



E-service quality, Satisfaction and Loyalty about Indian E-retailing Companies like flipkart, amazon india

The data collected will be used purely for an academic research purpose, so the information collected are kept confidential.

Name

1. Gender

- Male
- Female

2. Age

- 18 – 30
- 31 – 40
- 41 -50
- above 50

3. Occupation

- Government job
- Private job
- Self employed
- Home maker
- Student

4. Family status

- HNI
- Upper middle class
- Middle class
- Lower middle class

5. Education

- School
- Graduate
- Post graduate
- Professional courses

Efficiency 1

6. This site makes it easy to find what I need

1 2 3 4 5

Strongly disagree

Strongly agree

eff2

7.It makes it easy to get anywhere on the site.

1 2 3 4 5

Strongly disagree

Strongly agree



eff3

8. It enables me to complete a transaction quickly

1 2 3 4 5
Strongly disagree Strongly agree

eff4

9. Information at this site is well organized.

1 2 3 4 5
Strongly disagree Strongly agree

eff5

10. It loads its pages fast.

1 2 3 4 5
1 2 3 4 5
Strongly disagree Strongly agree

eff6

11. This site is simple to use

1 2 3 4 5
Strongly disagree Strongly agree

eff7

12. This site enables me to get on to it quickly

1 2 3 4 5
Strongly disagree Strongly agree

eff8

13. This site is well organized.

1 2 3 4 5
Strongly disagree Strongly agree

system availability 1

14. This site is always available for business.

1 2 3 4 5
Strongly disagree Strongly agree

sa2

15. This site launches and runs right away.

1 2 3 4 5
Strongly disagree Strongly agree



sa3

16 This site does not crash.

1 2 3 4 5

Strongly disagree

Strongly agree

sa4

17. Pages at this site do not freeze after I enter my order information

1 2 3 4 5

Strongly disagree

Strongly agree

fulfilment 1

18. It delivers orders when promised.

1 2 3 4 5

Strongly disagree

Strongly agree

ful2

19 This site makes items available for delivery within a suitable time frame

1 2 3 4 5

Strongly disagree

Strongly agree

ful3

20. It quickly delivers what I order.

1 2 3 4 5

Strongly disagree

Strongly agree

ful4

21 It sends out the items ordered.

1 2 3 4 5

Strongly disagree

Strongly agree

ful5

22 It has in stock the items the company claims to have.

1 2 3 4 5

Strongly disagree

Strongly agree

ful6

23. It is truthful about its offerings.

1 2 3 4 5

Strongly disagree

Strongly agree



ful 7

24 It makes accurate promises about delivery of products

1 2 3 4 5

Strongly disagree

Strongly agree

privacy 1

25. It protects information about my Web-shopping behavior

1 2 3 4 5

Strongly disagree

Strongly agree

py2

26. It does not share my personal information with other sites

1 2 3 4 5

Strongly disagree

Strongly agree

py3

27 This site protects information about my credit card.

1 2 3 4 5

Strongly disagree

Strongly agree

Customer satisfaction 1

28 I was satisfied with the services the seller provided

1 2 3 4 5

Strongly disagree

Strongly agree

CS2

29. I am satisfied with the efficiency of the site

1 2 3 4 5

Strongly disagree

Strongly agree

CS3

30. I am satisfied with the product delivery

1 2 3 4 5

Strongly disagree

Strongly agree

cs4

31. I am satisfied with the availability of site.

1 2 3 4 5

Strongly disagree

Strongly agree

cs5

32. I am satisfied with the information protection of the site

1 2 3 4 5

Strongly disagree

Strongly agree



Loyalty 1

33. How likely Say positive things about this site to other people?

1 2 3 4 5

Strongly disagree

Strongly agree

lol 2

34. How likely you Recommend this site to someone who seeks your advice?

1 2 3 4 5

Strongly disagree

Strongly agree

lol3

35. How likely you .encourage friends and others to do purchase from this ssite?

1 2 3 4 5

Strongly disagree

Strongly agree

lol4

how likely you consider this site to be your first choice for future transactions?

1 2 3 4 5

Strongly disagree

Strongly agree

lol5

37. How likely you do more purchase with this site in the coming months?

1 2 3 4 5

Strongly disagree

Strongly agree