

DIMENSIONS MEASURING CUSTOMERS' SATISFACTION FROM E-RETAILING: A REVIEW OF LITERATURE

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Abstract: Retail industry is an important example of customer driven industry. It involves delivery of value proposition to the customers by creating valuable customer satisfaction. From the past few decades retail industry is facing shift from an unorganized format to an organized format. There is shift from small scale retail industry to the era of internet retailing or E-Retailing. E-retailers these days are focusing more on delivery of appropriate services desired by the customers so as to gain customers' satisfaction. There are various dimensions on which customers' satisfaction depends. Analyzing these dimensions make E-Retailers understand about customers' needs and thus help them to cater them appropriately. This paper will review the past contribution of the scholars in identifying the dimensions for measuring customers' satisfaction from E-Retailing.

Keywords: Retailing, Customer Satisfaction, E-Retailing, E-Retailing Services

Introduction: In Indian economy, retail industry is one of the ever booming sectors. Gaining customers' satisfaction has been an important criterion in order to survive in the market. As per the research conducted in **May, 2015** reported by **Business Today**, that "in the world retail market, India ranks fifth after the United States, China, Brazil and Russia, in terms of market potential". It is also stated by **Global Retail Development Index, 2015** that "India's retail market is expected to expand at \$1.3 trillion by 2020". The adoption of Internet amongst youth and the use of smart-phones is the biggest driver of increasing e-commerce in India.

E-Retailing or E-Tailing or Electronic retailing is the selling of retail goods and services through the medium of internet. In other words it can be said as doing retailing through e-commerce. Customers have their own needs and preferences and thus choose only those E-Retailers who provide them maximum satisfaction. Delivery of services via digital form is assessed differently as compared to delivery via traditional retail format. Thus giving customers' satisfaction through E-Retailing becomes important in order to remain competitive.

Literature Review: The past studies and research work give an idea about the main loopholes present in the studies and also gives direction for the further research to be conducted. Reviewing the work contributed by **Shashidhar, (2015)** in May issue of **Business Today** suggested that "in India, online retail penetration by FY 2020 will be 4.5%-5.5% of the total retail market which is 0.3% in FY 2013". **Doherty & Ellis-Chadwick, (2010)** have evaluated the trends in Internet retailing and have presented a holistic and critical review of the impact of Internet retailing on customers and retailers.

The work contributed by **Park & Kim, (2003)** has proposed the main dimension leading to the

acceptance of E-retailing. The study suggested that interactions in e-commerce take place mainly through retailers' websites in which information quality, user-interface quality and security perceptions affect customers' site commitment. This in turn affects the customers' actual purchase behavior; therefore E-retailers have to focus on the quality of website interactivity. **Monuwe, (2004)** revealed that online shopping intentions are affected by ease of use, usefulness and enjoyment, product characteristics, previous online shopping experience and trust with the E-Retailer. In support, **Bonera, (2011)** has proposed that online purchase intention is influenced by playfulness, perceived security and usefulness of the website for customers

Research Objectives: To identify the dimensions for customers' satisfaction from E-Retailing

Data Analysis: In order to achieve the above said objective, existing literature has been reviewed and secondary data has been collected through various journals, papers, and reports. This paper will study contributions to know the dimensions important to gain customers' satisfaction from E-Retailing. It will give insights to E-Retailer about how to remain competitive.

Findings and Analysis: In this customer driven economy, E-Retail business revolves around gaining customers' satisfaction. The proposed paper has studied the existing literature to identify the dimensions important for measuring customers' satisfaction towards E-Retailing. **Liu, He, Gao & Xie, (2008)** has proposed the following dimensions to gain customer satisfaction namely information quality, website design, merchandise attributes, transaction capability, security/privacy, payment, delivery, customer service. In support of this, **Schaupp and Belanger, (2005)** have stated the following factors as important namely privacy,

merchandising, convenience, delivery, product customization, product quality, and security.

In continuation, Order fulfillment and On-time delivery were suggested by **Dholakia & Zhao, (2010)**. In support, **Pentina, Amialchuk & Taylor, (2011)** proposed availability of product reviews and ratings sharing, website interactions, availability of mobile interface, availability of social networking, chat and email-a-friend options are important to gain customers' satisfaction for E-Retailing. While **Celuch, Robinson & Walsh, (2015)** has proposed one new dimension namely "Feedback". Supporting all the above dimensions, **Trabold, Heim & Field, (2006)** proposed that the drivers namely: price perceptions, ease of returns and refunds, and privacy experience are the only drivers which make any E-Retailer different from the competitors. Adding **Dharmaraj, (2014)** has proposed that services provided during E-Retailing must include Quality of product, customer service response, Price, Advertisement, After sales services.

However, **Swaid & Wigand, (2009)** has proposed six dimensions namely information quality, website usability, reliability, responsiveness, assurance and personalization while **Ojasalo, (2010)** has proposed eight dimensions ease of use, website design, personalization, information, security, communication and reliability. In addition, **Janda, Trocchia & Gwinner, (2002)** have identified five major dimensions namely: performance, access, security, sensation, information provided which have also been supported by the study **Jun, Yang & Kim, (2004)**. However **Cai & Jun, (2003)** have identified Website design and content, trustworthiness, prompt service, and communication as the important

dimensions for E-Retailing. In contrast **Jiang, Yang & Jun, (2013)** has proposed only one dimension namely convenience as the most important dimension to evaluate the level of customers' satisfaction during E-Retailing.

However, apart from convenience attribute; **Mishra & Mathew, (2013)** proposed that E-Retailing must also include information quality, product range and after sales services in order to gain customers' satisfaction. The importance of "after sales services" has also been mentioned by (**Rigopoulou, Chaniotakis, Lympelopoulos & Siomkos, 2008; Shaharudin, Yusof, Elias & Mansor, 2009**). Proper price of products, Secured and convenient Payment procedure, Simple ordered processing, Timely delivery of products Product variety, after sales services and Packaging of products were identified by **Goswami, Baruah & Borah, (2013)**. In support, **Baji & Chandrasekhar, (2013)** proposed the dimensions namely Good discounts, Convenient and Secured payment, and E-Retailers credibility. Therefore it can be inferred from the existing literature, that there are "n" number of dimensions on which customers' satisfaction from E-retailing depends.

Conclusion: Today is a customer driven economy where marketing revolves around the customers. Gaining customers' satisfaction is the main task of marketers in such era. It becomes crucial to identify the determinants affecting customers' satisfaction in E-Retailing. These dimensions must be considered together during E-retailing in order to survive in the competitive retail market. The current paper has proposed a holistic review of the existing literature to identify the dimensions for measuring customers' satisfaction towards E-retailing.

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