should also be handled effectively by them (Madu and Madu, 2002).

vii). Reliability

The degree to which data collection method/methods yield consistent findings from the raw data (Saunders et al., 2003 as cited in Sidat, 2008) is a service quality dimension, which is reliability. It is of two types, i.e., external and internal reliability. External reliability method is time - consuming and tedious (Kenova and Jonnason, 2006). Cronbach alpha can be used to test the internal reliability. It measures the extent to which the responses collected for given item correlate highly with each other (Garson, 2002, as cited in Kenova and Jonnason, 2006). Reliability measures the consistency of performance of the product or service over time. It is the ability to perform the promised service dependably and accurately (Parasuraman et al., 1985 referred by Yarimoglu, 2014 and Parasuraman, Zeithaml, & Berry, 1988). It is related with consistency in performance and dependability, accuracy in billing, keeping records correctly, performing the service right at the designated time and includes the correctness of order fulfilment, prompt delivery, and billing accuracy; this definition clearly excluding an information-only site (Parasuraman et al., 1985 and Santos, 2003).

viii). Information Quality

The quality of the content of the portal site, the suitability in fulfilling the information for users', e.g., accuracy, format, and relevancy are known as information quality (Barnes and Vidgen 2000). As e-service quality dimension it refers to the perception of punters' regarding the usefulness and quality of website content (Li et al., 2002). User-friendliness or information quality has a positive effect on the level of consumer web site satisfaction (Zeithaml et al., 2002). It is a dimension allied with customer attention and turns like a source of satisfaction. Moreover, the quality of information is considered to be one of the most imperative drivers of e-service satisfaction (Petersen, 2001; Urban et al., 2000; Wingfield and Rose, 2001).

4. RESEARCH GAP

The expectations of habitué, when mismatches their perceptions, forms a customer gap. Customer expectations is described to be as what they expect in accordance with the available resources and which is influenced by their cultural background, family lifestyle, personality, demographics, advertising, experience with similar products and information available online. The customer perception, on the other hand, is completely subjective in nature and is based on their interaction with the product or service. It is derived from the satisfaction of buyers' with the specific product or service and the quality of service delivery. Identifying and understanding this gap is very imperative to devise customer orientated strategy after proper understanding to close it.

5. METHODS

Objective: To compare the service quality of selected electronic commerce websites and identify which one pleased the customers' the most?

Hypothesis (H0): There lies no significant difference in the consumer perceived service quality of selected web-based companies concerning different service quality dimensions of online shopping facilities provided to them.

Hypothesis (H1): There lies a significant difference in the consumer perceived service quality of selected web-based companies concerning different service quality dimensions of online shopping facilities provided to them.

6. DATA ANALYSIS AND INTERPRETATION

In the research study, primary data was collected from consumers having online shopping experience with the selected e-commerce websites. Around forty statements were used in the study to measure the eight service quality dimensions. After the collection of data, exploratory factor analysis was applied, which reported 8 factors from 40 variables/statements. Table no.1 given below summarises the details of each of the factors. Sample adequacy of data through KMO was checked, before applying exploratory factor analysis. The findings of the test reported a value of 0.974, which is above the accepted level of 0.7 (as reported by Haier et. al; 2013). The overall variance explained by the 8 factor solution is 81% and all the variables loaded on factors with the factor loading more than 0.5.

Table 1 Rotated Component Matrix^a

	Component							
	1	2	3	4	5	6	7	8
WD4	.860							
WD3	.857							
WD5	.845							
WD2	.818							
WD1	.815							
EOU5		.803						
EOU2		.794						
EOU4		.739						
EOU1		.738						
EOU3		.717						
Ass1			.792					
Ass5			.791					
Ass4			.754					
Ass2			.731					
Ass3			.730					
IQ3				.809				
IQ2				.787				
IQ5				.757				
IQ4				.753				
IQ1				.737				
Rel5					.822			
Rel2					.801			
Rel4					.769			
Rel3					.750			
Rel1					.748			
PV4						.786		
PV5						.768		
PV1						.720		
PV2						.710		
PV3						.662		
Res2							.699	
Res4							.697	
Res1							.694	
Res3							.692	
Res5							.619	
Per5								.698
Per4								.656
Per2								.647
Per3								.634
Per1								.612

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 8 iterations.

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It may be possible that the different web based companies are perceived differently by the consumers with respect to different dimensions of the service quality of the online shopping facilities provided to them. The average summated score of each dimension of the service quality is calculated by using the following method:

$$\text{Service quality dimension} = \frac{\sum_{i=1}^n V_i}{n}$$

Where V_i represents the response of the consumer against the statement i , n is the number of statements used to measure the service quality dimension. The different e-commerce websites were assumed to be independent groups. The one-way ANOVA test was applied to examine the difference in perception of consumers towards the service quality of online shopping experience as provided by all the selected companies. The result of one - way ANOVA is shown below:

Table 2 One - way ANOVA test between the different e commerce websites and the perception of the consumers towards the service quality of online shopping experience provided by such companies

Dimensions of Service Quality	E-commerce websites	Average Score (Standard Deviation)	F-statistics (P-value)	Remarks
Perceived ease of Use	Amazon	6.524 (1.291)	43.341 (0.000)	Significant difference was found.(Null Hypothesis rejected)
	eBay	5.253 (1.292)		
	Flipkart	6.544 (1.223)		
	Snapdeal	5.244 (1.234)		
Perceived Privacy	Amazon	6.981 (1.500)	41.087 (0.000)	Significant difference was found (Null Hypothesis rejected)
	eBay	5.722 (1.463)		
	Flipkart	7.047 (1.426)		
	Snapdeal	5.461 (1.390)		
Perceived Website Design	Amazon	6.583 (1.495)	42.756 (0.000)	Significant difference was found.(Null Hypothesis rejected)
	eBay	5.054 (1.507)		
	Flipkart	6.510 (1.408)		
	Snapdeal	5.089 (1.630)		
Perceived Personalization	Amazon	7.218 (1.393)	52.298 (0.000)	Significant difference was found.(Null Hypothesis rejected)
	eBay	5.899 (1.311)		
	Flipkart	7.342 (1.284)		
	Snapdeal	5.690 (1.344)		
Perceived Assurance	Amazon	6.413 (1.221)	49.846 (0.000)	Significant difference was found.(Null Hypothesis rejected)
	eBay	5.287 (1.153)		
	Flipkart	6.552(1.190)		
	Snapdeal	5.067 (1.254)		
Perceived Responsiveness	Amazon	6.998 (1.325)	53.437 (0.000)	Significant difference was found.(Null Hypothesis rejected)
	eBay	5.644 (1.265)		
	Flipkart	7.024 (1.212)		
	Snapdeal	5.489 (1.312)		
Perceived Reliability	Amazon	6.700 (1.342)	58.250 (0.000)	Significant difference was found.(Null Hypothesis rejected)
	eBay	5.456 (1.395)		
	Flipkart	7.047 (1.330)		
	Snapdeal	5.305 (1.497)		
Perceived Information Quality	Amazon	6.154(1.146)	58	Significant difference was found.(Null Hypothesis rejected)
	eBay	5.057 (1.138)		
	Flipkart	6.154 (1.151)		
	Snapdeal	4.741 (1.194)		

The results of one - way ANOVA indicates the probability (sig) value of F statistics. In all the service quality dimensions less than five percent level of significance is found. Thus with ninety-five percent confidence level it can be concluded that all the four selected online shopping websites offering the platform for online shopping experience are perceived differently against the different dimensions of the service quality considered in the study. Flipkart is ranked the top most among the other websites under study. The detailed discussion of observations made pertaining to each dimension is given below:

(i) In case of ***perceived ease of use*** as an electronic service quality dimension, the result indicates Flipkart is the highest scorer (6.544) in perceived quality from the consumer's perspective. This indicates that Flipkart is best among all other online players. The website of the company is quite simplified and intuitive and has hierarchical navigation, thereby facilitating a user to easily go back from any category to home directly. Moreover it presents the categories upfront and provides easy decision-making tools for users like product comparison buttons, enlisting top product features, and easy-to-see placement of the buy button. Amazon is found to be the second highest scorer (6.524). The perceived service quality of these two companies is thus found to be significantly better than Snapdeal and eBay as shown in the table of the post hoc result of one way ANOVA.

Table 3 Post Hoc test for the dimension "Perceived Ease of Use"

Tukey HSD ^a			
E Commerce Website	N	Subset for alpha = 0.05	
		1	2
Snapdeal	125	5.2442	
eBay	125	5.2529	
Amazon	125		6.5241
Flipkart	125		6.5444
Sig.		1.000	.999
Means for groups in homogeneous subsets are displayed.			

(ii) In case of the ***perceived privacy dimension*** of the service quality, it is found that Flipkart is highest scorer (7.046) of the perceived quality from the consumer's perspective. It is followed by Amazon which is the second highest scorer (6.98). The perceived service quality of these two companies is found significantly better than Snapdeal and eBay as shown in the table of the post hoc result of one - way ANOVA.

Table 4 Post Hoc test for the dimension "Perceived Privacy"

Tukey HSD ^a			
E Commerce Website	N	Subset for alpha = 0.05	
		1	2
Snapdeal	125	5.4610	
eBay	125	5.7215	
Amazon	125		6.9808
Flipkart	125		7.0467
Sig.		.484	.984
Means for groups in homogeneous subsets are displayed.			
a. Uses Harmonic Mean Sample Size = 125.000.			

(iii) In case of *perceived website design* dimension of the service quality, meaning how visually appealing and well-designed is the website to the users. The results indicate that the Amazon is highest scorer (6.583) of the perceived quality from the consumer's perspective. This implies that the perceived website design in case of Amazon is the best among all the online shopping websites. It is followed by Flipkart which is found to have the second highest score (6.511). The perceived website design of these two companies is found significantly better than Snapdeal and eBay as shown in the table of the post hoc result of one - way ANOVA.

Table 5 Post Hoc test for the dimension "Perceived Website Design"

Tukey HSD ^a			
E Commerce Website	N	Subset for alpha = 0.05	
		1	2
eBay	125	5.0540	
Snapdeal	125	5.0892	
Flipkart	125		6.5109
Amazon	125		6.5826
Sig.		.998	.980
Means for groups in homogeneous subsets are displayed.			
a. Uses Harmonic Mean Sample Size = 125.000.			

(iv) In case of *perceived personalization* dimension of the service quality, which means how the customers perceive the individualized attention and differentiated service tailored to meet their needs and preferences by an e-commerce website? The results indicate that Flipkart is the highest score (7.342) of perceived quality from the consumer's perspective. This indicates that the perceived website design of Flipkart is the best among all the online shopping websites. It is again followed by Amazon which is found to be the second highest scorer (7.218). The perceived website design of these two companies is found significantly better than Snapdeal and eBay as shown in the table of the post hoc result of one - way ANOVA.

Table 6 Post Hoc test for the dimension "Perceived personalization"

Tukey HSD ^a			
E Commerce Website	N	Subset for alpha = 0.05	
		1	2
Snapdeal	125	5.6904	
eBay	125	5.8999	
Amazon	125		7.2178
Flipkart	125		7.3416
Sig.		.601	.883
Means for groups in homogeneous subsets are displayed.			
a. Uses Harmonic Mean Sample Size = 125.000.			

(v) In case of *perceived assurance* meaning how confident and trustworthy the customers finds trading with an e-commerce website? The results indicate that Flipkart is the highest scorer (6.552) of the perceived quality from the consumer's perspective. This is a clear indication that the perceived website design of Flipkart is the best among all online shopping websites. Amazon is found to be the second highest scorer (6.413). Thus, the perceived website design of these two companies is found significantly better than Snapdeal and eBay as shown in the table of the post hoc result of one - way ANOVA

Table 7 Post Hoc test for the dimension “Perceived Assurance”

Tukey HSD^a			
E Commerce Website	N	Subset for alpha = 0.05	
		1	2
Snapdeal	125	5.0665	
eBay	125	5.2886	
Amazon	125		6.4131
Flipkart	125		6.5524
Sig.		.465	.797
Means for groups in homogeneous subsets are displayed.			
a. Uses Harmonic Mean Sample Size = 125.000.			

(vi) In case of **perceived responsiveness**, which means customer perception of getting help when dealing with automated or human factors while using an e-commerce website? Flipkart is found to be the highest scorer (7.024) of the perceived quality from the consumer's perspective, indicating that Flipkart is the best among all the online shopping websites in terms of the perceived responsiveness. It is followed by Amazon which is found to be the second highest scorer (6.998). The perceived website design of these two companies is found significantly better than Snapdeal and eBay as shown in the table of the post hoc result of one - way ANOVA.

Table 8 Post Hoc test for the dimension “Perceived Responsiveness”

Tukey HSD^a			
E Commerce Website	N	Subset for alpha = 0.05	
		1	2
Snapdeal	125	5.4891	
eBay	125	5.6437	
Amazon	125		6.9982
Flipkart	125		7.0236
Sig.		.775	.999
Means for groups in homogeneous subsets are displayed.			
a. Uses Harmonic Mean Sample Size = 125.000.			

(vii) In case of **perceived reliability** dimension of the service quality, which means how consistent an e-commerce website is found by customers with respect to its' performance and dependability? The results indicate that Flipkart is the highest scorer (7.047) of the perceived quality from the consumer's perspective, thereby signifying that the perceived website design of Flipkart is the best among all other online shopping websites. It is followed by Amazon which is found to be the second highest scorer (6.998). The perceived website design of these two companies is found to significantly better than Snapdeal and eBay as shown in the table of the post hoc result of one - way ANOVA.

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Table 9 Post Hoc test for the dimension “Perceived Reliability”

Tukey HSD ^a			
E Commerce Website	N	Subset for alpha = 0.05	
		1	2
Snapdeal	125	5.3045	
eBay	125	5.4554	
Amazon	125		6.9979
Flipkart	125		7.0473
Sig.		.827	.992
Means for groups in homogeneous subsets are displayed.			
a. Uses Harmonic Mean Sample Size = 125.000.			

(viii) In case of *perceived information quality* dimension, which means how the customers consider an e-commerce website for its usefulness and quality of web content? The results indicate that Flipkart and Amazon to be the highest scores (6.154) of the perceived quality from the consumer’s perspective, indicating that the perceived website design is the best among all the online shopping websites. The perceived website design of these two companies is found significantly better than Snapdeal and eBay as shown in the table of the post hoc result of one - way ANOVA.

Table 10 Post Hoc test for the dimension “Perceived Information Quality”

Tukey HSD ^a			
E Commerce Website	N	Subset for alpha = 0.05	
		1	2
Snapdeal	125	4.7408	
eBay	125	5.0567	
Amazon	125		6.1535
Flipkart	125		6.1539
Sig.		.137	1.000
Means for groups in homogeneous subsets are displayed.			
a. Uses Harmonic Mean Sample Size = 125.000.			

7. CONCLUSIONS AND DISCUSSIONS

Customer satisfaction paves the pathway to withhold them. An e-business successful at wooing its customers can stop them from switching over to other companies in the market. However, customer satisfaction plays an even more decisive role of profit generation for the internet-based service companies. In today's virtual world, where it is elementary for the customers to switch between providers on the internet; the web-businesses should fore mostly apprehend customers perception and evaluate their online customer service to devise strategies to deliver superior service quality effectively and efficiently. Thus, making a website is a fraction of a minute task, but the real challenge is to differentiate oneself from other e-tailers working on similar models. To survive and achieve a competitive advantage, differentiating stratagems are the only savior for online companies. It is thus quiet anticipated for the e-tailers to uncover those attributes which satisfy consumer expectations. These discerning tactics would lead to customer loyalty towards a specific website on the one hand and pave the way for retention and profits on the other. Henceforth, it would appropriate to state that the winners in the model of clicks and order retailing, like their predecessors in bricks and mortar retailing would be those who take care of their customer better than competitors and provide them with better solutions than those customers in the past.

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