

## **The Impact of Customers' Perceptions of The Quality Of E-Services on Their Gratification and Intention to Make Future Purchases in The Context of Online Shopping**

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### **Abstract**

In today's digital age, customers rely heavily on e-commerce platforms to fulfill their shopping needs. The quality of the online services provided by these platforms has a significant impact on customers' overall experience and subsequent purchase decisions. When customers perceive high e-service quality, it leads to increased levels of satisfaction. This perception is based on various factors such as website design, ease of navigation, product information, payment security, customer support, and timely delivery. A well-designed website with intuitive navigation enhances customer satisfaction by enabling a seamless shopping experience. Customers appreciate detailed product information, including clear images and accurate descriptions, which helps them make informed purchase decisions. The aim of the study is to identify factors influencing customer perceived e-Service quality on satisfaction and purchase intention with reference to online shopping. The researcher concluded that by focusing on website design, navigation, product information, payment security, and customer support, online businesses can enhance customer satisfaction and drive increased purchase intention, ultimately leading to business growth and success.

**Keywords:** Online shopping, Perception, Preferences, Purchase intention, product, service quality and customer support

## **Introduction**

With the rapid global expansion of electronic commerce (e-commerce), more businesses are seeking competitive advantages through e-commerce consumer interactions. Since businesses cannot exist without consumers, measuring consumer behaviour is an ongoing process in every industry. Habeeb & Sudhakar (2019). Measuring consumer behaviour is also essential because it assists businesses in identifying their target market. Increasing numbers of Internet consumers are purchasing online due to the proliferation of social networking sites. From the past to the present, online purchasing has been studied and proven results obtained, but as time progresses, there is an increasing need to study consumer behaviour. Abdeldayem (2010). To evaluate post-purchase consumer behaviour, consumers must assess their level of satisfaction. Consumer satisfaction and dissatisfaction are determined by product performance and expectations. Also, retaining customers in the modern era is difficult, so there is an opportunity or a need to investigate why these customers purchase with other online merchants or which factors lead them to do so. Studying online consumer behaviour as recorded by numerous researchers enables researchers to overcome the limitations of earlier studies that concentrated on small-scale surveys or restricted items. This study examined quality variables, website variables, consumer experience, and repurchase intention predictors. Pappas (2014). Internet and technology's global expansion has contributed to the transformation of commerce and the exchange of products and services. Customers appreciate a user-friendly website with intuitive navigation, clear product information, and a seamless checkout process. The ability to quickly find desired products, add them to the cart, and complete the transaction without any hassles contributes to positive purchase intentions. Social influence also plays a role in shaping purchase intentions. Customer reviews, ratings, and recommendations from friends, family, or influencers can influence the decision-making process.

## **Background of the study**

Understanding and influencing purchase intentions is crucial for online businesses as it directly impacts sales and revenue. Several factors influence purchase intentions in online shopping. Customers evaluate whether the product or service offers sufficient value in relation to its price. Factors such as quality, features, benefits, and competitive pricing all contribute to the perceived value. When customers perceive a high value proposition, their purchase intentions are more likely to be positive. Another influential factor is the trust and credibility of the online platform. Customers need to trust that the platform will deliver the promised products or services and provide a secure and reliable shopping experience. Baker & Wakefield (2012). Trust can be built through factors such as secure payment options, customer reviews and ratings, transparent return policies, and a positive brand reputation. Establishing trust is crucial for increasing purchase intentions. The convenience and ease of the online shopping process also influence purchase intentions. Positive social feedback and recommendations create a sense of trust and credibility, increasing the likelihood of purchase intentions. Promotional offers, discounts, and incentives also impact purchase intentions. Customers are often motivated to make a purchase when they perceive a good deal or see the potential for savings. Limited-time offers, free shipping, loyalty rewards, and personalized discounts can all positively influence purchase intentions. In conclusion, purchase intentions in online shopping are influenced by various factors, including perceived value, trust and credibility, convenience, social influence, and promotional incentives. Pappas (2014). Online businesses need to focus on optimizing these factors to encourage positive purchase intentions and drive sales. By understanding customer preferences, providing a seamless shopping experience, building trust, and offering attractive incentives, online platforms can increase their chances of converting customer intentions into actual purchases.

## E-Service Quality in Online Shopping; A framework

With the rise of e-commerce, customers have shifted towards online platforms to fulfill their shopping needs. E-service quality refers to the quality of electronic services provided by these platforms, encompassing various aspects such as website design, navigation, product information, payment security, customer support, and delivery. A well-designed website with an intuitive interface and easy navigation is crucial for creating a positive online shopping experience. Customers appreciate websites that are visually appealing, user-friendly, and enable seamless browsing and product search. A cluttered or confusing website can lead to frustration and deter customers from making purchases. Accurate and detailed product information is another key element of e-service quality. Chou et al.(2004). Providing comprehensive and transparent information helps customers understand the products better and reduces the likelihood of post-purchase dissatisfaction. Payment security is of utmost importance in online shopping. Customers expect their personal and financial information to be protected during transactions. Efficient and responsive customer support is essential in addressing customer queries, concerns, and issues. Online shoppers may encounter problems with orders, delivery, or have general inquiries. The efficiency of the delivery process significantly impacts the overall e-service quality. Customers expect their orders to be delivered within the promised time frame and in good condition. Providing real-time order tracking and regular updates on delivery status helps manage customer expectations and contributes to a positive experience. In conclusion, e-service quality in online shopping encompasses various factors that collectively influence customer satisfaction. Online platforms that prioritize and excel in these aspects create a positive shopping environment, instill trust in customers, and enhance their overall experience. By focusing on website design, product information, payment security, customer support, and efficient delivery, online businesses can build a loyal customer base, drive customer satisfaction, and ultimately thrive in the competitive e-commerce landscape.

## Factors influence customer e-service quality; an overview

Consumers' changing habits and the proliferation of their online pursuits are driving the development of the e-commerce market. Almost of shoppers now prefer to shop online because of the greater savings to be had from doing so.

1. **Website Design and Navigation:** The design and layout of an online shopping website significantly impact customer engagement, satisfaction, and ultimately, purchase decisions. A well-designed website with an appealing and user-friendly interface creates a positive first impression for customers. It should have a clean and organized layout, with visually appealing graphics and appropriate use of colors.
2. **Product Information:** Providing accurate and detailed product information is essential for customer satisfaction. Insufficient or misleading information can lead to dissatisfaction if customers receive products that do not meet their expectations.
3. **Payment Security:** Online shoppers prioritize the security of their personal and financial information. Secure payment options, such as encrypted transactions and trusted payment gateways, instill confidence in customers. A lack of robust security measures or incidents of data breaches can erode trust and satisfaction.
4. **Customer Support:** Prompt and effective customer support is crucial for resolving issues and addressing customer inquiries. Online shoppers may encounter problems with orders, delivery, returns, or have general questions. Responsive customer support through various channels (e.g., chat, email, and phone) helps build trust and enhances satisfaction.
5. **Delivery and Fulfillment:** Timely delivery and accurate order fulfillment significantly impact customer satisfaction. Customers expect their orders to arrive on time and in good condition.

Providing tracking information and regular updates on order status can help manage customer expectations and ensure satisfaction.

6. **Website Performance:** The speed and reliability of the website influence the overall customer experience. Slow-loading pages, frequent website crashes, or technical glitches can frustrate customers and negatively impact their satisfaction. A well-optimized website that performs smoothly contributes to a positive shopping experience.
7. **Return and Refund Policies:** Clear and customer-friendly return and refund policies contribute to customer satisfaction. Customers appreciate hassle-free returns and refunds processes, including pre-paid return labels and transparent refund timelines. Complicated or restrictive policies can result in dissatisfaction and reduced repeat purchases.
8. **Personalization and Recommendations:** Customized offers, discounts, and tailored communication contribute to customer satisfaction by providing a more personalized and relevant shopping journey. By focusing on these factors and continuously improving e-service quality, online businesses can enhance customer satisfaction, increase drive positive word-of-mouth, leading to long-term success in the competitive online shopping industry.

### **Review of literature**

Pooja Julka (2019) explored that the internet has enabled businesses to remain competitive by providing customers with more convenient, faster, and less expensive transaction options. The primary objective is to determine what factors influence online shopping behaviour. One study found that over 627 million people used the internet to purchase books, The results of the factor analysis reveal that Goods Information, Internet Payment, Ease and the magazine Variety, Buyer Attitude, Easy Availability, Adaptability, Price, Awareness, and Difficulties of Online Shopping are the most influential factors on consumers' perceptions of online shopping. Vikash (2017) argued that as consequence of these developments, people's purchasing habits have also changed. Online browsing has replaced conventional retail purchases. This research aims to better comprehend and evaluate consumer attitudes towards internet shopping. This study aimed to discover people's perspectives on internet shopping, as well as whether they prefer online or in-store shopping and why. This study utilised factor analysis to demonstrate that consumer perceptions of internet purchasing varied significantly by participant demographics. As the Internet has proliferated, it has become an increasingly popular marketing channel (Cho and Park, 2001). It is particularly intriguing for academics and practitioners, particularly those in the field of ecommerce, to analyze online purchasing consumer reviews. Customers should be able to easily browse through product categories, access detailed product pages, and navigate back and forth without any confusion. Clear and logically structured menus, search bars, and filters enhance the ease of finding products, leading to increased customer satisfaction. Furthermore, responsive web design is crucial for catering to customers accessing the website from different devices. With the increasing use of smartphones and tablets for online shopping, a website that adapts and functions well across various screen sizes ensures a consistent experience for customers, regardless of the device they are using. A well-designed and user-friendly website layout enhances the overall shopping experience. Clear and intuitive navigation allows customers to easily find products, browse through categories, and locate important information. A cluttered or confusing website design can frustrate customers and negatively impact their satisfaction.

### **Need for the study**

Consumers are no longer limited to the selection available at local stores. They can easily explore products from different brands, compare features, read reviews, and make informed choices. This wide variety of products caters to diverse consumer preferences and allows for greater customization and personalization. Online retailers often offer competitive pricing due to reduced overhead costs compared to brick-and-mortar stores.

1. Understanding customer perceptions: Consumer opinions take into account things like website layout, usability, speed, responsiveness, dependability, security, and support. Businesses can use this knowledge to pinpoint where they can make changes that will have the greatest impact on consumer satisfaction.
2. Increasing customer satisfaction: Customer satisfaction is crucial for the success of online retailers. If customers perceive the e-service quality to be high, it is likely to result in higher satisfaction levels. Customers who are happy with their experiences are more likely to return to the online store, tell their friends about it, and become brand loyal. Businesses may learn how to increase customer satisfaction and retention by analyzing the factors that contribute to their customers' perceptions of the quality of their e-services.
3. Differentiating from competitors: In the highly competitive online marketplace, providing a superior e-service experience can be a key differentiator. Online retailers that prioritize customer satisfaction by delivering high-quality e-services can stand out from their competitors. By studying customer perceptions and satisfaction, businesses can identify unique features or services that can give them a competitive edge.
4. Minimizing negative word-of-mouth: Negative experiences in online shopping can quickly spread through social media, and online reviews, potentially damaging the reputation of an online retailer. By understanding the factors that influence customer satisfaction, businesses can address any weaknesses in their e-service quality and minimize the occurrence of negative feedback.
5. Enhancing customer loyalty: Satisfied customers are more likely to become loyal customers. By providing excellent e-service quality and ensuring high levels of customer satisfaction, online retailers can foster long-term relationships with their customers. Loyal customers tend to have higher lifetime value, provide repeat business, and are more forgiving of occasional shortcomings.

### Importance of the Research

Customer service quality is of utmost reputation in online shopping as it directly impacts customer satisfaction. In today's digital landscape, where consumers have numerous options at their fingertips, providing exceptional quality is a key differentiator for online businesses. E-service quality encompasses various aspects, such as website design, navigation, product information, payment security, customer support, and delivery. A well-designed website with intuitive navigation enables customers to find products easily and enjoy a seamless shopping experience. Detailed and accurate product information helps customers make informed purchase decisions. Secure payment options and reliable customer support contribute to trust and confidence in the platform. Timely delivery and hassle-free return processes further enhance customer satisfaction. Moreover, satisfied customers are more likely to exhibit higher purchase intention, leading to increased sales and revenue for the online business. When customers are satisfied with their online shopping experience, they are more inclined to make repeat purchases, explore other offerings from the platform, and spend more on their shopping transactions. This ultimately contributes to the growth and success of the online business. Providing exceptional e-service quality not only satisfies customers but also helps in building a positive brand image, attracting new customers, and ensuring long-term business sustainability.

### Statement of the problem

Customers now have access to an entirely new universe of opportunities and experiences thanks to online purchasing. Due to the vast variety of products and services available at various price points, online purchasing is a fantastic marketplace. As the number of people who have access to the internet and who make purchases has risen rapidly, so too have the ways in which people make and complete purchases online. Despite this enormous growth, data indicate that internet accessibility remains minimal. There is still a substantial opportunity-to-potential disparity in conducting business online. Due to the obvious disparity

between the number of internet consumers and online buyers, marketers may encounter obstacles. Multiple improvements must be made to the Internet as a purchasing medium for both merchants and consumers. This research also helps e-vendors acquire a better understanding of the motivations for and barriers to online purchasing, as well as measures to ensure that internet consumers can shop without fear of fraud.

#### The Study's Objectives

The main aim of the study are to

- i. To identify factors influencing customer perceived e-Service quality on satisfaction and purchase intention with reference to online shopping.
- ii. To know the relationship among e-service quality dimensions and service quality, customer satisfaction and purchase intentions.
- iii. To understand the purchase intention of the customers towards online shopping.

#### Research Methodology

The study's target population consists of Indian online shoppers who have made at least one purchase from an e-commerce website. A survey was conducted online to collect the responses. This study employs descriptive research methodology. Observing and describing the behaviour of a subject without influencing it is the objective of descriptive research design. Convenience sampling is employed to acquire data from online shoppers from Chennai city. The information were collected through Google forms from 300 respondents in the study area.

#### Analysis, Interpretation and Findings

The KMO test is used to measure the sampling adequacy of a dataset for factor analysis. It examined the extent to which variables in a dataset share variance and are suitable for extracting common factors. The KMO test helps determine if the dataset is suitable for factor analysis based on the overall sampling adequacy, while Bartlett's test examined the correlation structure of the dataset to assess its suitability for factor analysis. Quality of products and services offered by online retailers, Security and privacy, Branded products, Availability of product descriptions, Cancellation and return policies, etc. are some of the statements used in the scoring. The data's dependability is evaluated using the KMO and Bartlett's tests. The outcome is shown below.

Table 1: KMO and Bartlett's Test

KMO- Sampling measures		0.904
Bartlett's Test of Sphericity	Approx. Chi-Square	3261.868
	df	105
	Sig.	0.000

The evaluation by KMO shows that the statistics can be trusted. The information gathered from the people in the group is reliable. The results are statistically significant (0.000) according to Bartlett's Test of Sphericity. So, the facts are given a different meaning through Factors analysis. In the table below, 15 variables are used in the factor analysis.

Table 2  
Communalities

Variables	Initial	Extraction
Continuous modification on the site	1.000	.858

Good packaging	1.000	.687
Low Price	1.000	.585
Loyalty for this online shop	1.000	.683
Original Brand	1.000	.661
Payment mode of payment	1.000	.710
Policy on cancellation or return	1.000	.753
Product description	1.000	.811
Proper communication	1.000	.698
Quality of the goods and services	1.000	.823
Security and privacy	1.000	.587
Switching benefits	1.000	.855
The speed of delivery	1.000	.740
The way of solving complain	1.000	.608
User friendliness of the web portal	1.000	.802
(Method: PCA).		

The output of the communalities for the factors used to measure satisfaction lie within the range of 0.585-0.858. As the values are greater than or equal to 0.5, the 15 used statements are considered for further data reduction analysis. Total variance explained indicates the proportion of the total variability in the observed variables that can be attributed to the factors extracted. It is expressed as a percentage. To calculate the total variance explained in factor analysis, you typically look at the eigenvalues or factor loadings.

Table 3: TVE (Total Variance Explained)

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.224	48.162	48.162	7.224	48.162	48.162	5.178	34.520	34.520
2	2.596	17.304	65.467	2.596	17.304	65.467	3.412	22.750	57.270
3	1.041	6.939	72.405	1.041	6.939	72.405	2.270	15.135	72.405
4	.815	5.432	77.838						
5	.516	3.438	81.276						
6	.417	2.781	84.057						
7	.407	2.712	86.769						
8	.348	2.320	89.089						
9	.340	2.267	91.356						
10	.288	1.921	93.277						
11	.245	1.634	94.910						
12	.225	1.498	96.408						
13	.212	1.412	97.820						
14	.175	1.165	98.985						
15	.152	1.015	100.000						

Extraction Method: Principal Component Analysis.

PCA reduces the fifteen statements to three components (Eigen values greater than one). 72.40 percent of the variance is explained by these three variables. Consequently, the final three components of the rotated component matrix are selected using the Varimax Method. The rotated component matrix displays the

factor loadings after rotation. Each cell in the matrix represents the correlation between a specific observed variable and a particular factor. The values in the matrix, called factor loadings or factor pattern coefficients, represent the strength and direction of the relationship between each variable and the factors. Factor loadings typically range from -1 to 1, where values closer to 1 indicate a stronger positive relationship between the variable and the factor, and values closer to -1 indicate a stronger negative relationship. Loadings close to 0 suggest a weak or negligible relationship. It enables researchers to label and interpret the factors based on the variables that have high loadings, thereby providing insights into the latent dimensions or constructs that the factors represent.

Table 4: Rotated Component Matrix

Group	Factors	Component		
		1	2	3
Product Quality	Product description	.817		
	Security and privacy	.774		
	Good packaging	.780		
	Original Brand	.780		
	Mode of payment	.773		
	Low Price	.763		
	Quality of the goods and services	.713		
Service	Solving complain		.911	
	Loyalty for this online shop		.901	
	Speed delivery		.870	
	Proper communication		.847	
	Policy on cancellation or return		.838	
Purchase intention	Modification on the site			.813
	User friendliness of the web portal			.544
	Switching benefits			.510

According to the explanation of the total variance, there is a reduction from 15 variables of satisfaction to three total statements. Based on the results the three finalized satisfaction factors are product quality, service, and Purchase Intention. Product description, Security and privacy, good pack, brand, payment and price of online shopping are grouped as product quality. The services includes solving complain, Loyalty for this online shop, the speed of delivery, Proper communication and Policy on cancellation or return. E Purchase intention considered Modification on the site, Switching benefits and the user friendliness of the web portal.

## Discussion

Customers' perceptions of the quality of e-services in online shopping have a significant impact on their overall satisfaction and loyalty towards e-commerce platforms. The quality of e-services plays a crucial role in shaping customers' online shopping experiences and can determine whether they choose to make repeat purchases or recommend the platform to others. Firstly, the perceived convenience and ease of use of e-services greatly influence customers' satisfaction. When customers find online shopping platforms user-friendly, with intuitive navigation, efficient search functions, and easy-to-understand product information, it enhances their overall experience. Additionally, streamlined and hassle-free processes such as smooth checkout procedures, multiple payment options, and transparent return policies contribute to customer satisfaction. Customers appreciate online platforms that make their shopping journey convenient, efficient, and seamless. Secondly, the reliability and security of e-services are paramount in online



shopping. Customers need assurance that their personal and financial information is safeguarded during transactions. When an e-commerce platform is perceived as trustworthy and secure, it instills confidence in customers, encouraging them to make purchases without concerns about privacy breaches or fraud. Reliable and secure e-services build trust and contribute to positive customer experiences. Furthermore, customers' perceptions of the responsiveness and timeliness of e-services significantly impact their satisfaction levels. Prompt and effective customer support, whether through live chat, email, or phone, is crucial in addressing any queries or issues customers may encounter during their shopping journey. The ability of e-commerce platforms to provide timely and helpful responses contributes to customers' overall satisfaction and can turn a potentially negative experience into a positive one. Moreover, the customization and personalization of e-services can enhance customers' perceptions of quality in online shopping. When customers receive personalized product recommendations based on their browsing and purchase history, tailored offers, or targeted promotions, it demonstrates that the e-commerce platform understands their preferences and needs. This personalized approach enhances the shopping experience and makes customers feel valued, leading to increased satisfaction and the likelihood of repeat purchases. In summary, customers' perceptions of the quality of e-services in online shopping significantly impact their satisfaction and loyalty. Factors such as convenience, reliability, security, responsiveness, and personalization all contribute to customers' overall experience and their perception of the quality of e-services. E-commerce platforms that prioritize and consistently deliver high-quality e-services can foster customer loyalty, drive repeat purchases, and gain a competitive advantage in the online marketplace.

#### **Implication of the study**

For the purpose of attracting consumers and allowing them to make the best decision, online marketers should maintain product variety and product divisions. As a result of demonetization in India, all transactions have become digital. As a result, a large number of transactions are being conducted on digital platforms, which will have a negative impact on online store payments. Habeeb & Sudhakar (2019). For an online store to have the 'Error-free transaction' attribute, it must have secure and simple transaction capabilities. Instead of being static, online store marketers must consider websites that interact with consumers and are responsive to their requirements.

#### **Conclusion**

The security of online transactions is another critical factor affecting customer satisfaction. Moreover, efficient and responsive customer support further enhances customer satisfaction by addressing any queries or concerns promptly and effectively. Bhattacharya (2018). Satisfied customers are more likely to become repeat customers and recommend the platform to others. Conversely, negative experiences with e-service quality can result in customer dissatisfaction, leading to reduced purchase intention and potential loss of business. Habeeb & Sudhakar (2019). The author concluded that, customer perceived e-service quality significantly influences both customer satisfaction and purchase intention in online shopping. E-commerce platforms that prioritize providing high-quality services across various aspects of the online shopping experience are more likely to gain customer trust, satisfaction, and loyalty. The researcher concluded that by focusing on website design, navigation, product information, payment security, and customer support, online businesses can enhance customer satisfaction and drive increased purchase intention, ultimately leading to business growth and success.

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