# **APPENDICES**

- A. Questionnaire
- B. Rotated Component Matrix for Determining the Factors
- C. List of Publications
- D. Correlation Table

# **QUESTIONNAIRE**

	Aj	ppe	ndi	ix A	

Madam/Sir,

This questionnaire is being prepared for studying the importance assigned by online shoppers to various service quality dimensions. Your utmost cooperation is highly solicited in filling up this questionnaire, the result of which shall be used purely for academic purpose.

> Thanks & Regards Upakul Sarmah Research Scholar (PhD course) Dept of Business Administration, Tezpur University, Assam Mob- 9864938780, e-mail: upakul@tezu.ernet.in

A. What item do you shop online (*Please Tick*):

i. Books	ii. Apparels/Accessories	iii. Tickets/Reservations
iv. Electronic equipments/gadgets		v. Fashion accessories
vi. Others (Please	specify):	

B. From which site do you shop most (Please list in order of preference):

a)	b)	c)
d)	e)	f)

C. When did you make your last online purchase (say how many days/months ago):....

D. What is your frequency of shopping in terms of a single purchase (*Please Tick*):

Order value in Rs.	Frequency of shopping					
Less than Rs. 500	Mostly	Sometimes	Rarely	Never		
Between Rs. 500 to Rs. 1,000	Mostly	Sometimes	Rarely	Never		
Between Rs. 1,000 to Rs. 2,500	Mostly	Sometimes	Rarely	Never		
Between Rs. 2,500 to Rs. 5,000	Mostly	Sometimes	Rarely	Never		
Between Rs. 5,000 and above	Mostly	Sometimes	Rarely	Never		

E. What is your view regarding the following statements? (*Please Tick*)

i. You shop online because you want to shop without spending much time

Strongly Agree	Agree	Don't know	Disagree	Strongly Disagree
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ii. You shop online because you feel confident about making online purchase

Strongly Agree Agree Don't know Disagree	Strongly Disagree
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iii. You shop online because you like to try out new things/products

Strongly Agree	Agree	Don't know	Disagree	Strongly Disagree
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iv. You shop online because you are technology savvy

Strongly Agree	Agree	Don't know	Disagree	Strongly Disagree

v. You shop online because you want comfort in shopping

Strongly Agree	Agree	Don't know	Disagree	Strongly Disagree

vi. Online shopping gives you a sense of accomplishment

Strongly Agree Agree Don't know Disagree	Strongly Disagree
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vii. Online shopping gives you excitement

Strongly Agree	Agree	Don't know	Disagree	Strongly Disagree
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# F. The *aesthetics* of a shopping site is believed to have a bearing on the quality of it. How do you prefer to rate the following to define the quality of the site?

1. Attractive look of the shopping site

Of little importance	Moderately important	Important	Very important	Extremely important

2. Products/links etc. are arranged in a manner which looks beautiful

Of little importance Moderately important Important Very important Extremely important	Of little importance	Moderately important	Important	Very important	Extremely important

3. Minimal advertisements, banners in the site

Of little importance	Moderately important	Important	Very important	Extremely important
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4. Virtual demonstration of product features

Of little importance	Moderately important	Important	Very important	Extremely important
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G. Similarly, the following statements relates to the *functionality* of the site. Rate them in the scale of 1 to 5 (1- Of little importance, 5- Extremely important) as you prefer to have in a good quality site.

1. Less number of links for the transaction process

2. Provision for accurate record of transaction, billing etc.

1 2	3	4	5
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3. Provision to rectify when a mistake is made

1 2	3	4	5
-----	---	---	---

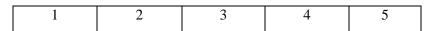
4. Ease of cancellation of orders/actions

1	2	3	4	5
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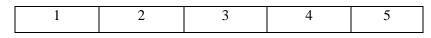
5. Presence of security symbols and messages in the site

1	2	3	4	5

6. Availability of the displayed item in the inventory



#### 7. Presence of reputed brand names in the site



8. Ability to respond to an emergency order (even if that calls for paying a premium)

#### 9. Provision for in-transit damage insurance for products

	Γ	1	2	3	4	5
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### H. Would you say that a site's quality is good because.....

1. You get response to a query immediately

Of little importance Moderately important	Important	Very important	Extremely important
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## 2. You can track your product/item while it is being shipped

Of little importance Moderately important Importa	nt Very important Extremely important
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## 3. You have many choices for making payment (e.g. Net banking, Debit card, CoD etc.)

Of little importance Moderately important	Important	Very important	Extremely important
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#### 4. The return policy is clearly mentioned

Of little importance	Moderately important	Important	Very important	Extremely important

### 5. You are compensated (e.g. in cash or kind) for mistakes made by the site

Of little importance Moderately important Important Very important Extremely important
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### 6. You get correct refund of the returned product

Of little importance Moderately important	Important	Very important	Extremely important
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### 7. You are sent follow-up confirmation of order

Of little importance Moderately in	nportant Important	Very important	Extremely important
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## 8. You receive sincere interest in solving any kind of problem

Of little importance Moderately important	Important	Very important	Extremely important
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9. You can easily communicate with Customer Contact Persons

Of little importance	Moderately important	Important	Very important	Extremely important
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10. The site admits mistake, if any, done by it

Of little importance	Moderately important	Important	Very important	Extremely important

#### 11. The Customer Contact Persons are able to solve your problems

Of little importance Moderately import	nt Important	Very important	Extremely important
--	--------------	----------------	---------------------

#### I. Give your opinion about the following:

1. Correctness of the information given in the shopping site

I never rely on the	I sometimes rely on	I rely on the	I always rely on the	I don't buy if it seems
information given	the information	information given	information given in	that the information
in the site	given in the site	in the site	the site	is not correst

# 2. Correct representation of the product in the site

I don't expect the	I wish the delivered	I admire if the	I want the	I don't buy if the
delivered product	product exactly the	delivered product	delivered product	delivered product is not
exactly the same as	same as	exactly the same	exactly the same	exactly the same as
represented	represented	as represented	as represented	represented

#### 3. Offers product warranties or guaranties

I'm not bothered if	I'm <i>little bothered</i> if	I wish there's	I need product	I don't buy when
there's no warranty	there's no warranty	warranty	warranty	there's no warranty

# 4. Delivery of the product in ordered quantity

I'm not bothered if	I understand that	I don't like	T d T have	
delivered quantity	mistakes may happen	when mistakes	I get annoyed when	I never use such sites
is not correct	sometimes	happen	mistakes happen	

### 5. Delivery of the product by the time promised

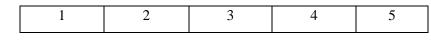
I'm not bothered if	I understand that the	I get annoyed when	I get restless when	I never use a site
the site falters in	site may not deliver	the site falters in	the site falters in	which falters in
delivery time	things timely	delivery time	delivery time	delivery time

### 6. The product is free from any kind of damage/mutilation when received

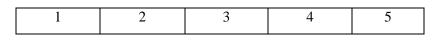
I'm not bothered	I understand that	I'm little annoyed	I will return the	I will return and never
when there's any	there may be	when there's any	product when	use the site when
damage	damage sometimes	damage	there's any damage	there's any damage

# J. Rate the following statements in the scale of 1 to 5 (1- Of little importance, 5- Extremely important) as you prefer to have in a good quality site

1. It is easy to understand the required product information (like technical specification, user description etc.) given in the site



2. The site offers clear delivery time schedule (e.g. within 3 days, 3 to 5 days etc.)



3. You can remember the address (URL) of the site easily

1	2	3	4	5
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# 4. You can maintain a wish list of products

1	2	3	4	5

5. You can maintain your own homepage free of cost

|--|

# 6. You can search history of your previous dealings

1 2	3	4	5
-----	---	---	---

# K. Give your opinion about the following:

1. Speed of transaction in the shopping site

I'm not bothered if	I understand that	I'm little annoyed	I'm really annoyed	I never use a slow
	the speed may be	when the speed is	if the speed is slow	site
the speed is slow	slow sometimes	slow	If the speed is slow	Site

# 2. Transactions are free from errors

I'm <i>not bothered</i> if there are errors	I <i>understand</i> that errors may occur sometimes	I'm <i>little annoyed</i> if there is an error	I'm <i>really annoyed</i> if there is an error	I never use such an erring site
---	---	--	--	------------------------------------

# 3. Ease of navigation through the site

I'm not bothered if	I wish navigation is	I'm <i>little annoyed</i> if	I'm really annoyed if	I never use
navigation is tough	easy	navigation is tough	navigation is tough	such a site

## 4. Clarity of instructions provided in the site

I'm not bothered if	I feel little helpless	I'm really helpless	I always look for	I can not shop without
instructions aren't	if instructions are	if instructions are	clear instructions	<b>A</b>
there	not there	not there	while shopping	instructions

5. Easy check-out

I never get	I wish the check-	I feel better if the	I get angry if the	I never use a site
misdirected while		check-out process	check-out process	whose check-out is
shopping in a site	out process is easy	is easy	is not easy	cumbersome

6. Comfortability in using a site even if safety and security features are not prominently visible.

It doesn't bother	It <i>bothers</i> me	I shall be worried	Labell be gaged	I shall a sugar uga it	
me at all	It <i>bothers</i> me	while using it	I shall be <i>scared</i>	I shall <i>never use</i> it	

7. Comfortability in using a site when you are not sure about your privacy being protected. .

	It <i>doesn't bother</i> me at all	It <i>bothers</i> me	I shall be <i>worried</i> while using it	I shall be <i>scared</i>	I shall <i>never use</i> it						
_	******	****	******	*****	*****						
L.	Place of Residence:										
M	. Gender (Please Tic	k): i. Female	ii. Male	iii.	iii. Others						
N.	Age (Please Tick):	i. Between 18-30 year	s ii. 31 to 44 years	s iii. 45 to 54	years						
	iv.	55 to 65 years	v. 66 years & older								
0.	Education (Please 7	<i>Tick</i> ): i. Upto Class	s XII ii. Grad	uate iii. Post-gra	duate						
		iv. Others (H	Please specify)								
P.	Occupation (Please	Tick): i. Student	ii. Service	iii. Self-Employed							
	iv. Homemake	r v. Retired	vi. Others (Plea	se specify)							
Q.	Monthly Family Inc ii.Rs. 20,001 to R	come ( <i>Please Tick</i> ): s. 50,000 iii. Rs. 50	i.Below Rs. 20,0 ,001 to Rs. 99,999		. 1 lakh						
R.	Please tick in the far	mily cycle stage releva	ant to you:								
	i. Single living	with family ii. N	Iarried without child	l in joint family							
	iii. Single alone iv. Married without child in nuclear family										
	v. Married with	h young child in joint t	family vi. Marı	ried with young child	l in nuclear family						
	vii. Married wi	ith grown up child	viii. Ma	viii. Married with married child							
		gle/couple) living with	h children x. Retire	ed (single/couple) liv	ving alone						

(In case, you are interested to know the result of this study you shall be intimated about the same via mail)

Thank you for your cooperation

# ROTATED COMPONENT MATRIX FOR DETERMINING THE FACTORS

	Component									
	1	2	3	4	5	6	7	8	9	
Attractive look of the shopping site	.103	.057	.090	.034	.128	017	.797	.154	024	
Artistic look of the site	.157	.113	.007	.025	.000	.058	.814	.129	.005	
Minimum ads in the site	.150	.082	.093	.017	.051	.122	.227	.709	032	
Virtual Demo of products	.338	.179	.009	.062	033	.077	.251	.593	.050	
Less transaction links	.570	.195	.069	.149	.021	.083	.162	.114	.118	
Accurate transaction record	.732	.240	.029	.165	072	.151	008	.083	.118	
Rectification of mistake	.751	.276	.067	.144	047	.129	.025	003	.080	
Ease of cancellation	.736	.258	.072	.091	040	.104	.011	029	.105	
Presence of security symbols	.731	.210	.104	025	.120	.147	.032	.051	.098	
Availability of items in inventory	.739	.196	.036	.111	.113	.003	.066	.130	146	
Presence of reputed brands	.529	.151	.124	.051	.238	082	.110	.043	399	
Response to emergency order	.659	.036	.157	.012	.091	.166	.106	.007	052	
In-transit damage insurance	.703	.172	.068	.100	.171	.094	.022	.176	091	
Immediate response to query	.272	.635	.149	.072	.094	.146	.169	.149	004	
Tracking the shipments	.242	.752	.055	.063	.106	014	.067	.190	.087	
Many choices of payment	.264	.639	.089	.143	.059	.140	.046	.165	.146	
Clear return policy	.240	.705	.077	.122	.148	.026	014	.099	.035	
Compensation for mistakes	.248	.681	.133	.118	.046	.232	033	022	056	
Correct refund	.293	.626	.070	.137	.042	.303	.025	119	048	
Follow up confirmation	.194	.474	.142	.070	.142	.412	.155	322	128	
Sincere interest in problem solving	.138	.513	.188	.120	.141	.388	.137	088	138	
Ease of communication with CCP	.206	.329	.069	.140	.160	.635	062	.273	.085	

#### **Rotated Component Matrix**

#### XXXII

Admission of mistake	.239	.353	.101	.168	.097	.662	020	.178	.042
CCP's ability to solve problems	.325	.255	.134	.164	.119	.635	.106	.031	.064
Correctness of the info	.085	.110	.064	.640	.076	.114	.228	009	.100
Correct representation of the product	.120	.151	.102	.682	.027	.015	013	.246	.113
Warranty	.195	.161	.126	.668	006	002	026	136	.141
Delivery in ordered quantity	.061	032	.245	.540	031	.366	.031	018	302
Delivery in promised time	012	.072	.372	.373	.080	.092	122	.378	062
Product free from damage	.125	.132	.234	.589	082	.217	123	.045	261
Ease of understanding product info	.408	.183	.047	.285	.217	.331	.030	.132	.295
Clear mention of delivery time schedule	.375	.256	.027	.365	.254	.293	.007	.099	.184
Ease of remembering the site URL	.172	.120	.031	.011	.682	.248	071	.041	.174
Maintaining product wishlist	.072	.168	.062	024	.778	006	.055	.026	.044
Maintaining free homepage	056	.014	.109	.010	.774	.027	.051	046	144
Searching history of previous dealings	.125	.084	.138	.059	.688	.069	.089	.040	037
Speed of transaction	.099	.178	.679	.262	.059	093	034	.080	.054
Error free transaction	.189	.312	.626	.230	024	.095	150	.079	.105
Ease of navigation	.069	.014	.674	.085	.125	.064	.076	030	095
Clarity of instructions	.155	.194	.506	.063	.193	.051	071	.189	010
Easy check out	022	.001	.638	066	.074	.140	.252	035	.000
Safety and Security	.152	024	.509	.266	003	.267	.150	114	.409
Privacy	.248	.178	.452	.268	.024	.031	066	.045	.474

# Extraction Method: Principal Component Analysis.

# Rotation Method: Varimax with Kaiser Normalization.

# Appendix C

# **CORRELATION TABLE**

					C	orrelatio	าร					
	Mean	SD		Factor1	Factor2	Factor3	Factor4	Factor5	Factor6	Factor7	Factor8	Factor9
Factor1	3.833	0.981	Pearson Corre	1	0.603	0.296	0.348	0.327	0.479	0.214	0.413	0.304
			Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
			N	864	864	864	864	864	864	864	864	864
Factor2	3.847	0.796	Pearson Corre	0.603	1	0.397	0.436	0.339	0.621	0.219	0.313	0.334
			Sig. (2-tailed)	0.000		0.000	0.000	0.000	0.000	0.000	0.000	0.000
			N	864	864	864	864	864	864	864	864	864
Factor3	3.381	0.782	Pearson Corre	0.296	0.397	1	0.490	0.314	0.374	0.144	0.179	0.530
			Sig. (2-tailed)	0.000	0.000		0.000	0.000	0.000	0.000	0.000	0.000
			N	864	864	864	864	864	864	864	864	864
Factor4	3.585	0.784	Pearson Corre	0.348	0.436	0.490	1	0.168	0.531	0.134	0.191	0.429
			Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000
			N	864	864	864	864	864	864	864	864	864
Factor5	3.167	0.985	Pearson Corre	0.327	0.339	0.314	0.168	1	0.315	0.100	0.185	0.185
			Sig. (2-tailed)	0.000	0.000	0.000	0.000		0.000	0.003	0.000	0.000
			Ν	864	864	864	864	864	864	864	864	864
Factor6	3.735	0.950	Pearson Corre	0.479	0.621	0.374	0.531	0.315	1	0.224	0.303	0.326
			Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000
			N	864	864	864	864	864	864	864	864	864
Factor7	3.084	0.947	Pearson Corre	0.214	0.219	0.144	0.134	0.100	0.224	1.000	0.392	0.100
			Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.003	0.000		0.000	0.003
			N	864	864	864	864	864	864	864	864	864
Factor8	3.370	0.979	Pearson Corre	0.413	0.313	0.179	0.191	0.185	0.303	0.392	1	0.155
			Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000
			Ν	864	864	864	864	864	864	864	864	864
Factor9	3.652	1.208	Pearson Corre	0.304	0.334	0.530	0.429	0.185	0.326	0.100	0.155	1.000
			Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.003	0.000	
			N	864	864	864	864	864	864	864	864	864
**. Correl	ation is	signific	ant at the 0.01	level (2-t	ailed).							
Compos	ite Reli	ability	: 0.925									

# **Appendix D**

## LIST OF PUBLICATIONS

- Sarmah, Upakul and Sarma Mrinmoy Kumar. "e-Service Quality: Preferences of Online Shoppers in Five Indian Cities." *International Journal of Marketing & Business Communication* 2.3 (2013): 22-30. Print.
- Sarmah, Upakul and Sarma Mrinmoy Kumar. "Service quality check: Online shopping." *SCMS Journal of Indian Management* 8.4 (2011): 5-10. Print.
- Sarmah, Upakul and Sarma Mrinmoy Kumar. Drivers of Online Shopping: An Exploration in Five Indian Cities." Proc. of 5<sup>th</sup> IIMA Conference on Marketing in Emerging Economies. IIM Ahmedabad. 9-11 January, 2013