Service Quality of Online Shopping Site- Amazon.in

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Abstract

Today customers can shop online using a range of different computers and devices including laptop, tablet computers, smart phones etc. An online shop evokes the physical analogy of buying products or services at a regular bricks and mortar retailer or shopping centre. This process is called business to consumer online shopping. When an online store is set up to enable business to buy from another business, the process is called business to business online shopping. The proposed research work attempts to study the service quality of online shopping site-Amazon.in which was undertaken in Ernakulam district at Kolenchery town. The respondents of the study included customers of online shopping site-Amazon.in. The data were suitably classified and analyzed based on the objective of the study. Analysis was done via statistical software 17.0. Statistical tools like percentages and t-test have been applied for analyzing the data. The study revealed that the consumers were very much satisfied with the services, viz. responsiveness, reliability, customer care, continuous improvement, convenience, ease of use, product portfolio, security, communication and web site design.

Key words:

*Online store**,** website design, responsiveness Customer care.*

Introduction

In India, there has been a major change in the consumer behavior in the post-colonial period. People born in post-independence era are not interested in fancy features. For them, shortages are a way of life. A customer has unlimited choices, he or she can fall a victim to his or her choice. A customer may spend huge amount of time without taking any final decision. Nothing comes without a cost in business. Online shopping is not an exception to this. In this changing scenario, customer service is crucially important for online shopping platforms and their success in e-commerce depends not only the low-price strategy but also service quality. Moreover, the analytical results prove that customer loyalty is more positively correlated to service level as it leads to a large optimal service level. Due to abundant business opportunities, there are a number of services being offered online. Online shopping has emerged as one of the most prominent opportunities available through internet. It has enormous advantages for the customers as well as business houses. Through online shopping, business houses are able to reach out to more customers at limited cost. But the biggest disadvantage is that there is no touch and feel factor involved in online shopping.

Review of Literature

Shalini(2016), in the study titled "online shopping dynamics, a study in Coimbatore city Tamil Nadu observed that the consumers of different age groups obviously have different needs and wants and the literacy of citizens is very high. Internet usage profile: Consumers who have been online for many years tend to be more adept than the new users in finding new information and majority of online shoppers' surf net in home or at workplace.

Guru Sunita (2013), in a "A study of trust and perceived risk in online shopping" stated that the internet users in Gujarat were predominantly male, young and educated. Building online trust was an essential component for vendors to succeed in e-commerce environment, where transactions were impersonal and anonymous.

Ansuman Jena (2017), in the study "customer preference in virtual retail environment an empirical study about online shopping in India" found out that accessories and computer accessories as categories were found to be predominantly purchased by respondents from tier-1 and tier-2 cities respectively. Also travel bookings and ordering were mostly done online by respondents from tier-1 cities.

Significance of the study

Finding a product online is much easier than looking for it in the local store where the customer can search any product easily by using the search engine feature of an online shopping website and thus avoid the search for the product in several stores which is more laborious and time consuming. Similarly, online shopping helps to buy a product which could be much cheaper in another country. Freedom of choice is very high in online than shopping from a nearby store because of the availability of a vast range of products. The customer has the freedom of price flexibility by switching to other online to store to look for cheaper price. Today, shopping online is very reliable. The customer satisfaction is very high. Dependable websites like EBay provides buyer protection to motivate people to buy from their site. This highly trusted websites which give the customer money back if any seller does not deliver the item or deliver an item which does not match with the description. Moreover, the customers can buy any kind of product from online web store anonymously to maintain their desired privacy. Online business is helpful to millions of people in different ways. People can buy and sell from their home. People who cannot afford to buy or rent a shop, can easily open an online store and sell items from their home. Thus, online shopping is playing a very important role in reducing the unemployment rate. However, online shopping suffers from several disadvantages viz. online scam and fraud, delay in the receipt of the product, lack of knowledge about the actual quality of the product, difference in the description of the product and the actual product, shipping charge making the price similar or more expensive than the customer's nearby local store and shipping delays and delivery risk.

Like the retail shops, in online shopping sites also the customer is the king. Rendering of high standard quality of services is utmost important to attract and retain consumers. With a view to ensure high e-service quality, there should be a well-developed communication and information technology. Amazon is the largest internet-based retailer in the world by total sales and market capitalization. It is started as an online bookstore, later diversifying to sell clothing, household appliances, toys, hardware's electronic equipment's, footwear's, software's, jewellery. etc. A study of the e -service quality of the online shopping site Amazon.in would help to identify the areas where quality improvement is required so as to improve the overall e -service management. In this context, the present study assumes greater significance.

Scope of the study

The scope of the study is limited to the service quality of a single online shopping site-Amazon.in. The respondents of the study include customers of online shopping site-Amazon.in. The geographical area of the study is limited to Kolenchery town in Ernakulam District.

Objective of study

*   To study the service quality of online shopping site - Amazon.in.

Hypothesis of the Study

Based on the objective of the study the following hypothesis was formulated.

H_{01} There is no significant difference in the level of satisfaction in the various services of Amazon.in among the customers of Kolenchery Town.

Research Methodology

Selection of sample

The respondents of the study included customers of Amazon.in site. A sample of 60 customers in Kolenchery town was selected by adopting convenience sampling method.

Data collection

For analyzing the problem under study, both primary and secondary data were used. The primary data were collected by using well-structured questionnaires. The secondary data were collected from books, journal, and various websites.

Period of study

The study was conducted during the period October 2016 to February 2017.

Tools of analysis

The collected data were analysed through SPSS 17.0 by using various statistical tools like percentage and t-test.

Results and Discussion

Service quality is the most important criteria for the success of all business activities. All business enterprises are giving much importance to their service quality. Present study deals with the analysis of the service quality of online shopping site - Amazon.in.

Table 1 General Profile of the respondents

		Frequency	Percent
	Male	40	66.7
	Female	20	33.3
	Less than 20 years	9	15
Age	20-40	45	75
	40-60	6	10
	60 years and above	-	-
	HSE	8	13.3
	Graduation	27	45.0
Qualification	Post-Graduation	23	38.3
	Technical Education	2	3.3
	Student	28	46.7
Occupation	Self Employed	16	26.7
	Professional	3	5.0
	Employee	13	21.7
	Agriculture	0	0
	Below 10000	10	16.7
	10000-20000	12	20.0
Monthly	20000-30000	28	46.7
Income (Rs.)	30000-40000	1	1.7
	40000-50000	4	6.7
	50000 and above	5	8.3

Source: Primary data.

Table1 revealed that most of the respondents were males, below the age of 40 years and educated. 46.7per cent of the respondents were students, 26.7per cent of them were self-employed, 21.7per cent of them were employees and 5per cent of the respondents were professionals. The majority of the respondents have a monthly family income below Rs. 30000.

Table 2 Number of years of experience of the respondents with Amazon.in

Years	Frequency	Percent
Less than 2 years	34	56.7
2-4 Years	19	31.7
4-6 Years	6	10.0
6 Years and above	1	1.7
Total	60	100.0

Source: Primary data

From the above table, it can be seen that 56.7per cent of the respondents have less than 2 years of experience with Amazon.in, 31.7per cent of them have 2 to 4 years of experience, 10per cent of them have 4 to 6 years of experience and 1.7per cent of the respondents have 6 years and above experience with Amazon.in.

For the purpose of analysis, variables viz. Level of Satisfaction of the Amazon.in consumers on responsiveness, reliability, customer care, continuous improvement, convenience, ease of use, product portfolio, security, communication, and web site design have been considered.

Table 3 Level of Satisfaction of the Amazon.in Customers on "Responsiveness" (t- test)

Responsiveness	N	Mean	SD	t-value	df	P-value
Prompt response to request	60	4.02	.390	20.182	59	0.000
Quick Problem solving	60	3.85	.732	8.989	59	0.000
Rapid Retrieval of information requested	60	3.88	.585	11.698	59	0.000
Supply of real time important information	60	3.87	.747	8.985	59	0.000

Source: Primary data.

The level of satisfaction of the customers on the service "Responsiveness" of Amazon.in was very high since the mean scores of all the variables considered, viz. Prompt response to request, Quick Problem solving, Rapid Retrieval of information requested and Supply of real time important information were (Mean scores = 4.02,3.85,3.88 and 3.87) above the test value 3. It is also revealed that there was a significant difference in the level of satisfaction on the service "Responsiveness" among the Amazon.in customers since the p value 0.000 was less than 0.05(Table 3).

Table 4 Level of Satisfaction of the Amazon.in Customers on "Reliability" (t- test)

Reliability	N	Mean	SD	t-value	df	P-value
Performance of Promise on time	60	4.20	1.527	6.087	59	.000
Maintenance of Accurate records	60	3.58	.645	7.000	59	.000
Accurate online transaction	60	3.98	.504	15.115	59	.000

Source: Primary data.

The level of satisfaction of the Amazon.in customers on the service "Reliability" (Table 4) was very high. The Mean scores were 4.20,3.58 and 3.98 respectively which were much above the test value 3. It was also revealed that there was a significant difference in the level of satisfaction on the service "Reliability" among the Amazon.in customers since the p value 0.000 was less than 0.05.

Table 5 Level of Satisfaction of the Amazon.in Customers on "Customer Care" (t-test)

Customer Care	N	Mean	SD	t-value	df	P-value
Knowledge to answer question	60	3.90	.775	9.000	59	.000
Ability to solve problems on real time basis	60	3.72	.804	6.901	59	.000

Source: Primary data.

The level of satisfaction of the Amazon.in customers on the service "Customer Care" (Table 5) was very high. The Mean scores were 3.90 and 3.72 respectively, which were much above the test value 3. It was also revealed that there was a significant difference in the level of satisfaction on the service "Customer Care" among the Amazon.in customers since the p value 0.000 was less than 0.05.

Table 6 Level of Satisfaction of the Amazon.in Customers on "Continuous Improvement" (t-test)

Continuous improvement	N	Mean	SD	t-value	df	P-value
Customer service	60	3.80	.732	8.467	59	.000
Online system	60	3.72	.761	7.293	59	.000
Product offering	60	3.83	.827	7.807	59	.000

The level of satisfaction of the Amazon.in customers on the service "Continuous Improvement" (Table 6) was very high. The Mean scores were 3.80, 3.72 and 3.83 respectively, which were much above the test value 3. It was also revealed that there was a significant difference in the level of satisfaction on the service "Continuous Improvement" among the Amazon.in customers since the p value 0.000 was less than 0.05.

Table 7 Level of Satisfaction of the Amazon Customers on Convenience (t-test)

Convenience	N	Mean	SD	t-value	df	P-value
Time saving	60	4.48	.725	15.855	59	.000
24*7customer service	60	4.28	.846	11.756	59	.000
Place utility	60	3.63	.974	5.038	59	.000

Source: Primary data

The level of satisfaction of the Amazon.in customers on the service "Convenience" (Table 7) was very high. The Mean scores were 4.48, 4.28 and 3.63 respectively, which were much above the test value 3. It was also revealed that there was a significant difference in the level of satisfaction on the service "Convenience" among the Amazon.in customers since the p value 0.000 was less than 0.05.

Table 8 Level of Satisfaction of the Amazon.in Customers on Ease of Use (t-test)

Ease of use	N	Mean	SD	t-value	df	P-value
User friendliness	60	4.18	.911	10.060	59	.000
Updated technology	60	3.78	.904	6.714	59	.000
Easy log-in	60	4.25	.728	13.304	59	.000
Effective Navigation	60	3.93	.778	9.290	59	.000

Source: Primary data

The level of satisfaction of the Amazon.in customers on the service "Ease of Use" (Table 8) was very high. The Mean scores were 4.18, 3.78,4.25 and 3.93 respectively, which were much above the test value 3. It was also revealed that there was a significant difference in the level of satisfaction on the service "Ease of Use" among the Amazon.in customers since the p value 0.000 was less than 0.05.

Table 9 Level of Satisfaction of the Amazon.in Customers on "Product Portfolio" (t-test)

Product portfolio	N	Mean	SD	t-value	df	P-value
Wide range of products	60	4.20	.732	12.701	59	.000
Products with desired features	60	4.08	.497	16.879	59	.000
Display of images of products in different angle	60	4.40	.669	16.212	59	.000
Different brands of same product	60	3.95	.790	9.311	59	.000

Source: Primary data

The level of satisfaction of the Amazon.in customers on the service "Product Portfolio" (Table 9) was very high. The Mean scores were 4.20, 4.08,4.40 and 3.95 respectively, which were much above the test value 3. It was also revealed that there was a significant difference in the level of satisfaction on all these aspects among the Amazon.in customers since the p value 0.000 was less than 0.05.

Table 10 Level of Satisfaction of the Amazon.in Customers on "Security" (t-test)

Security	N	Mean	SD	t-value	df	P-value
Does not misuse of personal information	60	4.03	.758	10.554	59	.000
sufficient technical capacity to ensure that sending data cannot be modified by hackers	60	3.63	.688	7.130	59	.000
Feeling of security in providing sensitive information	60	3.87	.724	9.271	59	.000
The electronic payment on the website is safe	60	3.82	.854	7.411	59	.000

Source: Primary data

The level of satisfaction of the Amazon.in customers on the service "Security" (Table 10) was very high. The Mean scores were 4.03, 3.63,3.87

and 3.82 respectively, which were much above the test value 3. It was also revealed that there was a significant difference in the level of satisfaction on the service "Security" among the Amazon.in customers since the p value 0.000 was less than 0.05.

Table 11 Level of Satisfaction of the Amazon.in Customers on "Communication" (t-test)

Communication	N	Mean	SD	t-value	df	P-value
Informing important information	60	3.87	.853	7.870	59	.000
clear answer	60	3.85	.755	8.718	59	.000
Status of transaction	60	4.18	.854	13.719	59	.000

Source: Primary data

The level of satisfaction of the Amazon.in customers on the service "Communication" (Table 11) was very high. The Mean scores were 3.87,3.85 and 4.18 respectively, which were much above the test value 3. It was also revealed that there was a significant difference in the level of satisfaction on the service "Communication" among the Amazon.in customers since the p value 0.000 was less than 0.05.

Table 12 Level of Satisfaction of the Amazon.in Customers on "Website Design" (t-test)

Website Design	N	Mean	SD	t-value	df	P-value
Appearance /visual characteristics	60	4.00	.921	8.414	59	.000
Linkage	60	3.85	.732	8.989	59	.000
Content	60	3.82	.792	7.990	59	.000

Source: Primary data

The level of satisfaction of the Amazon.in customers on the service "Communication" (Table 12) was very high. The Mean scores were 4.00,3.85 and 3.82 respectively, which were much above the test value 3. It was also revealed that there was a significant difference in the level of satisfaction on the service "Web Design" among the Amazon.in customers since the p value 0.000 was less than 0.05.

Hypothesis Testing

H_{01} There is no significant difference in the level of satisfaction in the various services of Amazon.in among the customers of Kolenchery Town.

The hypothesis was tested by applying t-test. The variable considered include responsiveness, reliability, customer care, continuous improvement, convenience, ease of use, product portfolio, security, communication and web site design. The test results given in Tables 3,4,5,6,7,8,9,10 ,11 and 12 revealed that there was a significant difference in the level of satisfaction in the services of Amazon.in

among the customers, since the p value 0.000 was less than 0.05 for all the variables considered for the purpose of study. Therefore, the null hypothesis H_{01} **was rejected.**

Conclusion

The study on the service quality of Amazon.in revealed that the customers were very much satisfied with the services, viz. responsiveness, reliability, customer care, continuous improvement, convenience, ease of use, product portfolio, security, communication and web site design.

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