

CONTENTS

<u>Chapters</u>	<u>Page No.</u>
Abstract	I
Preface	VI
Acknowledgement	VII
List of Tables	XIV
List of Figures	XVII
1. Introduction, Objectives, Scope and Limitations	1
1.1 Shopping	1
1.2 Online Shopping	4
1.2.1 The Power of Internet in Shopping	4
1.2.2 Global Internet Penetration	6
1. 3 Highlights of the Indian Online Story	8
1.4 Managerial and Theoretical Foundations of the Study	12
1.4.1 Issues Beyond the Obvious	12
1.4.2 Service Quality	13
1.4.3 Electronic Service Quality (e-SQ)	15
1.4.4 Profiling Works on the Online Shopper	20
1.5 Rationale for the Study	23
1.6 Statement of the Problem	26
1.7 Objectives	27

CONTENTS Contd.

1.8 Scope	28
1.9 Limitations	29
References	31
2. Methodology	37
2.1 Research Plan	37
2.2 Data Collection	39
2.2.1 Study Population	39
2.2.2 Sampling Procedure	41
2.2.3 Sample Size	41
2.2.4 Study Locations	42
2.3 Electronic Service Quality (e-SQ) Variables	44
2.4 Demographic and Psychographic Variables	53
2.5 Questionnaire	55
2.6 Pilot Survey	56
References	57
3. Prominent e-Service Quality Dimensions for Online Shopping	59
3.1 Respondent Profile	59
3.1.1 Place of Residence of the Respondents	59
3.1.2 Age	60
3.1.3 Monthly Family Income	60

CONTENTS Contd.

3.1.4 Gender	61
3.1.5 Education	61
3.1.6 Occupation	62
3.1.7 Family Life Cycle Stage of the Respondent	63
3.1.8 Items Shopped Online	64
3.1.9 Last Purchase Made Online	65
3.1.10 Frequency and Monetary Value of a Single Purchase	66
3.2 Mean Score of the e-SQ Dimensions	66
3.3 Importance of the e-SQ Dimensions across the Five Cities	69
References	75
4. Segments of the Online Shoppers	76
4.1 Identifying the Factors	76
4.2 The Clusters of Respondents	81
4.2.1 Cluster 1: Apprehensive e-Shoppers	83
4.2.2 Cluster 2: e-Shopping Enthusiasts	84
4.2.3 Cluster 3: Reluctant e-Shoppers	84
4.2.4 Cluster 4: Online Value Seekers	85
4.2.5 Cluster 5: e-Shopping Pioneers	85
4.3 The Inter Cluster Dissimilarity in Prominence Attached to the e-SQ Factors	86
4.4 The Cluster Profiles	90

CONTENTS Contd.

4.4.1 Profiling on Demographic Lines	90
4.4.1.1 Place of Residence and Segments	91
4.4.1.2 Age of the Respondents and Segments	92
4.4.1.3 Education of the Respondents and Segments	92
4.4.1.4 Occupation of the Respondents and Segments	93
4.4.1.5 Family Income of the Respondents and Segments	94
4.4.1.6 Family Life Cycle Stage of the Respondents and Segments	95
4.4.2 Profiling on Psychographic Lines	96
4.4.2.1 Shopping Without Spending Time and Segments	97
4.4.2.2 Trying New Things / Products Online and Segments	98
4.4.2.3 Technology Savvy-ness and Segments	99
4.4.2.4 Comfort Seeking Behavior and Segments	100
4.4.2.5 Sense of Accomplishment and Segments	101
4.4.2.6 Excitement and Segments	102
4.5 A Summary of the Segment Profiles	103
4.5.1 Apprehensive e-Shoppers – Profile	103
4.5.2 e-Shopping Enthusiasts – Profile	105
4.5.3 Reluctant e-Shoppers – Profile	106
4.5.4 Online Value Seekers – Profile	107
4.5.5 e-Shopping Pioneers– Profile	109
References	110

CONTENTS Contd.

5. Findings	111
5.1 e-Service Quality Dimensions	111
5.1.1 Prominence attached to 31 e-SQ dimensions varies across cities	113
5.2 Segments of Online Shoppers	117
5.3 Profile of the Segments	122
5.4 The Indian Urban Online Shoppers – A Few Highlights	125
5.4 Implications for Marketers	127
6. Conclusion	134
6.1 Major Contributions of the Study	134
6.2 Recommendations for Future Work	138
Bibliography	XIX
Appendices	
A. Questionnaire	XXVI
B. Rotated Component Matrix for Determining the Factors	XXXII
C. Correlations Table	XXXIV
D. List of Publications	XXXV