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Abstract

Today with the growing digitalization and cut throat competition among various online shopping platforms to lure customers, the E service quality becomes the main force of determinant of success of online shopping companies. In addition, in recent times online websites sells different categories of the product online. All these products and services require huge customer based support. Therefore, this study tries to identify on various service quality dimensions, which access the service quality of Amazon, Flip kart, Snap deal and Pay tm mall websites.

The purpose of this study is to assess the various service quality factors of online shopping platforms and to examine the relationship between service quality factors and online retail experience. The study focuses on the eight dimensions of e service quality model to predict the service encounter experience of customers. This study identifies various service quality dimensions that affects the behavior and experience of online consumers.

Present study focuses on quantitative approach and descriptive research design. Exploratory Factor Analysis of responses extracted eight factors Content Applicability, Accessibility, Ease of use, Tangibles, Reliability & Responsiveness, Assurance & Attentiveness, and Credibility. Confirmatory factor analysis provides strong support for the structure of various factors of online shopping platform.

A confirmatory factor analysis helps to validity assessment of the various measures used in the study. Structural Equation Modelling (SEM) methodology using AMOS 20 was used as more rigorous statistical techniques to validate the proposed factor model indicated from the results of the exploratory factor analysis of the data set. This model in research helps to identify the relationship and effects between perceived usefulness, perceived service quality and perceived trust on overall service experience.

This PhD Thesis would be useful to explore the current state of online consumers’ experience towards the various service quality dimensions of online shopping platforms.

List of Publications:

1. “A Study on impact of E service quality dimensions of online shopping platforms on overall service experience” in “Alochana Chakra Journal” in Jun 2020 with ISSN No.: 2231-3990.
2. “A Study on customers’ perceptions towards E service quality dimensions and their satisfaction of online shopping platforms” in “Mukt Shabd Journal” in Apr 2020 with ISSN No.: 2347-3150.