

APPENDICES

A. Questionnaire

B. Rotated Component Matrix for Determining the Factors

C. List of Publications

D. Correlation Table

QUESTIONNAIRE

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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

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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
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v. You shop online because you want comfort in shopping

Strongly Agree	Agree	Don't know	Disagree	Strongly Disagree
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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
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2. Products/links etc. are arranged in a manner which looks beautiful

Of little importance	Moderately important	Important	Very important	Extremely important
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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

1	2	3	4	5
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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
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6. Availability of the displayed item in the inventory

1	2	3	4	5
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7. Presence of reputed brand names in the site

1	2	3	4	5
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8. Ability to respond to an emergency order (even if that calls for paying a premium)

1	2	3	4	5
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9. Provision for in-transit damage insurance for products

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

Of little importance	Moderately important	Important	Very important	Extremely important
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I. Give your opinion about the following:

1. Correctness of the information given in the shopping site

<i>I never rely</i> on the information given in the site	<i>I sometimes rely</i> on the information given in the site	<i>I rely</i> on the information given in the site	<i>I always rely</i> on the information given in the site	<i>I don't buy</i> if it seems that the information is not correct
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2. Correct representation of the product in the site

<i>I don't expect</i> the delivered product exactly the same as represented	<i>I wish</i> the delivered product exactly the same as represented	<i>I admire</i> if the delivered product exactly the same as represented	<i>I want</i> the delivered product exactly the same as represented	<i>I don't buy</i> if the delivered product is not exactly the same as represented
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3. Offers product warranties or guaranties

<i>I'm not bothered</i> if there's no warranty	<i>I'm little bothered</i> if there's no warranty	<i>I wish</i> there's warranty	<i>I need</i> product warranty	<i>I don't buy</i> when there's no warranty
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4. Delivery of the product in ordered quantity

<i>I'm not bothered</i> if delivered quantity is not correct	<i>I understand</i> that mistakes may happen sometimes	<i>I don't like</i> when mistakes happen	<i>I get annoyed</i> when mistakes happen	<i>I never use</i> such sites
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5. Delivery of the product by the time promised

<i>I'm not bothered</i> if the site falters in delivery time	<i>I understand</i> that the site may not deliver things timely	<i>I get annoyed</i> when the site falters in delivery time	<i>I get restless</i> when the site falters in delivery time	<i>I never use</i> a site which falters in delivery time
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6. The product is free from any kind of damage/mutilation when received

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

1	2	3	4	5
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2. The site offers clear delivery time schedule (e.g. within 3 days, 3 to 5 days etc.)

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

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

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

4. You can maintain a wish list of products

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

5. You can maintain your own homepage free of cost

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

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 <i>not bothered</i> if the speed is slow	I <i>understand</i> that the speed may be slow sometimes	I'm <i>little annoyed</i> when the speed is slow	I'm <i>really annoyed</i> if the speed is slow	I <i>never use</i> a slow site
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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 <i>never use</i> such an erring site
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3. Ease of navigation through the site

I'm <i>not bothered</i> if navigation is tough	I <i>wish</i> navigation is easy	I'm <i>little annoyed</i> if navigation is tough	I'm <i>really annoyed</i> if navigation is tough	I <i>never use</i> such a site
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4. Clarity of instructions provided in the site

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

5. Easy check-out

<i>I never get misdirected while shopping in a site</i>	<i>I wish the check-out process is easy</i>	<i>I feel better if the check-out process is easy</i>	<i>I get angry if the check-out process is not easy</i>	<i>I never use a site whose check-out is cumbersome</i>
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6. Comfortability in using a site even if safety and security features are not prominently visible.

<i>It doesn't bother me at all</i>	<i>It bothers me</i>	<i>I shall be worried while using it</i>	<i>I shall be scared</i>	<i>I shall never use it</i>
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7. Comfortability in using a site when you are not sure about your privacy being protected. .

<i>It doesn't bother me at all</i>	<i>It bothers me</i>	<i>I shall be worried while using it</i>	<i>I shall be scared</i>	<i>I shall never use it</i>
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L. Place of Residence:.....

M. Gender (*Please Tick*): i. Female ii. Male iii. Others

N. Age (*Please Tick*): i. Between 18-30 years ii. 31 to 44 years iii. 45 to 54 years
 iv. 55 to 65 years v. 66 years & older

O. Education (*Please Tick*): i. Upto Class XII ii. Graduate iii. Post-graduate
 iv. Others (*Please specify*).....

P. Occupation (*Please Tick*): i. Student ii. Service iii. Self-Employed
 iv. Homemaker v. Retired vi. Others (*Please specify*).....

Q. Monthly Family Income (*Please Tick*): i. Below Rs. 20,000
 ii. Rs. 20,001 to Rs. 50,000 iii. Rs. 50,001 to Rs. 99,999 iv. More than Rs. 1 lakh

R. Please tick in the family cycle stage relevant to you:

- i. Single living with family
- ii. Married without child in joint family
- iii. Single alone
- iv. Married without child in nuclear family
- v. Married with young child in joint family
- vi. Married with young child in nuclear family
- vii. Married with grown up child
- viii. Married with married child
- ix. Retired (single/couple) living with children
- x. Retired (single/couple) living alone

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

Name.....

Mail id:.....

Thank you for your cooperation

ROTATED COMPONENT MATRIX FOR DETERMINING THE FACTORS

Rotated Component Matrix

	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

Appendix B

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.

CORRELATION TABLE

Correlations												
	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
			N	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
			N	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
**. Correlation is significant at the 0.01 level (2-tailed).												
Composite Reliability: 0.925												

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 5th IIMA Conference on Marketing in Emerging Economies. IIM Ahmedabad. 9-11 January, 2013