IMPACT OF LOGISTICS SERVICE QUALITY ON CUSTOMER SATISFACTION IN ONLINE SHOPPING

Submitted by
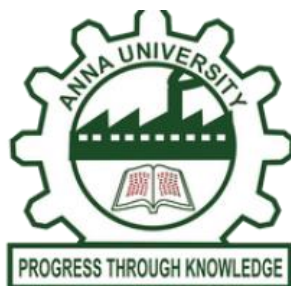
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Register No: 715221631027

In partial fulfillment for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION

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PROJECT WORK

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This is to certify that the project entitled

IMPACT OF LOGISTICS SERVICE QUALITY ON CUSTOMER SATISFACTION IN ONLINE SHOPPING

is the bonafide record of project work done by

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Of MBA during the year 2021 – 2023

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Faculty Guide   **Director**

Submitted for the Project Viva – Voice examination held on…………………

....   …………………………..

Internal Examiner   **External Examiner**

DECLARATION

I affirm that the project work titled **"Impact of Logistics Service Quality on Customer Satisfaction In Online Shopping"** being submitted in partial fulfillment for the award of MBA is the original work carried out by me. It has not formed the part of any other project work submitted for award of any degree or diploma, either in this or any other University.

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I certify that the declaration made above by the candidate is true.

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ABSTRACT

Online shopping has undergone a revolution with the induction of contemporary formats, multiple channels and huge shifts in consumer buying behavior. The study sought to examine the impacts of service quality on customer satisfaction in online shopping. The paper employed online survey method involving 134 customers of online customers. Multiple regression models were used to ascertain the effects of service quality on customer satisfaction. The findings show that, service quality has a significant positive impact on customer satisfaction. However, online organizations must concentrate on generating vivid image for customers by appealing them by increasing the comfort level. Certain policies were discussed in the study.

Collected data were analyzed using SPSS software package and the tools applied were descriptive analysis, frequency, ANOVA, Regression, Independent sample "t" test, Chi-square and Correlation to infer the study objectives. Using SPSS software objectives were analyzed and found out the satisfaction and expectation level of customer in online shopping.

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INTRODUCTION, DESIGN, EXECUTION OF THE STUDY

1.1 Introduction to the Study

A There is a fast growth of internet and its extensive practice in business organization and online shopping has grown speedily in many countries. This has caused a vivid transformation in the way customers have altered their way of shopping in the past decade. Businesses become more customer-cantered to survive in the market or to have a competitive advantage over others. The customer's concentration is on maintaining market share via strong customer satisfaction.

Observing from the popular and growing trend of electronic commerce (e-commerce), there is no doubt that business such as those selling fashion-related products can now use the Internet to interact with customers and gain the competitive edge.

The critical determinants of success in e-commerce cover not only the low price strategy but also its service quality (i.e., e-service quality). In the literature, Zeithaml defines e-service quality as an overall customer assessment and judgment of e-service delivery in the virtual marketplace.

To measure the customer perceptions of service quality, the servqual model, which was first developed by parasuraman et al, has been widely adopted. The servqual model includes five dimensions, namely, tangibles, reliability, responsiveness, assurance, and empathy.

Previous studies on the measurement of e-service quality focus on the "rewording" of the original scale items of the application of the servqual model. yet, service researchers ought to pay extra attention to e-services in the field of service quality, because assessing service quality in e-commerce might be different from that in physical marketplace service.

As such, it is necessary to reformulate the servqual scale items in e-commerce context the level of satisfaction plays an important role in identifying the customer's perception of the products or services offered by a given company and helps to take corrective measures for customer satisfaction and loyalty at the highest level.

Organizations are always looking for innovative ways to maintain and increase their competitiveness and gain market share. One of the most significant initiatives in recent times is the contribution of logistics service levels that aid customers to attain their goals.

The development of internet has transformed the business landscape with evolution of online resulting which has now become the latest way of buying items by some shoppers in Cameroon there escalating in advance prominence.

Irrespective of its relatively nascent stage, Cameroon online retail business industry is already fiercely competitive with several players coming into action whilst offering a full range of products, from mobile phones to fashion, household appliances, groceries etc. The Internet not only had a major effect on the ordering procedures of customers, making it cheaper andquicker, transcending time and geographical limitations, but also had a major effect on the physical retail business model. The establishment of the Internet has, developed enormous potential company possibilities for e-commerce.

Nowadays, online shopping is an easy solution for busy life, enabling products and services to be sold to internet users around the world. Online shopping is a type of electronic commerce (Rajendran, Wahab, Ling, & Yun, 2018) which has exceptional characteristics (Rahman, Islam, Esha, Sultana, & Chakravorty, 2018).

Online shopping is the shift of having physical shopping to virtual shopping usingvirtual online stores. In other words, no physical space is needed to shop In our vibrant globe, the way company processes are altered from moment to time and Now, companies are more customer-oriented and attempt to meet their customer demand before their competitors, otherwise, they will be out of the market as customers have the choices to get what they want.

The delivery of products to clients is a critical activity in any company. In fact, people are looking for more convenience and comfort in their shopping experience, and market strategies are constantly evolving to meet these client requirements.

Digital technology has created a fresh paradigm for our society and changed our lives interaction with the Internet. Online shopping is much more convenient for shoppers than the traditional manner, as there is a chance to order what they need at their office or home. Online shoppers anticipate faster delivery than offline purchases and timely delivery at convenient moments. Several factors lead to a favorable internet procurement experience from an e-shop: comfort, accessibility and variety of products, conditions of processing and payment, reimbursement strategies in the event of non-conformity.

Effective logistics service is needed to meet the customer's needs and satisfy the customers. Online

shopping in Cameroon is started in recent years and it is not matured yet as there are bottlenecks like our payment system, the society comprehension for online shopping to find potential market and others.

Therefore, it is worth studying this novel stream of shopping experience to define the contribution of logistical service quality to enhancing the level of satisfaction of customers. The research will concentrate primarily on determining the customer's satisfaction level of Market online shoppers by using standard measurement of logistics service quality and it also identifies the logistics service quality dimensions that affects the customer satisfaction most.

The study will solely focus on determining the customer's satisfaction on Market online shoppers by employing standard measurement of logistics service quality and it will also identify the logistics service quality dimensions that affect the customer's satisfaction

1.2 Service Quality Dimensions

Jamal, Ali, and Azmi from their path breaking exploratory research, developed the servqual instrument and laid down a conceptual framework for the measurement of service quality. The five dimensions are Tangibles, Reliability, Responsiveness, Assurance and Empathy.

Service quality is a measure of how an organization understands its users' needs and fulfills their expectations. Understanding how to improve the service quality of your product is the key step to growth for any organization.

1.3 Tangibility

Tangibles are the physical proof of the service. The details of the service provider's physical facilities, the appearance of personnel, materials related to the service (credit and debit sheets, cheques, etc.), decorations and business hours, tools and equipment used to provide the service, including other customers in the service facility.

Businesses striving to satisfy their customers and keep them loyal need to pay attention to attributes associated with tangibles. These are the attributes that customers can immediately lay their hands on evaluate the quality of service they receive. Tangibles are used by firms to convey images and signal quality.

1.4 Reliability

Reliability is the performance, without negligence and failure, of the services promised in a reliable, precise and completely accountable way reliability is "the ability to deliver the promised service in a reliable and accurate manner" or "the ability to deliver on its promises. "Is the company doing the service right at the first moment? These are some of the issues that service suppliers need to answer if they are to attain reliability.

This dimension of service qualityaccording to P. Wang et al is how the service provider is able to provide service to a customer as promised, dependable in handling customers' service problems, performs service right the first time, provide service at promised time and keep customers informed about when services will be performed.

1.5 Assurance

Assurance entails the knowledge and courtesy of employees and their ability to convey trustand confidence. It also includes competence, courtesy, credibility and security. Zervas, Davide, and John noted that transactions on online platforms is boosted when the customertrusts the system to be effective and the customer is assured of getting the standard demanded, a view supported by Liang, Choi, and Joppe. Tripathi and Gaurav noted that assurance may not be so important relative to other industries where the risk is higher and the outcome of using the service is uncertain.

In the medical and health care sector, for example, insurance is a significant dimension that clients have used as criteria for evaluating a hospital or a surgeon for a procedure. Trust and trust may be depicted in staff who link the client to the organization.

1.6 Responsiveness

Responsiveness is the willingness to help customers, provide prompt service, and respond quickly and immediately to their requests Hussain, Al Nasser, and Hussain. Responsiveness concerns the willingness or readiness of employees to provide service. This dimension is concerned with dealing with the customer's requests, questions and complaints promptly and attentively.

A company is known to be responsive when it communicates to its clients how long it would take to get responses or to deal with their issues. To be effective, businesses need to look at responsiveness from the point of view of the client rather than the point of view of the company.

1.7 Empathy

Empathy entails caring and provision of individualized attention to customers by personnel ofthe firm Asperen, Pieter, and Dijkmans found that empathy towards customers promotes customer satisfaction.

Several authors in different concur in this direction, and argue that where customers feel their needs have been understood and attended to, they in turn become loyal since they are satisfied with the service. In this respect, the customer feels unique and special. In an attempt to develop empathy, personnel of should endeavor to know the names of their customers, their preferences and needs and take steps to satisfy them. Small scale enterprises, through the provision of tailored services to customers, are in a better place to obtain sympathy than big companies.

1.8 Objectives of the Study

i)   To understand the customer satisfaction level in online shopping.

ii) To analyze the perception of online shoppers.

iii) To suggest strategies to strengthen the service quality level in online market.

iv) To understanding the needs of our customers.

v)   To anticipating and working towards the future needs of our customers

1.9 Scope of the Study

This study on impact of logistics service quality on customer satisfaction in online shopping. To analyze the customer satisfaction in online shopping. This study uses all measures discussed in various studies. So the online market will improve the service quality to the customer satisfaction.

In recent year, Logistics has played an important role in integrating the shipping industries. Because the market becomes more global, logistics is now seen as an important area where industries can decrease costs and improve their customer service quality.

Logistics in organization had played a significant role to the supply chain sector which was an element of business sector. Logistics was seemed to be an important factor in business around the world, because small and medium enterprises and industry sector have been used to increase their objectives as follows: reduce operation costs, save delivery times, improve customer service quality, company image and company reputation.

Logistic companies are engaged in the ability to provide the owner systematic and professional services, as well as logistics activities. Logistics services are the fundamental provision of logistics enterprises; their good service quality is an important advantage in the modern competition.

The logistics companies are started relatively late, most of the logistics enterprises are enterprises reformed from traditional storage and transportation. Single function services, weak sense of service, poor service quality are the bottle neck of these logistics companies.

But now there is no standard evaluation system for the study of the quality of logistics services companies, lack of uniform system makes companies still rely on the past experiences during the improvement of their service quality, therefore, designing a suitable service evaluation system becomes vital.

The scope of the present study is limited to the logistics service quality of online shoppig. The research will cover the logistics service quality who are engaged in the same business which is also worthy to be assessed since it significantly helps to determine the impact of logistics service quality of online shopping.

Limitations of the Study

- Our study has had certain limitation, first since all our samples are collected from online shoppers.

- The samples are collected from Dindigul and Coimbatore.

- It may not have been sufficient enough to represent the whole online shoppers.

- Secondly, this study was focused on the forward loop of the service quality and customer satisfaction in online shopping.

- The study is limited to accuracy of the statistical tools used.

- This study had a time constraint, which may impact the depth of analysis and limit the ability to examine certain aspects of service quality on customer satisfaction in online shopping

- Overall, it is important to acknowledge these limitations and address them appropriately to ensure the validity and reliability of the study findings

Information Quality

Quality of information in online shopping refers to "the ease and accessibility of the product search and location" in addition to the availability of reliable information about the product price and specification. Stated that information quality reflects how the customer perceives the information provided by the online retailer about products that customer can purchase. She concluded that there is a significant positive relationship between information quality and customer satisfaction. This result was also confirmed by Choi et al.

Product Quality

Product quality refers to the product ability to satisfy customer's needs and meet his expectations. Product quality is considered as the foundation to build customer satisfaction Product quality encourages customers to increase their use of online shopping and has a positive impact on customer satisfaction. Product quality is assessed through the following measures: the similarity of the product quality to products purchased in store and the availability of real reviews on product quality.

Customer Service

Customer service refers to how responsive is the online retailer in responding to customer request. The level of customer service can affect customers purchasing decision and eventually their level of satisfaction. Customer service includes the after-sales support or other logistics services performed on behalf of the customer upon completion of a transaction revealed that customer service has a positive impact on customer satisfaction; this result was also confirmed by Rajendran et al. Customer service is assessed in terms of the ease of reaching customer service, the contact personnel quality and the ability to solve customer problems.

Delivery Service

According to delivery service is considered as the driver of customer satisfaction. Delivery service refers to the capability of the supplier to provide customers with the required product within the desired lead-time in the desired place and with minimum expenses.

Concluded that delivery service has a positive effect on online customer satisfaction. The delivery service will be assessed in terms of commitment to lead time announced to the customer, its accuracy regarding the place of delivery and the cost of the delivery service.

Customers can be charged additional charges for delivery which makes the final product price similar to or higher than offline prices.

Order Condition

Order condition refers to the ability of the online retailer to deliver products to customers without any damage. Revindran et al. determined that there is a positive relationship between order condition and online customer satisfaction. According to Alemu there is a positive relationship between order condition and customer satisfaction. Order condition is assessed in terms the receipt of undamaged orders either due to poor transportation or handling.

CHAPTER 2
REVIEW OF LITERATURE

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REVIEW OF LITERATURE

Logistics has traditionally been considered as a necessity for connecting production and consumption. The simple explanation of logistics service quality bases on time, place, and utility, its core is that the enterprise can deliver the goods to exact location at the right time, right goods status and proper prices with accurate product information. From this perspective, a company's logistics function was seen only as a generator of costs with no capacity for differentiation. This began to change in the mid-1990s as logistics research based on marketing principles began to analyses the capacity of logistics to deliver quality and thus generate greater customer satisfaction and loyalty.

In this cut control competition, there is keen business competition. For online company, service quality is an imperative discussion, so business determined to achieve maximum customer's satisfaction by providing quality services documented that, service quality is the life blood for business organizations. Customer satisfaction is related with customer loyalty.

Understanding where and how Internet retail sales fit into the retail market requires an examination of several areas of literature. This review of literature began with examining the retailing and e-tailing. The second part of the literature review examined current use of the Internet and the Internet users' profile. The third area of the literature review builds a research framework. Then, research hypotheses are developed.

With the rapid development of e-commerce, customer demand for diversity and timeliness has also increased, in fact, B2C e-commerce business lead higher requirement for logistics service (L. Wang 2015). When we discuss about logistics service under B2C e-commerce, the concern is no longer only making a movement from the supplier to the buyer, but also pursuit logistics service in a short time, with flexible service, and high value-added services. Therefore, the quality of logistics distribution has become more and more important to the development of B2C electronic commerce L. Wang (2015).

Customer loyalty or the intention of the buyer to repurchase from the retailer is considered as a direct consequence of customer satisfaction (Bi, 2019).

Many of studies state that customer satisfaction plays a stronger role in determining the online customer loyalty and an important role in motivating customers' loyalty which interprets into giving

positive reviews, repeat purchasing or recommending the product or service to others (Odunlami, 2015; Waari, 2019; Zhang, Guo, Hu, & Liu, 2017).

Studies have also shown that online customer satisfaction positively influences online customer loyalty (Martin, Mortimer, & Andrews, 2015; Rose, Clark, Samouel, & Hair, 2012).

Service Quality is an important phenomenon and priorities of majority of the organizations at current time because it gives organization and its products, a competitive advantage and also helps them to sustain growth and increase in overall efficiency. (Ladhari, 2009; Wisniewski 2005)

In the last three decades, debates have been formed among academics, counsellors and practitioners in defining and measuring service quality literature. (Martines, 2010; Yaghi, 2010)

Logistics Service Quality (LSQ) is defined as a set of performance factors, measured by the ability to distribute products in accordance with customer requirements (Yang, Hui, Leung, & Chen, 2010). Online shopping logistics spans from the order placement to final product delivery (Choi, Chung, & Young, 2019). Several LSQ dimensions were investigated in the literature; Table 1 presents a summary of the literature findings

(KRUGMAN, 1991); The Nobel Prize winner of 2008 argued that we, as a society, moved on to globalization 2.0. This is due to the fact that information and communication technologies (ICT) are much more developed than in the early days. Because of these developments people can get information much easier, cheaper and faster. This shifts the whole economy to a new kind of economy; globalization 2.0 or the information (internet) economy. Some economists (Ghosh, 1999) state that firms can no longer avoid the internet.

(Davis, 1993); In his study reveals that we build up such a framework based on previous research on consumer adoption of new self-service technologies and Internet shopping systems. The research suggests that consumers' perception toward Internet shopping first depends on the direct effects of relevant online shopping features.

(Butler & Peppard, 1998; Malone, Yates, & Benjamin, 1997; Yoffie, 1996); This new era is created by a set of evolvements. These evolvements are, discussed by many authors and include rapid technological convergence, greater connectivity, enhanced interactive capacity and increased organizational co-ordination capability. Computers and the internet are the aids for consumers to

participate in this information economy.

(Angehrn, 1997); Internet as a medium does not only provide information but can also be used to communicate and purchase products. The internet is an environment for conducting a transaction and a channel to deliver the product or service to the buyer.

(Butler & Peppard, 1998; Gupta, Su, & Walter, 2004; Häubl & Trifts, 2000); There are various studies that show the general behaviour of consumers when they are searching and buying products. Another study (Li, Kuo, & Rusell, 1999) shows the attitude of consumers towards particular channels.

(Lohse, Bellman, & Johnson, 2000); the growing e-commerce and internet as information-channel makes it necessary for companies to know the behaviour of their customers on the internet. Marketers could perform better if they understand and know their customers well. It is necessary for marketers to understand the decisions consumers make and how online consumers go through their decision process.

(Benedict et al, 2001);in his study on perceptions towards online shopping reveals that perceptions toward online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by exogenous factors like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping.

(Reibstein, 2002; Heijden van der, Verhagen, & Creemers, 2003); it is examined only the 'purchase' stage of consumers during their entire buying decision process (BDP).There is however no research done about the channels consumers use during a particular stage of their BDP. This study will contribute to getting more insights in what channels consumers use when they are in a particular stage of the BDP. Regarding this topic the contribution of this study will lie in the fact that the behaviour of consumers on the internet will be paired with the Theory of Planned Behaviour and the Technology Acceptance Model regarding using certain internet channels. With this connection it is possible to know if particular consumers use certain channels.

(RoberLaRose and Matthew s. Eastin, 2002);This study reconceptualized unregulated buying behaviors as the result of deficient self-regulation using mechanism proposed in social cognitive

theory.

(George, 2002); This is a study about pairing this behaviour with the Theory of Planned Behaviour (Ajzen, 1991) and the Technology Acceptance Model (Davis, 1986). But this connection was only regarding privacy and trust.

(Menon and Kahn, (2002); Childers et al., (2001); Mathwick et al., (2001));concluded that Online shopping features can be either consumers' perceptions of functional and utilitarian dimensions, like "ease of use" and "usefulness", or their Perception of hedonic dimensions and emotions like "enjoyment by including both hedonic dimensions and utilitarian, aspects from the consumer behavior literature, as well as the information systems or technology literature are integrated in our framework. Burke et al., (2002) In addition to these relevant online shopping attributes, also exogenic factors are considered that moderate the relationships between the core constructs of the framework.

(GfK Group, 2002); shows that the number of online shoppers in six key European markets has risen from 27.7 percent to 31.4 percent last year. This means that 59 million Europeans use the Internet regularly for shopping intentions. However, not only does the number of online shoppers grows, the level of their purchases also increases over-proportionally

(Reinhardt and Passariello, 2002); In the US, says that online sales are forecasted to exceed $36 billion in 2002, and raise annually by 20.9 percent to reach $81 billion in 2006. Europeans are spending more money online as well. Whereas combined revenues for Amazon.com's European operations grew at more than 70 percent annually in each of the past three quarters, topping $218 million. While these figures show that a large number of consumers in the US and Europe frequently use the Internet for shopping purposes, the reason is not clear what drives them to shop online and whether these numbers could be even.

Dabholkar and Bagozzi et al, (2002) O'Cass and Fenech, (2002); Childers et al., (2001); Davis, (1993);their study reveals that if more attractive online stores were developed. This elevates the issue of examining what factors affect consumers to shop online. Therefore, a structure is needed to structure the complex system of effects of these different factors, and develop anthorough

understanding of consumers' perceptions toward Internet shopping and their intentions to shop online.

(Na Li and Ping Zhang, 2002); The current status of studies of online shopping attitudes and behavior is investigated through an analysis of 35 empirical articles found in nine primary Information Systems (IS) journals and three major IS conference proceedings. (Horrigan, 2002); In 2002 about 53 percent of the American internet users used the internet to make a purchase.

(Peterson & Merino, 2003); As stated before many studies investigated the overall behaviour of consumers on the internet. On the contrary there are studies that investigated the particular behaviour when searching for information and buying products online.

(Dellarocas, 2003); With online shopping consumers can buy products without an intermediary service. The changing role of the internet and the corresponding websites has a significant impact on companies. Consumers can make their opinions and experiences about products available on the internet.

(Rick L. Andrews, Imran S. Currim, 2004);This study uses information from both traditional supermarket scanners and an online supermarket to test expected differences in choice behaviours of such customers.

(Thompson S.H. Teo, Pien Wang, Chang Hong Leong, 2004); Building upon Transaction Cost Economics (TCE) theory, this paper hypothesises that consumers' transaction cost of online shopping is affected by six antecedents: product uncertainty, behavioural uncertainty, convenience, economic utility, dependability, and asset specificity. The implications of the results are discussed.

(Gurvinder S Shergill, Zhaobin Chen, 2005); This paper is part of larger study, and focuses on factors which online New Zealand buyers keep in mind while shopping online. It also investigates how different types of online buyers perceive websites differently. This research found that website design, website reliability/fulfillment, website customer service and website security/privacy are the four dominant factors which influence consumer perceptions of online purchasing.

(Blackwell, Miniard, & Engel, 2006); These studies are all about marginalization. However another theory suggests (Lehmann, 1999) a broader perspective and building on more general theories is needed. This broader perspective can contribute more in a problem-oriented field such as marketing. In this research a more general context of the consumer behaviour is used. This study uses the model of consumer's buying decision process.

(Yoo-KyoungSeock and Lauren R. Bailey, 2007); this study investigated college students' shopping orientations, and examined the relationships between their shopping orientations and searches for information about and purchases of apparel products online and the differences between male and female students in their shopping orientations This study provided suggestions for apparel e-tailors to develop effective marketing strategies to reach their target market, for consumer educators and for educators in the retail merchandizing area to prepare their students for future careers.

(Razorfish, 2008) ; Another study showed that 61 percent of global internet users take internet reviews about products into account when they are in their buying decision process. These results mean that consumers are using the internet ore and more during their buying decision process. It is therefore important for companies to gain more knowledge about the behaviour of consumers on the internet.

(Trendstream, 2009); In 2009 85 percent of global internet users had searched for information about products.

(D. Veena Parboteeah and Joseph S. Valacich, John D. Wells, 2009); This paper reports on two studies that examine how variations in a website influence online impulse buying. The results reveal some relevant insights about this phenomenon. Specifically, although many participants had the urge to buy impulsively, regardless of website quality, this behavior's likelihood and magnitude was directly influenced by varying the quality of task relevant and mood-relevant cues. The implications of the results for both future research and the design of human-computer interfaces are discussed.

(Nielsen, 2010); In 2010 about 85 percent of American consumers have purchased a product on the internet and these numbers are continuing to grow.The rise of the era of the information economy has an impact on many aspects of people's lives. It has not only influenced the social level but also

the business-, political- and economic levels. Every aspect of life has changed with the emergence of the information economy.

(Reuters, 2010); With the introduction of the personal computer a whole new component entered the lives of many. When later on the internet was invented the way people live changed indefinitely. At first the internet was only used for communication purposes; sending out information and gathering information. In 2010, about 550 billion documents can be found on the internet. Those documents are searched by more than 2 billion internet users in 2010. These facts indicate that the internet increasingly influences the way people live. The internet changed the way of live.

(Oracle ATC Web Commerce, 2010);In July 2009, ATG (acquired by Oracle in 2010) commissioned a consumer survey to examine the differences in attitudes toward online shopping across the U.K., Spain, Germany, France, and Benelux (Belgium, the Netherlands, and Luxembourg). The study asked more than 6,500 consumers about their satisfaction, likes and dislikes, common frustrations, and spending habits related to online shopping. The research shows marked differences in buying behaviors among the countries surveyed and highlights clear areas where retailers can improve the online shopping experience they offer to customers.

(Guo Jun, Noor IsmawatiJaafar, 2011); Online shopping provides a good example of the business revolution. In China, e-commerce is currently experiencing a period of rapid development; the large number of Internet users provides a good foundation for the expansion of the online shopping market. In this study, perceived usability, perceived security, perceived privacy, perceived after-sales service, perceived marketing mix, and perceived reputation were used for analysis.

(Wen-Chin Tsao∗ and Ya-Ling Tseng, 2011); study is mainly to explore the influence of e-SQ on website brand equity and to further investigate that of brand equity on perceived risk and customer value. A structural equation model is developed to test the casual effects between those constructs. The managerial implications for marketing managers and limitations are discussed.

(John D. Wells; Veena Parboteeah and Joseph S. Valacich, 2011); This paper reports on two empirical studies that examine the interplay between a consumer's inherent impulsiveness to buy and website quality. Specifically, consistent with past online impulse buying research, website quality manifests as an environmental cue that directly influences the likelihood that a consumer

will experience an urge to buy impulsively. Further, highly impulsive consumers can be both positively and negatively influenced by varying degrees of website quality.

(SajjadNazir;ArsalanTayyab; Aziz Sajid;Haroonur Rashid;IrumJaved, 2012);Internet has developed in new delivery channels electronic transactions are increasing rapidly. This need has arisen to understand how they perceive directly to buy consumers. Most of the people who use the internet to purchase goods online, but that there are still some reasons for which consumers are reluctant to buy online. The attitudes of people toward the purchase online are different in Pakistan. The purpose of this study is to review the factors felt reservation of consumers in online shopping.

Online Logistics Service Quality

The generalized use of information and communication technologies (ICT) has brought far reaching transformations to different business areas including logistics activities. The use of ICT in logistics has been truly revolutionary, especially in terms of improving LSQ for the customer Gil et al. Internet has not only had an important impact on consumers' ordering processes, making it cheaper and faster and transcending time and geographical constraints,but has also had a significant impact on the business model of physical retail stores.

Establishment of the Internet has created enormous potential business opportunities for e- commerce Chen and Chen. With the rapid development of e-commerce, customer demand for diversity and timeliness has also increased, in fact, B2C e-commerce business lead higher requirement for logistics service.

When we discuss about logistics service under B2C e-commerce, the concern is no longer only making a movement from the supplier to the buyer, but also pursuit logistics service in a short time, with flexible service, and high value-added services. Therefore, the quality of logistics distribution has become more and more important to the development of B2C electronic commerce L. Wang (2015).

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Studies have also shown that online customer satisfaction positively influences online customer loyalty (Martin, Mortimer, & Andrews, 2015; Rose, Clark, Samouel, & Hair, 2012).

Customer Satisfaction

There is general agreement that, satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's performance in relation to its expectations (Lasserre 2017). Customer satisfaction is actually a term most widely used in the business and commerce industry.

Satisfaction is one of the most important success measures in the business, Customer satisfaction is defined as an indication of the customer's belief of the probability of a service leading to a positive feeling, customer satisfaction is the consequence of customer experiences during the buying process, and it plays a crucial role in affecting customers' future behavior, such as online repurchase and loyalty (Pereira, Salgueiro, & Rita, 2016).

Customers tend to be satisfied with online shopping when service quality attributes deemed most important are met or surpassed (Kong & Chow, 2015). The biggest challenge for online shopping is that the company has to provide a decent service experience to customers (Hult, Sharma, Morgeson, & Zhang, 2019).

It is a business term explaining about a measurement of the kind of products and services provided by a company to meet its customer's expectation. To some, this may be seen as the company's Key Performance Indicator (KPI).

In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. It is well established that satisfied customers are key to long-term business success (Cheng, Gan, Imrie, and Mansori (2019); Tomic and Spasojevic Brkic (2019); Zeithaml et al. (2006)).

It is also defined as a global issue that affects all organizations, regardless of its size, whether profit or non-profit, local or multi-national.

Companies that have a more satisfied customer base also experience higher economic returns (Schildmann, Bendig, and Brettel 2019).

Customer satisfaction has been a subject of great interest for organizations and numbers of researches, because customers are key stakeholders in organizations and their satisfaction is a priority for sustainable growth (Afework 2013).

King et al describes that the ability of the service provider to meet expectations of customers with

regards to the different facets of service in particular quality, price, and relation.

Those three facets in service are the main element who determines the rate of customer satisfaction.

According to Srivastava Srivastava, Arun, and Patel (2019), consumers compare the service they expect with the service they receive to evaluate its quality. When the service delivered does not meet initial expectations, the consumer is disappointed, whereas if the service meets or exceeds those expectations, the consumer is satisfied. Barshan, Elahi, and Aghaei (2017) stated that satisfied customers are a great source to increase profitability.

That is because satisfied customers are likely to commit to the service organization and have better social interaction with service providers, while dissatisfied customers complain more and repurchase less. Oliver, Richard Oliver and Satisfaction (2018) state that customer satisfaction is the consumer's fulfilment response. And customer satisfaction is as an overall emotional response to an entire service experience for a specific service encounter after purchasing consumption.

Most approaches in the literature use the first perspective proposals like Golovkova, Eklof, Malova, and Podkorytova (2019); Hallencreutz and Parmler (2019) and other author Williams et al. (2016), those consider satisfaction as a global evaluation based on consumption experience over time or on a set of similar experiences. Recent contributions adopt this last approach in the wide sense supporting the idea of satisfaction as "a global measurement of a set of satisfactions with specific prior experiences" (Aremu, Aremu, and Ademola 2018).

In the industrial service, strong emphasize is placed on the significant importance of service quality perceptions and association between service quality and consumer satisfaction Cronin Jr (2016); Kuo, Tsai, Lu, and Chang (2016); Rezaei, Kothadiya, Tavasszy, and Kroesen (2018). It is, presumed that some researchers concluded that service quality is an important indicator of customer satisfaction. In essence, consumers will be loyal to a company if the services rendered are suitable to the consumers.

According to Rahim, Safin, Kheng, Abas, and Ali (2016), consumer satisfaction is a critical focus for effective marketing programs. Bourdeau, Bourdeau, and Cronin (2017) viewed the fact that consumer satisfaction remains a worthy pursuit among the consumer marketing community.

Krohn and Backman (2016) stated that consumer satisfaction is a collective outcome of perception, evaluation and psychological reactions to the consumption experience with a product or service. Consumer satisfaction is regarded as how consumers can get more benefits than their cost (Kabu and Soniya 2017).

Consumer satisfactions positively affect loyalty Ashraf, Ilyas, Imtiaz, and Ahmad (2018); Bourdeau et al. (2017); Koo et al. (2015). Ibojo and Asabi (2015) was of the fact that there is a significant positive relationship between consumer satisfaction and consumer loyalty. Customer satisfaction is considered as a pre-requisite for customer retention and loyalty.

Delivering quality and achieving satisfaction can be the basis for developing relationship (Gil et al. 2008). Jing and Yoo (2013) stated that satisfied customers are more likely to display loyalty behaviour, i.e. repeat purchase and willingness to give positive word of mouth.

Relationship between Logistics Service Quality and Customer satisfaction

Customers are the lifeblood of any business and "Service quality can win and keep customers" and it can be measured the extent to which the service provided to the satisfaction of the customer's expectations (Monferrer-Tirado, Estrada-Guillén, Fandos-Roig, Moliner-Tena, and Sanchez Garcia 2016).

Different literature reviewed that service quality impacts customer satisfaction. Keiningham, Aksoy, and Bejou (2006) describes that the ultimate determinant of customer satisfaction or dissatisfaction, is the ability of service provider to meet the customer expectation with different aspects of service quality.

Cronin Jr (2016) also found an empirical support for notion which states "perceived service quality in fact leads to satisfaction". Providers are looking for better ways to comprehend how clients view service quality and how the perception of service quality translates into customer satisfaction and customer loyalty (Cheng et al. 2019).

This is because customer satisfaction is the state of mind that clientshave a business when their expectations are met or surpassed over the lifetime of the product or service. Satisfying clients is the way to hold on to our clients and attract fresh ones (Barshan et al. 2017).

It says that "Perceived quality" is what the customer feels about the "quality" of the service. It determines the magnitude of fulfillment of the customer. The three key potential "quality" results are: satisfactory quality, where customer expectations (CE) are met.

That they are precisely encountered. Ideal quality, where perceived quality is greater than the expectations of the customer. Unacceptable quality, where perceived quality is smaller than the expectations of the customer.

Most research findings indicate that to increase the level of customer satisfaction organizations should provide a high level of service quality as service quality is normally considered an

antecedent of customer satisfaction (Gil et al. 2008).

The quality of logistics service performance is an important key component that helps Create customer satisfaction. Logistics excellence has been recognized as an area that firms can create competitive advantage because of its visible service impact on customers (L. Wang 2015). There are many definitions and descriptions of how logistics creates customer satisfaction. The most traditional are based on the creation of time and place utility (Yumurtacı Hüseyinoğlu, Sorkun, and Börühan 2018).

Wang et al, (2015), describes the five SERQUAL which are the attributes of the company's product or service offering that lead to utility creation through logistics service; that is, part of a product's marketing offering is the company's ability to deliver the right amount of the right product at the right place at the right time in the right condition at the right price with the right information. This conceptualization implies that, part of the value of a product is created by logistics service. The rapid development of e-commerce provides more facility and comfort for the customer.

This rapid growth enhances the customer demand for diversity and timeliness, which in fact led B2C e-commerce business to higher requirement for logistics service (Jamal et al. 2018). Lasserre (2017) describe Logistics distribution as a bridge between e-commerce enterprises and consumers, the core competitiveness of e-commerce enterprises is not limited to price competition, given that the logistics service is becoming more and more important, and the logistics distribution has a great influence on consumer's cognition and trust (Lasserre 2017).

2.1 Research Variable Source Summary

RESEARCH VARIABLE	REFERENCE
Tangibility	Businesses striving to satisfy their customers and keep them loyal need to pay attention to attributes associated with tangibles (Priporas, Kamenidou, Kapoulas, & Papadopoulos, 2015; D. Wang & Nicolau, 2017). These are the attributes that customers can immediately lay their hands on evaluate the quality of service they receive. Tangibles are used by firms to convey images and signal quality (Zeithaml, Bitner, Gremler, & Pandit, 2006).
Reliability	Reliability is the performance, without negligence and failure, of the services promised in a reliable, precise and completely accountable way (Nath et al. (2010); Williams, Boso, Shaw, and Allen (2016)). According to Zeithaml et al. (2006), reliability is "the ability to deliver the promised service in a reliable and accurate manner" or "the ability to deliver on its promises. "Is the company doing the service right at the first moment? These are some of the issues that service suppliers need to answer if they are to attain reliability
Assurance	Assurance entails the knowledge and courtesy of employees and their ability to convey trust and confidence. It also includes competence, courtesy, credibility and security. Zervas, Davide, and John (2017) noted that transactions on online platforms is boosted when the customertrusts the system to be effective and the customer is assured of getting the standard demanded, a view supported by Liang, Choi, and Joppe (2017).

Responsiveness	Responsiveness is the willingness to help customers, provide prompt service, and respond quickly and immediately to their requests Hussain, Al Nasser, and Hussain (2015). Responsiveness concerns the willingness or readiness of employees to provide service. This dimension is concerned with dealing with the customer's requests, questions and complaints promptly and attentively
Empathy	Empathy entails caring and provision of individualized attention to customers by personnel of the firm Asperen, Pieter, and Dijkmans (2017) found that empathy towards customers promotes customer satisfaction. Several authors in different concur in this direction, and argue that where customers feel their needs have been understood and attended to, they in turn become loyal since they are satisfied with the service (Aryee, Walumbwa, Seidu, and Otaye 2012).

CHAPTER 3
RESEARCH METHODOLOGY

CHAPTER 3

RESEARCH METHODOLOGY

3.1 CONCEPTUAL FRAMEWORK:

The framework of the study assumes the relationship between logistics service quality (LSQ) and customer satisfaction.

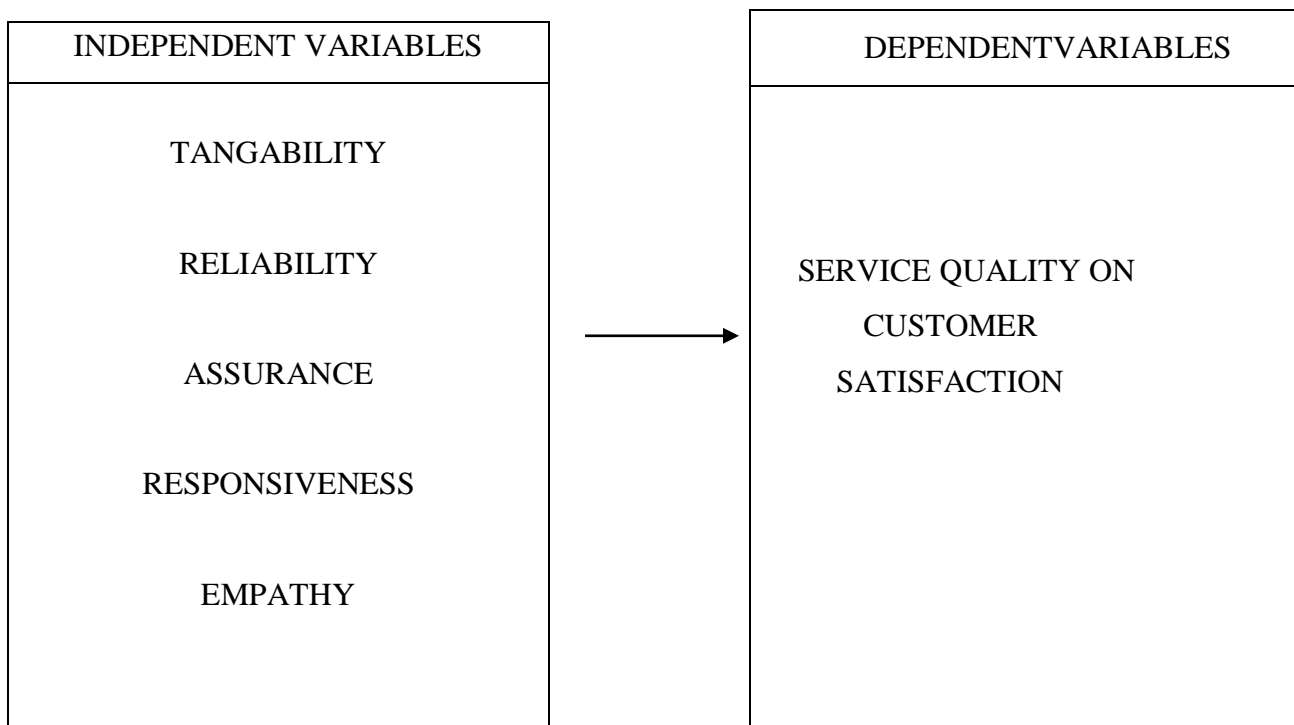| INDEPENDENT VARIABLES	DEPENDENTVARIABLES
TANGABILITY RELIABILITY ASSURANCE RESPONSIVENESS EMPATHY	SERVICE QUALITY ON CUSTOMER SATISFACTION

Figure 3.1 Conceptual Framework

3.2 Research design and Sampling

Research design are concerned with turning research question into a testing project the best design depends on your research question every design has its positive and negative sides. The research design has been considered as a blue print for research, dealing with at four problems what question to study, what data are relevant, what data to collect, and how to analyze the result.

Descriptive research design is a scientific method which involves observing and describing the behavior of a subject without influencing it in any way. Descriptive research design is a valid method for researching specific subjects and as a precursor to more quantitative studies. Whilst there are some valid concerns about the statistical validity, as long as the limitations are understood by the researcher, this type of study is an invaluable scientific tool.

The study used descriptive research design, and primary data. The sample of the study was chosen from online shoppers who have visited and ordered products from online shopping website. The research also employed a quantitative research approach to give a description of logistics service quality and its effects on customer concentration in online shopping.

However, the population of the study comprised on all online shoppers who have traded on online website. The study employed non-probabilistic sampling techniques with a sample of (134) respondents.

3.3 Data collection procedures

Questionnaires were used to gather primary data from online shoppers on their perception how logistics service quality affects customers' satisfaction. The questionnaires were made up of three sections. The first section consists of the profile of the respondent. The second section addresses how the dimensions of service quality affect customer's satisfaction using the online market. The sections of the questionnaires were anchored using the likert type of scale from five (5) Strongly Agree to one (1) strongly disagrees. This helped to prevent biased responses.

For readability and validity, the questionnaires were tested before it was distributed to respondents. Therefore, experts assessed them to improve the degree of content cogency and for the measurement of the study purposes (content validity).

3.4 Data Analysis

We analyzed the survey data using statistical package for social science (SPSS) application program. The data for the study were gathered using an online survey questionnaire that was distributed to 134 online shoppers who have traded at online shopping. However, 134 questionnaires were successfully completed. For the purposes of measuring service quality, scale used by Kuo et al. (2016) is employed.

3.5 MEASUREMENT SCALE AND TOOLS

Questionnaire was the main tool for collecting the data. Hence, pain has been taken to construct the questionnaire in a systematic way by converting adequate in and relevant questions to ensure in achieving the research objectives.

Data analysis Tools

The data collected from the primary sourced were arranged sequentially and tabulated in the systematic order.

Tools

Data collected through questionnaire were presented in a master table. From the master table, sub-tables were prepared. In order to analysis and INFERENCE of the data simple statistical tools like

1. Frequency Analysis

Frequency analysis is used to find out the percentage of each demographic variable like age, Gender, educational qualification, sector specification.

2. ANOVA

Analysis of variance (*ANOVA*) is a collection of statistical models and their associated estimation procedures such as the "variation" among and between groups used to analyze the differences among group means in a sample.

3. Correlation

It is used to find out the relationship between independent variables

4. Regression

Regression is statistical method used to find out relationship between one dependent variable and a series of other variables.

CHAPTER 4
DATA PRESENTATIONS, ANALYSIS AND INFERENCE

CHAPTER 4

DATA PRESENTATIONS, ANALYSIS AND INFERENCE

4.1 DATA PREPARATION AND DESCRIPTION

Data Preparation is the process of collecting, cleaning, and consolidating data into one file or data table, primarily for in analysis. Data collected from 134 respondents from customer. The collected data entered in analyzed using in SPSS software. The data analyzed using statistical tools like Frequency analysis, Descriptive statistics, ANOVA, Correlation and Regression.

4.2 FREQUENCY ANALYSIS

Table 4.2.1: Gender

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	72	53.7	53.7	53.7
	Female	62	46.3	46.3	100.0
	Total	134	100.0	100.0	

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Table 4.2.1 Shows that from the total respondent's 53.7% of the respondents are male and 46.3 of respondents are Female.

Table 4.2.2: AGE OF THE RESPONDENTS

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25 years and below	118	88.1	88.1	88.1
	26 - 35 years	15	11.2	11.2	99.3
	46 - 55 years	1	.7	.7	100.0
	Total	134	100.0	100.0	

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Table 4.2.2 shows that the respondents' age group. 88.1% of the respondents are below 25 years, 11.2 % of the respondents are between 26 - 35 years,0.7 % of the respondents are between 46-55 years.

Table 4.2.3: EDUCATIONAL QUALIFICATION

Educational Qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diploma	12	9.0	9.0	9.0
	UG	73	54.5	54.5	63.4
	PG	49	36.6	36.6	100.0
	Total	134	100.0	100.0	

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Table 4.2.3 shows that the respondents' education qualifications 9 % are Diploma, 54.5 are Under Graduate, 36.6% are post graduate.

Table 4.2.4: Marital Status

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unmarried	122	91.0	91.0	91.0
	Married	12	9.0	9.0	100.0
	Total	134	100.0	100.0	

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Table 4.2.4 shows that the respondents 91% are Unmarried, 9% are married.

Table 4.2.5: Occupation

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Private Employee	82	61.2	61.2	61.2
	Govt. employee	33	24.6	24.6	85.8
	Farmer	14	10.4	10.4	96.3
	Homemakers	5	3.7	3.7	100.0
	Total	134	100.0	100.0	

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Table 4.2.5 Shows that the respondents 61.2% are Private employee, 24.6% are Govt.Employee, 10.4% are Farmer, 3.7% are Homemakers.

Table 4.2.6 Monthly Income

Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 20000	92	68.7	68.7	68.7
	20000 – 30000	25	18.7	18.7	87.3
	30001 – 40000	7	5.2	5.2	92.5
	40001 – 50000	2	1.5	1.5	94.0
	Above 50000	8	6.0	6.0	100.0
	Total	134	100.0	100.0	

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Table 4.2.6 Shows that the respondents 68.7% are getting less than 20000, 18.7% are getting between 20000 – 30000, 5.2% are getting between 30001 – 40000, 1.5% are getting between 40001 – 50000, 6% are getting above 50000.

4.3 ANALYSIS OF VARIANCE

Table: 4.3.1 Difference on Perception towards Tangibility, Reliability, Responsiveness, assurance and Empathy based on Gender.

H_o: There is no significant difference on perception towards tangibility, reliability, responsiveness, assurance and empathy based on gender.

H_1: There is significant difference on perception towards tangibility, reliability, responsiveness, assurance and empathy based on gender.

	Levine's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Tangibility	2.250	.136	-1.047	132	.297	-.121	.115	-.348	.107
			-1.054	131.416	.294	-.121	.114	-.347	.106
Reliability	1.648	.202	-.900	132	.370	-.11523	.12808	-.36858	.13811
			-.904	131.137	.367	-.11523	.12741	-.36727	.13681
Responsiveness	1.474	.227	.004	132	.997	.00054	.13461	-.26574	.26682
			.004	131.692	.997	.00054	.13264	-.26184	.26291
Assurance	6.919	.010	.167	132	.868	.02204	.13232	-.23969	.28378
			.170	129.962	.865	.02204	.12965	-.23445	.27853
Empathy	1.317	.253	-1.246	132	.215	-.16326	.13099	-.42236	.09584
			-1.260	131.988	.210	-.16326	.12961	-.41965	.09312

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Table 4.3.1 reveals that the significance values for all variables are more than the critical value 0.05; the null hypothesis may be accepted. It means there is no significant difference in tangibility, reliability, responsiveness, assurance and empathy based on age group. Whereas the purpose for which the customers satisfaction has significant difference on based on Gender.

Table: 4.3.2 Difference on Perception towards Tangibility, Reliability, Responsiveness, assurance and Empathy based on marital status

H$_o$: There is no significant difference on perception towards tangibility, reliability, responsiveness, assurance and empathy based on marital status.

H$_1$: There is significant difference on perception towards tangibility, reliability, responsiveness, assurance and empathy based on marital status.

	Levine's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Tangibility	.112	.738	-.452	132	.652	-.091	.202	-.490	.308
			-.452	13.251	.659	-.091	.202	-.527	.344
Reliability	.878	.350	-1.076	132	.284	-.24044	.22335	-.68225	.20137
			-1.330	14.883	.204	-.24044	.18084	-.62615	.14528
Responsiveness	1.575	.212	-1.255	132	.212	-.29317	.23367	-.75540	.16906
			-1.594	15.183	.132	-.29317	.18396	-.68485	.09851
Assurance	4.891	.029	-1.244	132	.216	-.28579	.22973	-.74022	.16864
			-2.132	20.958	.045	-.28579	.13405	-.56460	-.00699
Empathy	7.359	.008	-1.536	132	.127	-.35027	.22804	-.80136	.10081
			-3.173	30.416	.003	-.35027	.11040	-.57561	-.12494

INFERENCE

Table 4.3.2 reveals that the significance values for all variables are more than the critical value 0.05; the null hypothesis may be accepted. It means there is no significant difference in tangibility, reliability, responsiveness, assurance and empathy based on marital status. Whereas the purpose for which the customers satisfaction has significant difference on based on marital status.

Table: 4.3.3 Difference on Perception towards Tangibility, Reliability, Responsiveness, assurance and Empathy based on Age

H$_o$: There is no significant difference on perception towards tangibility, reliability, responsiveness, assurance and empathy based on age.

H$_1$: There is significant difference on perception towards tangibility, reliability, responsiveness, assurance and empathy based on age.

ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
Tangibility	Between Groups	1.408	2	.704	1.607	.204
	Within Groups	57.395	131	.438		
	Total	58.804	133			
Reliability	Between Groups	.114	2	.057	.103	.902
	Within Groups	72.460	131	.553		
	Total	72.574	133			
Responsiveness	Between Groups	1.028	2	.514	.856	.427
	Within Groups	78.656	131	.600		
	Total	79.684	133			
Assurance	Between Groups	2.130	2	1.065	1.863	.159
	Within Groups	74.873	131	.572		
	Total	77.003	133			
Empathy	Between Groups	1.978	2	.989	1.743	.179
	Within Groups	74.356	131	.568		
	Total	76.334	133			

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Table 4.3.3 reveals that the significance values for all variables are more than the critical value 0.05; the null hypothesis may be accepted. It means there is no significant difference in tangibility, reliability, responsiveness, assurance and empathy based on age.

Table: 4.3.4 Difference on Perception towards Tangibility, Reliability, Responsiveness, assurance and Empathy based on Educational Qualification

H$_o$: There is no significant difference on perception towards tangibility, reliability, responsiveness, assurance and empathy based on educational qualification.

H$_1$: There is significant difference on perception towards tangibility, reliability, responsiveness, assurance and empathy based on educational qualification

<div align="center">ANOVA</div>

		Sum of Squares	df	Mean Square	F	Sig.
Tangibility	Between Groups	.646	2	.323	.727	.485
	Within Groups	58.158	131	.444		
	Total	58.804	133			
Reliability	Between Groups	.102	2	.051	.092	.912
	Within Groups	72.472	131	.553		
	Total	72.574	133			
Responsiveness	Between Groups	.545	2	.272	.451	.638
	Within Groups	79.139	131	.604		
	Total	79.684	133			
Assurance	Between Groups	.448	2	.224	.383	.683
	Within Groups	76.556	131	.584		
	Total	77.003	133			
Empathy	Between Groups	.230	2	.115	.198	.820
	Within Groups	76.104	131	.581		
	Total	76.334	133			

INFERENCE

Table 4.3.4 reveals that the significance values for all variables are more than the critical value .05, the null hypothesis may be accepted. It means there is no significant difference in tangibility, reliability, responsiveness, assurance and empathy based on marital status. Whereas the purpose for which the customers satisfaction has significant difference on based on educational qualification.

Table: 4.3.5 Difference on Perception towards Tangibility, Reliability, Responsiveness, assurance and Empathy based on occupation

H$_o$: There is no significant difference on perception towards tangibility, reliability, responsiveness, assurance and empathy based on occupation.

H$_1$: There is significant difference on perception towards tangibility, reliability, responsiveness, assurance and empathy based on occupation

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Tangibility	Between Groups	.268	3	.089	.198	.898
	Within Groups	58.536	130	.450		
	Total	58.804	133			
Reliability	Between Groups	.471	3	.157	.283	.838
	Within Groups	72.103	130	.555		
	Total	72.574	133			
Responsiveness	Between Groups	.226	3	.075	.123	.946
	Within Groups	79.458	130	.611		
	Total	79.684	133			
Assurance	Between Groups	.847	3	.282	.482	.695
	Within Groups	76.156	130	.586		
	Total	77.003	133			
Empathy	Between Groups	.143	3	.048	.081	.970
	Within Groups	76.191	130	.586		
	Total	76.334	133			

INFERENCE

Table 4.3.5 reveals that the significance values for all variables are more than the critical value 0.05; the null hypothesis may be accepted. It means there is no significant difference in tangibility, reliability, responsiveness, assurance and empathy based on marital status. Whereas the purpose for which the customers satisfaction has significant difference on based on occupation.

4.4 CORRELATION

Table: 4.4.1 Relationship between customer satisfaction and five dimension measurement.

H_o: There is no significant relationship between tangibility, reliability, responsiveness, assurance and empathy

H_1: There is significant relationship between tangibility, reliability, responsiveness, assurance and empathy

Correlation

		Tangibility	Reliability	Responsiveness	Assurance	Empathy
Overall	Pearson Correlation	.163	.486[**]	.548[**]	.544[**]	.494[**]
	Sig. (2-tailed)	.060	.000	.000	.000	.000
	N	134	134	134	134	134

**. Correlation is significant at the 0.01 level (2-tailed).

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Table 4.4.1 shows that the Pearson correlation value is positive for the relationship on customer satisfaction with customer behavior and service quality but the significance values are lower than the standard value except Tangibility is higher than the standard value and hence the alternative hypothesis may be accepted. Hence the alternative hypothesis may be accepted which means there is significant relationship with the 5 dimensions and customer satisfaction.

4.5 REGRESSION

Table 4.5.1: Relationship between five dimensions and over all perception

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.612[a]	.375	.350	.913

a. Predictors: (Constant), Empathy, Tangibility, Reliability, Assurance, Responsiveness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	63.943	5	12.789	15.348	.000[b]
1	Residual	106.654	128	.833		
	Total	170.597	133			

a. Dependent Variable: overall

b. Predictors: (Constant), Empathy, Tangibility, Reliability, Assurance, Responsiveness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	.334	.481		.695	.488
	Tangibility	-.229	.142	-.135	-1.622	.107
	Reliability	.265	.168	.173	1.580	.117
1	Responsiveness	.395	.180	.270	2.200	.030
	Assurance	.342	.170	.230	2.010	.047
	Empathy	.120	.168	.080	.715	.476

a. Dependent Variable: overall

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Table 4.5.1 shows that there is a significance influence of reason, safety, return, Tax benefit and Transparency on over all perception. The R value and R^2 values confirm the predictions. The regression equation is:

$Y = a + bx$

$Y = b_0 + b_1 x 1 + b_2 x 2 + b_3 x 3 + b_4 x 4 + b_5 x 5$

Customer satisfaction = .488(constant) + .107(Tangibility) + .117(Reliability) + .030(Responsiveness) + .047(Assurance) + .476(Empathy)

CHAPTER 5

FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

CHAPTER 5

FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 FINDINGS

DEMOGRAPHIC PROFILE

- This study found that the 53.7% of the respondents are male and 46.3% are female.

- This study found that 88.1% of the respondents are below 25 years, 11.2 % of the respondents are between 26 - 35 years, 0.7 % of the respondents are between 46-55 years.

- This study found that 54.5% of the respondents are Under Graduate, 36.6% of the respondents are post graduate, 9 % of the respondents are Diploma

- This study found that 61.2% of the respondents are Private employee, 24.6% of the respondents are Govt.Employee, 10.4% of the respondents are Farmer, 3.7% of the respondents are Homemakers.

- This study found that 91% of the respondents are Unmarried, 9% of the respondents are married.

- This study found that 68.7% of the respondents are getting less than 20000, 18.7% of the respondents are getting between 20001 – 30000, 5.2% of the respondents are getting between 30001 – 40000, 1.5% of the respondents are between 40001 – 50000, 6% of the respondents are above 50000

- Shows that the correlation calculated value is 0.163 for tangibility. Hence the Null Hypothesis is rejected. There is a significant relationship between tangibility and service quality on customer satisfaction.

- Shows that the correlation calculated value is 0.486 for reliability. Hence the Null Hypothesis is rejected. There is significant relationship between reliability and service quality on customer satisfaction. .

- Shows that the correlation calculated value is 0.548 for responsiveness. Hence the alternative Hypothesis is accepted. There is significant relationship between responsiveness and service quality on customer satisfaction.

- Shows that the correlation calculated value is 0.544 for assurance. Hence the alternative Hypothesis is accepted. There is significant relationship between assurance and service quality on customer satisfaction.

- Shows that the correlation calculated value is 0.494 for empathy. Hence the alternative Hypothesis is accepted. There is significant relationship between empathy and service quality on customer satisfaction.

5.2 RECOMMENDATIONS

- We studied the impacts of logistic service quality on customer satisfaction of online shopping. With respondent usage of the findings reveal that, service quality have a significant positive impacts on customer satisfaction.

- This implies that, customer satisfaction is directly related to service quality dimensions discussed in the study. On the basis of the findings, the study would conclude that, and other online shopping should enhance the service quality in order to increase customer's satisfaction.

- All business oriented business particularly online shopping focused on the service quality as it has depicted from the findings of the study that, as it increases customer satisfaction. The improvement in the service quality comes from distinct avenues by considering the convenience of the customers.

- Based on the findings, the study would recommend that online shopping business concentrate more on research development that will increase the service quality and customer satisfaction. This should be considered as an imperative objective or aim of the online and other online shopping company established and yet to established.

5.3 CONCLUSION

- We conclude by discussing some research implications derived from the discussions above. First, the findings suggest that in order to enhance customer loyalty, online stores should develop marketing strategies to enhance "fulfillment and responsiveness" since they strongly affect customer loyalty. Second, for the result driven analytical studies, we find that the optimal service level on "fulfillment and responsiveness" function for the risk adverse uniquely exists and can be expressed as the service level which balances the increase of revenue.

- Finally, we analytically prove that the optimal service level does not depend on the risk preference of the online market. As a result, the customers' perceived service quality of the platform would be considerably affected by their buying experience with individual sellers. In the future, it is worth investigating the modification of the existing service quality.

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IMPACT OF LOGISTICS SERVICE QUALITY ON CUSTOMER SATISFACTION IN ONLINE SHOPPING

QUESSTIONNAIRE

1. Name: _____

2. Gender

   1) Male [ ]   2) Female [ ]

3. Age :(in Years)

   1) Below 25 [ ]   2) 26 - 35   [ ]
   3) 36 - 45   [ ]   4) 46 - 55   [ ]   5) 55 above

4. Educational Qualification:

   1) Diploma   [ ]   2) Under Graduate   [ ]
   3) Post Graduate   [ ]   4) Others   [ ]

5. Marital Status:

   1) Married [ ]   2) Unmarried [ ]

6. Occupation:

   1) Private Employee [ ]   2) Govt. Employee   [ ]
   3) Farmer   [ ]   4) Homemaker   [ ]
   5) Others   [ ]

7. Monthly Income:

   1) Below 20000   [ ]   2) 20001 – 30000   [ ]
   3) 30001 - 40000   [ ]   4) 40001 - 50000   [ ]   5) Above 50000

OPTIONS: (1) Strongly Disagree (2) Disagree   (3) Neutral   (4) Agree   (5) Strongly agree

Tangibility

8. Product delivery rarely contains the wrong item
9. Deliveries arrive on the date promised
10. Product received after online orders are undamaged
11. The product delivered rarely contains incorrect quantity, size, Etc.
12. The product delivered rarely contains extra items

Reliability

13. The product from online shopping perform satisfactory for a given time under normal condition of use
14. Online market product match the specific measurement of the product
15. Online market provide sufficient information at review posted by others
16. The product purchase from online shopping maintains is original level of quality over time
17. The stockbroker follows exact instruction to buy and sell

Responsiveness

18. Within the website of online shopping market, the information about products features is sufficient
19. Online market provides accurate information for your delivery
20. The company delivers sufficient contact detail, not just an e-mail address, but also a physical address and line telephone number
21. The website of online market provides the platform for the products feedbacks
22. When something goes wrong in the process of transporting goods, the companies resolve the problems quickly

Assurance

23. Purchasing the product at the online shopping website the payment method is save
24. Online market provide accurate service right at the time
25. Online shopping market pay for the transport of goods back to warehouse
26. In case of non-conforming products received, their return is accepted in order to replaced
27. Response to quality discrepancy report is satisfactory

Empathy

28. The employees of online shopping always take care and play attention to customer
29. Online market makes an effort to understand the customer situation
30. The company's customer support policy
31. The employee of online shopping tries to understand customers' needs
32. Know-how and the experience of online market customer service representatives are adequate
33. Overall satisfaction of online shopping in online market platforms is outstanding

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