



## IMPACT OF E-SERVICE QUALITY ON ONLINE PURCHASE INTENTION AMONG THE CHENNAI BUYERS

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### **Abstract**

One among the recent innovations which has changed the entire world and also turned out to be an important element of everyone's life is the internet. In recent times, internet has also turned out to be world-shattering mediator which has changed the entire industrial world in an energetic way. Through the development of internet as well as information technology, relationship development and contacts between the people has turned out to be easy. E-commerce can be different as purchase and sales, servicing and marketing of products and services through the networks of computer. The study has been performed among the consumers in Chennai. The respondents for the study are selected through convenience sampling and the number of respondents so selected is 100. The questionnaires are used as a toll for the purpose of data collection and the analytical instrument used for analysis of the collected data is Regression. Findings show that the purchase intention of online buyers' was highly influenced by the e-service quality dimensions.

**Keywords: E-Service Quality, Purchase Intention.**

### **Introduction**

In the current era of technology, nearly all types of business depend on the internet platform for reaching the consumers for providing a wide variety of products and services. The individuals of the current technological and fast-moving world have hardly much of their time for visiting the physical stores. As a result of this, their tendency to purchase products through online modes have increased due to the features of ubiquity, convenience and also the easy usage of the websites of e-commerce. The term e-commerce means the purchase and sales of products through the internet. The business through internet comprises of B2B (business to business) and B2C (business to customer). The online business has increased to a great level with the increase in the purchase of products through online modes and also the amount they are ready to spend in online purchase.

The term e-service quality is defined by Santos in the year 2003, as the review as well as the evaluation of the customers regarding the execution of electronic service of the e-market place. In the words of Parasuraman et al., (2005), the e-service quality comprises of every phase of the interactions of the customers which they have through the website. In other words, it is the level up to which the website permits effective and efficient shopping as well as purchase and delivery of goods and service. Parasuraman et al., (1988) had initially established the model of SERVQUAL which comprised of 5 dimensions. Those dimensions included reliability, tangibility, empathy, assurance and responsiveness. These dimensions are used to assess the customer's perception of service quality. In the context of the e-commerce, several researchers had used this model for evaluating the e-service quality.

But, such dimensions are not sufficient for measuring the e-service quality. This is due to the variance amidst the physical market and the e-market. As the e-business do not have a persistent salesman and physical outlet for motivating the sales, an attractive design for the website is essential for keeping the consumers engaged and making them to purchase the products. The term purchase intention means the customer's decision in the context of purchasing through an online store after the evaluation of every factor which is considered as relevant by the customers. It is essential for examining the purchase intention of the customers as the behavior of the consumers usually can be predicted through the intention of the consumers (Hsu et al., 2012). Hence, several researchers had assessed the factors which affected the purchase intention and had identified that satisfaction is very essential. For example, as per one of the studies done by Lee and Lin (2005), an optimistic association had been observed amidst the satisfaction of the customers and their purchase intention. In the same way, as per the study of Ali (2016) regarding the relation between website quality of hotel, customer satisfaction, perceived flow and the purchase intention, it was found that purchase intention gets affected by the satisfaction.

### **Statement of Problem**

Satisfaction is the ultimate goal of the customers while buying any type of goods and services. But, in the current world of profit maximization, many firms fail to fulfill the goal of the consumers and hence fail to successfully survive in the market.

### **Objectives**

The objective of the paper being presented here is to explore the influence of e-service quality on the purchase intention of the consumers.



**Review of Literature**

Ahmed et al., (2017) studied the effect of the e-service quality on the purchase intention by way of mediation of perceived value in the context of e-shopping. It becomes essential to become aware of the features of the purchase intention of the customers amidst the users of internet. The article examined the relationship between perceived value, e-service quality and the purchase intention of the online purchasers of food products in China. The authors had adopted the questionnaires technique to collect the data for measuring the purchase intention. The respondents were selected through non-probability purposive sampling and the sample size of the study was 600. The reliability was checked using Cronbach's alpha through SPSS. CFA (Confirmatory factor analysis) was utilized for assessing the validity by way of AMOS software. SEM (structural equation model) was made use of, to check the fitness of the model. The findings revealed that e-service quality had an optimistic influence over the perceived value as well as purchase intention. Further, perceived value was found to affect the purchase intention in a positive and significant way.

Dhingra et al., (2020) studied the association of e-service quality, satisfaction of the customers and the purchase intention. The aim of the article was to explore the effect of e-service quality on the satisfaction of the customers and the purchase intention. The authors had explored the varied dimensions of e-service quality based on a literature review. Those dimensions included reliability, website design, personalization, trust and responsiveness. The sample size of the study was 278 users of 3 popular websites. The validity and the reliability of the questionnaire tool were evaluated with the help of SEM and measurement model for confirming the association of the dimensions. The findings showed that only trust affected the service quality.

ArchanaRaje& V. Khanna (2012) examined the effect of e-service quality on the purchase behaviour of the consumers in the context of On-line Shopping. In the current world of fast movement, it is e-commerce and e-shopping which helps the consumers by offering cost-efficiency, convenience and speed. The authors had examined the relation amidst the varied features of e-shopping and purchase behaviour of the consumers. The authors had examined the major factors which affected the dimensions of e-service quality.

**Research Methodology**

The study has been done among the consumers in online buyers who are selected as respondents by way of convenience sampling. The number of respondents selected is 100 and the tool used for data collection is a questionnaire. The analysis of the collected data has been done with the help of regression. Scale adopted from Pan and Shankar (2002)

**Analysis and Interpretation**

	R	R Square	Adjusted R Square	F	Sig.
	0.945(a)	0.893	0.887	156.594	0.000(a)
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.624	.132		4.733	.000
Reliability,	.124	.034	.186	3.668	.000
Shopping convenience,	.284	.029	.437	9.882	.000
Product information,	.247	.033	.388	7.549	.000
Shipping/handling,	.122	.023	.188	5.329	.000
Pricing.	.061	.021	.116	2.938	.004

a Dependent Variable: Purchase Intention



The above table revealed a positive coefficient, which means that among all the statements, were influence on the purchase intention of online buyers in Chennai. There was a positive relation found between e-service quality dimensions and purchase intention. R value of this study was 0.893 and significant value of the study was 0.00. Findings show that the purchase intention of online buyers' was highly influenced by the e-service quality dimensions.

### **Conclusion**

It is essential for the online managers to understand the factors which affect the customer's perception in the context of e-service quality. The managers have to consider the role played by the superior extent of service quality to attract the consumers and to encourage them for making repeated purchase. It has been found that satisfaction and trust plays a major role in affecting the purchase intention of the consumers in online purchase of goods and service. Findings show that the purchase intention of online buyers' was highly influenced by the e-service quality dimensions.

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