

ABSTRACT

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Title of PhD Thesis: CONSUMER BEHAVIOR, CUSTOMER SATISFACTION, SERVICE QUALITY IN e-COMMERCE SCENARIO-A Comparative Study of Major e-Commerce Sites in Delhi-NCR

With the growing availability of affordable modes of accessing the internet there are millions of internet users who are potential online customers for online e commerce firms. To leverage this it is highly important for the online retailers to understand consumer's wants and needs and frame strategies to attract new customers and retain existing ones. To attract online consumers it is very important to know about their behavior and understand what their expectations are. Along with the consumer behavior, satisfaction is indeed of great concern to online retailers because of its role in customer retention. Whereas, satisfaction as a construct is dependent on the service quality provided by the online retailer. It served as a motivation to design a study which can examine and investigate the relationship between the three constructs in a single research framework.

A thorough literature review revealed that earlier studies have focused mainly on the motivational factors at the adoption stages whereas the studies focusing continuance and repurchase behaviour were very few. The research gaps require us to study both the direct and indirect effects of service quality and satisfaction on behavioral intention. Furthermore it was revealed that researchers have not ventured to derive better models that focus on interrelation of TAM model with determinants of service quality and customer satisfaction in a single model. Most of the studies were conducted in US, UK or China. Few studies were based in India and despite Delhi having one third of online consumer base in India, any area specific study was not conducted so far.

Research objective was achieved by performing a descriptive and empirical study. A quantitative research method based on non probability judgment sampling was adopted. A self-administered

survey was designed using a structured questionnaire. Data was collected from 432 respondents residing in Delhi-NCR, who had experience of online shopping from either Flipkart.com or Amazon.in which were demographically categorized.

On the basis of the identified research gaps the theoretical framework was designed. In the context of present research the determinants of TAM model which are perceived ease of use and perceived usefulness, were integrated with variables of consumer behavior, determinants of online service quality and online customer satisfaction to develop the survey instrument for study. Hypotheses were formulated which were subjected to test through statistical tools and techniques. For the purpose of testing the proposed hypothesized relationships among the variables, structural equation modeling (SEM) was applied using the AMOS 22 program. All the assumptions for applying SEM were satisfied and further analysis by applying SEM was proceeded. The results of hypotheses testing were tested for validity, reliability and generalisability of the findings. The moderating effect of demographic variables like Age, Income, Gender and Experience on relationship between attitude and behavioral intention of online consumers in Delhi–NCR was measured through Statistical technique called PROCESS version 22 by Andrew Hayes.

The present study has observed that the consumers would consider it useful if online shopping gets them the best deal, saves their time and money and helps them make fruitful purchase decisions. The results of the study also suggest that the perception of consumer on the price of products significantly affects perceived usefulness. It was observed that attitude was positively and strongly related to acceptance of online shopping. The SQ dimensions identified were found to truly represent the online service quality in the context of present study.

The findings of the proposed research work is useful for online retailers, entrepreneurs and marketing managers of e commerce sites who want to penetrate the online market with minimum cost, time and energy. The customer satisfaction parameters will enable the online retailers to increase customer retention. Managers can utilise the findings of this study to understand which factors will most likely facilitate the implementation of e-Commerce and be prepared to manage the effects of these factors on their initiatives more effectively.