INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT   ii

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

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INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESIS (ES)

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

LIMITATIONS

SCOPE FOR FURTHER RESEARCH

REFERENCES

APPENDIX/ANNEXURE

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BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.

- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

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- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

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- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

A STUDY ON ELECTRONIC SERVICE QUALITY OF ONLINE SHOPPING SITES

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ABSTRACT
Online shopping is trend in present day market. The website service quality is very essential to run a business through the online. The purpose of this investigation as to examine the website service quality of the online shopping websites. This research to identify the service quality dimensions that could enhance the level of service by variety of carriers and rank them accordingly. In this study we used E-S-QUAL model designed by Parasuraman, Zeithaml, and Malhotra. The E-S-QUAL consists of 22 items and four dimensions: efficiency, fulfilment, system availability and privacy. The second scale E-RecS-QUAL, having 11 items in three dimensions: responsiveness, compensation, and contact. Data was collected by using various sampling techniques. The collected data was analysed by Ridit analysis, and Henrey garret ranking techniques.

KEYWORDS
E-S-QUAL, Ridit, service quality.

JEL CODE
L81

INTRODUCTION

The rapid growth of the E-commerce has a great way on a growth of business. Companies such as Amazon, Flipkart distributes the products through web channels. All companies use web channels to distributes their products (Retailers such as D-Mart, Bigbaazar, approaches to expand services, and way to capture time conscious and upscale consumers (online banking). If these channels are to be viable, they must be perceived by consumers as effective and efficient.

To deliver the superior quality, managers of companies with web presences must first understand how consumers perceive and evaluate online customer service. Although there may be different sites, but in this article focuses only on online shopping sites. This article does not deal with other internet sites like – online newspapers, job sites such as freshers world, first Naukri, free download sites etc. The purpose of this article is to describe the development, refinement, psycho-metric evaluation, properties, and potential applications of a multiple-item scale of measuring e-service quality(e-SQ) of sites on which customers shop online.

REVIEW OF LITERATURE

Munshi (2018) studied e-service quality of snapdeal.com, he applied gap analysis to analyse the data. The study found that trust is the best dimension of e-service quality of snapdeal customers followed by factors website design, responsiveness and reliability.

Churchill 1979, Gerbing and Anderson 1988 described the process for scale development with the scale involved in sequence of steps consistent with conventional guidelines. Steps include Definition, develop a preliminary scale, sample design and data collection, data analysis and scale reduction, reliability and validity assessment, and additional assessment of the refined scales.

Irma Buntantan & G. David Garson, 2004, Muhammad Rais & Nazariah, 2003 are explained that E-Service is a highly generic term, usually referring to the provision of services via internet. Thus e-service may also include e-commerce, although it may also include non-commercial services, which is usually provided by the government.

Jeong, 2007 stated E-service constitutes the online services available on the internet, whereby a valid transaction of buying and selling, procurement is possible, as opposed to the traditional websites, whereby only descriptive information are available, and no online transaction is made possible.

Kaynama & Black (2000), Zeithaml (2002), Janda et al. (2002), Aawattegama & Wattegama (2008) these are the scholars uses the attributes like reliability, responsiveness, assurance, tangibles, and empathy to measure the service quality.

Gronlund et al (2007), state for a simple e-service the needs of knowledge and skills, content and procedures are considerably less. In complicated services there are needed to change some prevailed skills like, replacing verbal skills with skill in searching for information online.

Ting, M.S.M. Zakuan (2016) et al., explained that e-SQ of online shoppers e-loyalty is affected by the e- satisfaction. And they state that there is an association between other services like internet banking, hotel, telecommunication and higher education. e-SQ requires a combination of dimensions, e-SQ instruments, the satisfaction of online buyers is affected by SQ of online sellers and the buyers e-loyalty towards the online sellers is influenced by their e-satisfaction.

Paulo Rita, Tiago Oliveria, Almira Parisa (2019) et al., explained the models of the e-service quality, the model is to predict customer behaviour better than other widely used scales and not overestimate the importance of e-service quality attributes. They also state different country cultures diverse relevance of e-service quality attributes. Managers should know that how e-service quality formed and how it is important, and how to measure the attributes of the e-service to improve the service quality of online stores and customer satisfaction, trust, and to retain customers.

Huan-Ming Chuang, You-Shyang Chen (2016) et. al., explained that the online shopping sites are developed and if there is no competitors it will easily get overwhelmed by the wave of the online. For this reason, there is necessity of high quality service for customers, customer retention to the online shopping sites.

Nasser, M. A., Islam, R., Zainal Abidin, I. S., Azam, M., & Prabhakar, A. C. (2015) studied the factors which influence the e- service quality of online shopping. The difference between the customers expectations for service performance priorities the service encounters and their expectations about service performance prior to the service offerings. They estimate the risk in the e-commerce payment systems, and also find quality of service impact significantly the consumer trust in online shopping. They studied the expectations relationship with the online shopping in the developing countries, and impact of culture on service quality consumer expectations in Malaysia and Saudi Arabia through E-S-QUAL.

Choi, T. M. Chow (2013) stated that online stores should build strategies to enhance fulfilment and responsiveness because they affect the customer loyalty. They argue that 'Taobao.com' if they (Taobao) improve the functions of Aliwangwang to get better communication between consumers and users. Use of Aliwangwang provides higher degree of web customization and can provide to individual customers.

Patidar, G., & Singh Verma, D. (2013) explained, service firms are facing the problems of customer satisfaction and the customer satisfaction is related to the quality management approaches and process. They followed the SERVQUAL model adopted by the Parasuraman et al (1988) to measure the service quality, the gaps are measured on the basis of five dimensions Tangibility, Reliability, Responsiveness, Assurance, and Empathy.

OBJECTIVES OF THE STUDY
1. To study the service quality of the online shopping websites.
2. The better the service quality of the online sites can develop the loyalty towards the online shopping sites.

3.   To estimate the factors how they are influencing the service quality of the online shopping sites.
4.   To find is the service quality is necessary for any online shopping websites to develop their business.

HYPOTHESIS

H_0: There is no significance difference between the variable and the service quality. If the KE value is greater than Chi square choose Null Hypothesis.
H_1: There is a significance difference between the variable and the service quality. If the KE value is less than Chi square choose Alternative Hypothesis.
The above stated hypothesis is used for the study. H_0 is the null hypothesis and H_1 is alternative hypothesis, the results of the RIDITs are analysed by considering the hypothesis for this study.

RESEARCH METHODOLOGY

The Study is Empirical in Nature but descriptive based on Result Analysis. The data collection tool is the well-Structured Questionnaire covering all Objectives of the Study. The data used in the research is Primary data.
SAMPLING DESIGN: Service Quality of Online Shopping Sites
SAMPLE UNIT: The sample size of the report is 247 in numbers.
PRIMARY DATA: Primary data is used in this study; it provides better findings in this type of studies. In Efficiency
E-S-QUAL: The study analyzed online the book trade field and it resulted in five dimensions each of which encompasses sub dimensions:
1.   Efficiency
2.   System availability
3.   Fulfilment
4.   Privacy
E-Rec S-QUAL scale: Respondents rated the web site's performance on each scale item using a 5-point scale (1=Strongly disagree, 5=Strongly agree). The items below are grouped by dimension for expositional convenience namely,
a.   Responsiveness
b.   Compensation
c.   contact
Perceived value and loyalty intentions are measured by using the 5-Point scale (1=Strongly disagree, 5=Strongly agree).

DATA ANALYSIS

In this paper Ridit analysis is used for the data analysis because data collected is scale data.
a)   **Frequently using site**

TABLE 1: ONLINE SHOPPING SITES USED FREQUENTLY BY RESPONDENTS

		Frequency	Percent
Valid	Amazon	167	67.6
	Flipkart	66	26.7
	Paytm	4	1.6
	Snapdeal	3	1.2
	Myntra	5	2.0
	Ebay	1	.4
	Others	1	.4
	Total	247	100.0

From the table it shows the result of the sites which are used by the respondents frequently/mostly while gone for online purchases. The result state that among the shopping website mentioned, Amazon.com is used by most of the respondents and next is flipkart.com. in the results Amazon used by 167 and Flipkart used by 66 respondents out of 247 respondents. From this we assume that the services provided by this site are performing better.

b)   **How long using the web site?**

TABLE 2: HOW LONG USING THE SITE

		Frequency	Percent
Valid	Less than 3 months	54	21.9
	3months - 1year	77	31.2
	1-2 years	45	18.2
	2-3 years	28	11.3
	more than 3 years	39	15.8
	6	4	1.6
	Total	247	100.0

The results from the above table, we studied that 77 respondents (31.2%) out of 247 respondent sample are using online shopping for 3 – 12 months. 54 respondents (21.9%) and 45 respondents (18.2%) are using online sites for shopping is less than 3 months and more than 2-3 years. This data shows that the usage of online shopping web-sites by the respondents.

c)   **Frequency of using online shopping websites**

TABLE 3: FREQUENCY OF USING THE SITE

		Frequency	Percent
Valid	3 or less than a month	172	69.6
	4-8 in a month	63	25.5
	9 and above	12	4.9
	Total	247	100.0

Most frequently 172 (69.6%) respondents are uses the online shopping website is 3 or less than 3 times in a month. This result shows that there is a moderate use of online shopping websites.

RIDIT ANALYSIS
1.   **E-S-QUAL Analysis**
This analysis is done by considering the factors: Efficiency, System Availability, Fulfilment, and Privacy. The analysis of the factors is mentioned below:
a)   **Efficiency**

TABLE 4: NOTATIONS AND ITEMS TOWARDS EFFICIENCY OF ONLINE WEBSITES

Notations	Items
EFF1	This site makes it easy to find what I need
EFF2	It makes it easy to get anywhere on the site
EFF3	It enables me to complete a transaction quickly
EFF4	Information at this site is well organized
EFF5	It loads its pages fast
EFF6	This site is simple to use
EFF7	This site enables me to get on to it quickly
EFF8	This site is well organized

TABLE 5: RIDITS FOR EFFICIENCY OF ONLINE SHOPPING WEBSITES

	SA	A	U	D	SD	Π
EFF1	102	96	44	3	2	247
EFF2	98	89	50	7	3	247
EFF3	110	85	42	7	3	247
EFF4	105	82	52	4	4	247
EFF5	105	78	51	8	5	247
EFF6	118	78	42	6	3	247
EFF7	112	73	51	8	3	247
EFF8	113	76	51	4	3	247
Fj	863	657	383	47	26	1976
1/2*fj	431.5	328.5	191.5	23.5	13	
Fj	431.5	1191.5	1711.5	1926.5	1963	
Rj	0.22	0.60	0.87	0.97	0.99	

TABLE 6: RIDITS FOR EFFICIENCY DATA SETS

	SA	A	U	D	SD	ρ	LB	UB	Priority Rank
EFF1	0.0902	0.2344	0.1543	0.0118	0.0080	0.4987	0.462	0.535	4
EFF2	0.0866	0.2173	0.1753	0.0276	0.0121	0.5189	0.482	0.556	8
EFF3	0.0972	0.2075	0.1473	0.0276	0.0121	0.4917	0.455	0.528	2
EFF4	0.0928	0.2002	0.1823	0.0158	0.0161	0.5072	0.470	0.544	6
EFF5	0.0928	0.1904	0.1788	0.0316	0.0201	0.5138	0.477	0.551	7
EFF6	0.1043	0.1904	0.1473	0.0237	0.0121	0.4778	0.441	0.515	1
EFF7	0.0990	0.1782	0.1788	0.0316	0.0121	0.4997	0.463	0.536	5
EFF8	0.0999	0.1855	0.1788	0.0158	0.0121	0.4921	0.455	0.529	3

At 5% level of significance the Kruskal-Wallis (KW) = 3.64, is less than the χ^2 (6) = 153.789, it can observe that there is a significant difference in scale items towards the efficiency of the sites. The 95% confidence intervals are shown in the Table-6, it shown that item 2(EFF2) has highest probability among the all the seven items. More over the respondents are chosen he item 8(EFF8). The response of the scale items 3 and 4 are equal. It is observed that efficiency of the sites is necessary.
b)   **System Availability**

TABLE 7: NOTATIONS AND ITEMS TOWARDS SYSTEM AVAILABILITY OF ONLINE WEBSITES

Notations	Items
SYS1	This site is always available for business
SYS2	This site launches and runs right away
SYS3	This site does not crash
SYS4	Pages at this site do not freeze after I enter my order information

TABLE 8: RIDITS FOR SYSTEM AVAILABILITY OF ONLINE SHOPPING WEBSITES

	SA	A	U	D	SD	Π
SYS1	109	64	61	7	6	247
SYS2	108	70	59	7	3	247
SYS3	104	70	63	6	4	247
SYS4	108	73	60	2	4	247
fj	429	277	243	22	17	988
1/2*fj	214.5	138.5	121.5	11	8.5	
Fj	214.5	567.5	827.5	960	979.5	
Rj	0.22	0.57	0.84	0.97	0.99	

TABLE 9: RIDITS FOR SYSTEM AVAILABILITY DATA SETS

	SA	A	U	D	SD	ρ	LB	UB	Priority Rank
SYS1	0.0958	0.1488	0.2068	0.0275	0.0241	0.5031	0.466	0.540	3
SYS2	0.0949	0.1628	0.2001	0.0275	0.0120	0.4974	0.461	0.534	2
SYS3	0.0914	0.1628	0.2136	0.0236	0.0161	0.5075	0.471	0.544	4
SYS4	0.0949	0.1698	0.2035	0.0079	0.0161	0.4921	0.455	0.529	1

Here the Kruskal-Wallis (KW) =0.40, is less than the χ^2 (3) =152.534, it shows that there is a significant difference in the scale items of the system availability. The 95% confidence intervals shown in the Table – 9, it shown that the items 2 and 4 are chosen by the respondents equally. But the item 1 is chosen highly compared to all the items of the system availability. The P value of the item 3 is grater so, it should be considered in the system availability.

c) **Fulfilment**

TABLE 10: NOTATIONS AND ITEMS TOWARDS FULFILMENT OF ONLINE WEBSITES

Notations	Items
FUL1	It delivers orders when promised
FUL2	This site makes items available for delivery within a suitable time frame
FUL3	It quickly delivers what I order
FUL4	It sends out the items ordered
FUL5	It has in stock the items the company claims to have
FUL6	It is truthful about its offerings
FUL7	It makes accurate promises about delivery of products

TABLE 11: RIDITS FOR FULFILMENT OF ONLINE SHOPPING WEBSITES

	SA	A	U	D	SD	Π
FUL1	112	78	49	5	3	247
FUL2	115	74	52	4	2	247
FUL3	112	69	56	7	3	247
FUL4	114	75	46	8	4	247
FUL5	110	75	55	5	2	247
FUL6	105	82	50	8	2	247
FUL7	109	75	57	3	3	247
fj	777	528	365	40	19	1729
1/2*fj	388.5	264	182.5	20	9.5	
Fj	388.5	1041	1487.5	1690	1719.5	
Rj	0.22	0.60	0.86	0.98	0.99	

TABLE 12: RIDITS FOR FULFILMENT DATA SETS

	SA	A	U	D	SD	ρ	LB	UB	Priority Rank
FUL1	0.1019	0.1901	0.1707	0.0198	0.0121	0.4946	0.458	0.531	3
FUL2	0.1046	0.1804	0.1811	0.0158	0.0081	0.4900	0.453	0.527	1
FUL3	0.1019	0.1682	0.1951	0.0277	0.0121	0.5049	0.468	0.542	6
FUL4	0.1037	0.1828	0.1602	0.0317	0.0161	0.4945	0.458	0.531	2
FUL5	0.1001	0.1828	0.1916	0.0198	0.0081	0.5023	0.466	0.539	4
FUL6	0.0955	0.1999	0.1742	0.0317	0.0081	0.5093	0.473	0.546	7
FUL7	0.0992	0.1828	0.1985	0.0119	0.0121	0.5045	0.468	0.541	5

The results shown the values of Kruskal-Wallis (KW) =0.87, is less than the χ^2 (6) =164.27, it shows that there is a significant difference in the scale items of the fulfilment in online shopping sites. The 95% confidence intervals shown in the Table – 12, it shown that the items 1 and 3 are chosen equally by the respondents. But the item 2 is chosen highly compared to all the items of the fulfilment scale items. The P value of the item 6 is grater among all the items of the fulfilment in the online shopping websites.

d) **Privacy**

TABLE 13: NOTATIONS AND ITEMS TOWARDS PRIVACY OF ONLINE SHOPPING WEBSITES

Notations	Items
PRI1	It provides information about my Web-shopping behaviour
PRI2	It does not share my personal information with other sites
PRI3	This site protects information about my credit card

TABLE 14: RIDITS FOR PRIVACY IN ONLINE SHOPPING SITE

	SA	A	U	D	SD	Π
PRI1	107	79	51	3	7	247
PRI2	113	70	58	1	5	247
PRI3	116	73	52	2	4	247
Fj	336	222	161	6	16	741
1/2*fj	168	111	80.5	3	8	
Fj	168	447	638.5	722	733	
Rj	0.23	0.60	0.86	0.97	0.99	

TABLE 15: RIDITS FOR PRIVACY DATA SETS

	SA	A	U	D	SD	ρ	LB	UB	Priority Rank
PRI1	0.0982	0.1929	0.1779	0.0118	0.0280	0.5089	0.472	0.546	3
PRI2	0.1037	0.1710	0.2023	0.0039	0.0200	0.5010	0.464	0.538	2
PRI3	0.1065	0.1783	0.1814	0.0079	0.0160	0.4901	0.453	0.527	1

Here the results shown the values of Kruskal-Wallis (KW) =0.53, is less than the χ^2 (1) =164.9, it shows that there is a significant difference in the scale items of the privacy in online shopping sites. The 95% confidence intervals shown in the Table – 15, it shown that the item 3(PRI3) is chosen highly compared to all the items of the privacy scale items. The P value of the item 1 is grater among all the items 2 and 3 of the privacy scale items.

2. **E-Rec S-QUAL**

Respondents rated the web site's performance on each scale item using a 5-point scale (1=Strongly disagree, 5=Strongly agree). The items below are grouped by dimension for expositional convenience namely, Responsiveness, Compensation, and contact.

a) **Responsiveness**

TABLE 16: NOTATIONS AND ITEMS TOWARDS RESPONSIVENESS OF ONLINE SHOPPING SITES

Notation	Item
RES1	It provides me with convenient options for returning items
RES2	This site handles product returns well
RES3	this site offers a meaningful guarantee
RES4	It tells me what to do if my transaction is not processed
RES5	It takes care of problems promptly

TABLE 17: RIDITS FOR RESPONSIVENESS OF ONLINE SHOPPING SITES

	SA	A	U	D	SD	Π
RES1	111	80	46	7	3	247
RES2	113	82	45	6	1	247
RES3	104	79	52	8	4	247
RES4	102	81	53	8	3	247
RES5	97	91	47	8	4	247
fj	527	413	243	37	15	1235
1/2*fj	263.5	206.5	121.5	18.5	7.5	
Fj	263.5	733.5	1061.5	1201.5	1227.5	
Rj	0.21	0.59	0.86	0.97	0.99	

TABLE 18: RIDITS FOR RESPONSIVENESS DATA SETS

	SA	A	U	D	SD	ρ	LB	UB	Priority Rank
RES1	0.0959	0.1924	0.1601	0.0276	0.0121	0.4880	0.451	0.525	2
RES2	0.0976	0.1972	0.1566	0.0236	0.0040	0.4790	0.442	0.516	1
RES3	0.0898	0.1900	0.1810	0.0315	0.0161	0.5084	0.472	0.545	3
RES4	0.0881	0.1948	0.1844	0.0315	0.0121	0.5109	0.474	0.548	4
RES5	0.0838	0.2188	0.1636	0.0315	0.0161	0.5138	0.477	0.550	5

The results shown the values of Kruskal-Wallis (KW) =2.85, is less than the χ^2 (5) =157.433, results show that there is a significant difference in the scale items of the responsiveness of the online shopping web-sites. The 95% confidence intervals shown in the Table – 18, it shown that the item 1 is chosen most by the respondents. The item 5 has the greater P value.

b) **Compensation**

TABLE 19: NOTATIONS AND ITEMS TOWARDS THE COMPENSATION

Notation	Item
COM1	This site compensates me for problems it creates
COM2	It compensates me when what I ordered doesn't arrive on time
COM3	It picks up items I want to return from my home or business

TABLE 20: RIDITS FOR COMPENSATION

	SA	A	U	D	SD	Π
COM1	98	87	47	8	7	247
COM2	100	78	54	7	8	247
COM3	111	78	48	7	3	247
fj	309	243	149	22	18	741
1/2*fj	154.5	121.5	74.5	11	9	
Fj	154.5	430.5	626.5	712	732	
Rj	0.21	0.58	0.85	0.96	0.99	

TABLE 21: RIDITS FOR COMPENSATION DATA SETS

	SA	A	U	D	SD	ρ	LB	UB	Priority Rank
COM1	0.0827	0.2046	0.1609	0.0311	0.0280	0.5074	0.471	0.544	2
COM2	0.0844	0.1835	0.1848	0.0272	0.0320	0.5119	0.475	0.549	3
COM3	0.0937	0.1835	0.1643	0.0272	0.0120	0.4807	0.444	0.517	1

The results shown the values of Kruskal-Wallis (KW) =1.69, is less than the χ^2 (6) =139.903, it shows that there is a significant difference in the scale items of the compensation in online shopping sites. The 95% confidence intervals shown in the Table – 21, it shown that the item 2(COM2) P value is high it shown in the ranking, but the item 3 is chosen by the respondents mostly.

c) **Contact**

TABLE 22: NOTATIONS AND ITEMS TOWARDS CONTACT IN ONLINE SHOPPING SITES

Notation	Item
CON1	This site provides a telephone number to reach the company
CON2	This site has customer service representatives available online
CON3	It offers the ability to speak to a live person if there is a problem

TABLE 23: RIDITS FOR CONTACT OF ONLINE SHOPPING WEB-SITES

	SA	A	U	D	SD	Π
CON1	103	78	49	8	9	247
CON2	106	76	51	10	4	247
CON3	103	79	56	4	5	247
fj	312	233	156	22	18	741
1/2*fj	156	116.5	78	11	9	
Fj	156	428.5	623	712	732	
Rj	0.21	0.58	0.84	0.96	0.99	

TABLE 24: RIDITS FOR CONTACT DATA SETS

	SA	A	U	D	SD	ρ	LB	UB	Priority Rank
CON1	0.0878	0.1826	0.1668	0.0311	0.0360	0.5043	0.468	0.541	3
CON2	0.0903	0.1779	0.1736	0.0389	0.0160	0.4968	0.460	0.534	1
CON3	0.0878	0.1850	0.1906	0.0156	0.0200	0.4989	0.462	0.536	2

Here the results shown the values of Kruskal-Wallis (KW) =0.09, is less than the χ^2 (1) =142.453, it shows that there is a significant difference in the scale items of the contact in online shopping sites. The 95% confidence intervals shown in the Table – 24, it shown that the items 1 and 3 are chosen equally by the respondents. But the item 2 is chosen highly compared to all the items of the contact scale items. The P value of the item 2 is grater among all the items of the contact in the online shopping websites.

3.   **Perceived Value**

TABLE 25: NOTATIONS AND ITEMS TOWARDS PERCEIVED VALUE

Notation	Item
PV1	The prices of the products and services available at this site(how economical the site is).
PV2	The overall convenience of using this site.
PV3	The extent to which the site you a feeling of being in control.
PV4	The overall value you get from this site for your money and effort.

TABLE 26: RIDITS FOR PERCEIVED VALUE OF ONLINE SHOPPING SITES

	SA	A	U	D	SD	Π
PV1	101	92	54	0	0	247
PV2	111	91	42	3	0	247
PV3	102	97	45	3	0	247
PV4	105	93	45	4	0	247
fj	419	373	186	10	0	988
1/2*fj	209.5	186.5	93	5	0	
Fj	209.5	605.5	885	983	988	
Rj	0.21	0.61	0.90	0.99	1.00	

TABLE 27: RIDITS FOR PERCEIVED VALUE DATA SETS

	SA	A	U	D	SD	ρ	LB	UB	Priority Rank
PV1	0.0867	0.2283	0.1958	0.0000	0.0000	0.5108	0.474	0.548	4
PV2	0.0953	0.2258	0.1523	0.0121	0.0000	0.4855	0.449	0.522	1
PV3	0.0876	0.2407	0.1632	0.0121	0.0000	0.5035	0.467	0.540	3
PV4	0.0901	0.2283	0.1632	0.0161	0.0000	0.4977	0.461	0.534	2

The results shown the values of Kruskal-Wallis (KW) =1.02, is less than the χ^2 (1) =15.17, it shows that there is a significant difference in the scale items of the perceived value towards online shopping sites. The 95% confidence intervals shown in the Table – 27, it shown that the item 2(PV2) is chosen highly compared to all the items of the perceived value scale items. The P value of the item 1 is grater among all the items of the perceived value scale items.

4.   **Loyalty Intentions**

TABLE 28: NOTATIONS AND ITEMS TOWARDS LOYALTY INTENTIONS OF ONLINE SHOPPING WEBSITES

Notation	Item
LI1	Say positive things about this site to other people.
LI2	Recommend this site to someone who seeks your advice?
LI3	Encourage friends and others to do business with this site?
LI4	Consider this site to be your first choice for future transactions?
LI5	Do more business with this site in the coming months?

TABLE 29: RIDITS FOR LOYALTY INTENTIONS OF ONLINE SHOPPING SITES

	SA	A	U	D	SD	Π
LI1	106	89	48	2	2	247
LI2	103	86	52	5	1	247
LI3	99	84	54	9	1	247
LI4	102	80	56	8	1	247
LI5	102	86	52	5	2	247
fj	512	425	262	29	7	1235
1/2*fj	256	212.5	131	14.5	3.5	
Fj	256	724.5	1068	1213.5	1231.5	
Rj	0.21	0.59	0.86	0.98	1.00	

TABLE 30: RIDITS FOR LOYALTY INTENTIONS OF ONLINE SHOPPING SITES

	SA	A	U	D	SD	ρ	LB	UB	Priority Rank
LI1	0.0890	0.2114	0.1681	0.0080	0.0081	0.4844	0.448	0.521	1
LI2	0.0864	0.2043	0.1821	0.0199	0.0040	0.4967	0.460	0.533	2
LI3	0.0831	0.1995	0.1891	0.0358	0.0040	0.5115	0.475	0.548	5
LI4	0.0856	0.1900	0.1961	0.0318	0.0040	0.5075	0.471	0.544	4
LI5	0.0856	0.2043	0.1821	0.0199	0.0081	0.4999	0.463	0.537	3

Here the results shown the values of Kruskal-Wallis (KW) =1.31, is less than the χ^2 (3) =157.9595, it shows that there is a significant difference in the scale items of the loyalty intentions towards online shopping sites. The 95% confidence intervals shown in the Table – 30, it shown that the items 4 and 5 is chosen highly compared to all the items of the loyalty intentions scale items. The P value of the item 3 is grater among all the items of the loyalty intention scale items.

FINDINGS

The service quality is relatively significant impact on the consumer loyalty in online shopping sites. The results shown that the usage of online shopping websites will be more in the near future. Efficiency and system availability of the online shopping sites is impacting the service quality of the online shopping sites. The

results show the variables are significantly impacting the service quality of the online shopping sites. The perceived value of the sites is shown positively impacting the website development. Loyalty intention towards shopping sites says that the it can improve the customer satisfaction of the online shopping sites.

CONCLUSION

E-service Quality is used as the strategic tool for the service quality of the online shopping sites to survive in the competitive growing market. The aim of the study is to find the service quality of the online shopping site is beneficial for the development and growth of the market. The study is conducted in the Guntur region, it shown that the customers are showing more interest towards Amazon and flipkart sopping sites. The service quality of the online shopping sites is determined by the Kruskal-Wallis (KW) and chi square values of the variables. This study also contributed to the field survey offline and online for collection of the data. The results of E-S-UQAL find that if the variables of the test are perfect then the Perceived value and loyalty intension are increased.

LIMITATIONS

1. This study is only restricted to E-SQUAL and loyalty intention of the online shopping websites.
2. For analysis in this study only RIDIT analysis is done.
3. The study is conducted in Guntur region only.
4. Scale data is collected in this study for analysis.

SCOPE FOR FUTURE RESEARCH

To find customer satisfaction of the online shopping sites, performance of the shopping sites operations more elaborately, the study can be conducted by taking large sample (Districts, states) it will get better results. Factor can add to this study like customer satisfaction, repurchase behaviour of the consumers.

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