

ENHANCED CUSTOMER SATISFACTION THROUGH RETAIL SERVICE QUALITY (RSQ): A STUDY OF IN-STORE AND ONLINE SHOPPERS IN THE RETAIL CLOTHING INDUSTRY

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ABSTRACT

With the aim to augment the number of customers in the retail sector, organisations attempt to assess customer satisfaction and loyalty level achieved in their sector. Retail service quality (RSQ) is a fundamental factor in determining the success of service organisations. The study aims at investigating in-store shoppers' as well as online shoppers' level of satisfaction. This paper's purpose is to correlate the quality of retail service to customer satisfaction as well as loyalty in the framework of the retail industry in Johannesburg. The literature review enabled the identification of key elements of loyalty of customer, the quality of service and the satisfaction of customer. Literature has shown that the quality of service is significantly correlated with customer loyalty customer satisfaction. With the end goal of this investigation in mind, in-store shoppers were carefully chosen, as these customers prefer to frequent the stores due an enriched shopping experience. A structured mall intercept questionnaire was administered to 500 in-store retail shoppers in selected shopping malls, in the greater Johannesburg area. Simple random sampling was conducted in order to obtain a conducive sample size. A response rate of 476 out of 500, which equates to 95%, was obtained. Online shoppers also form part of the basis of the study, since organisations are progressing toward a digital era, shoppers can purchase item within the comfort of their homes and take advantage of products beings delivered to their door. In this regard, an online questionnaire was administered to 200 online retail shoppers. A response rate of 187 out of 200, which equates to 93%, was obtained. A proposed research framework and research hypotheses were developed through the information derived from existing researches and literature reviews, and thereafter the relevant hypotheses were tested through multiple regression analysis. Cronbach's Alpha Coefficient and exploratory factor analysis were employed to verify the reliability and validity of the measuring instrument, respectively. The results of the study empirically indicated a strong positive link between customer loyalty and service quality including the quality of service and customer satisfaction with regard to in-store and online shoppers. This indicated that clients are happy with the quality of service supplied by retailer stores, leading to the loyalty of customer and repeat purchases, eventually.

Keywords

Retail service quality (RSQ), Customer loyalty, Customer satisfaction, Retail industry

1. INTRODUCTION

Due to the current business environment becoming increasingly competitive, customers tend to become excessively demanding (Wong and Sohal, 2003). Loyalty of customers are a critical factor for service organisations. An effective and efficient technique to guarantee that the purchases by customers are repeated, is to supply a service that meets or exceeds the customer's expectations (Miller et al., 2000). The fundamental factor of success in a demanding competitive environment, is determined by the delivery of quality services, which will grow customer satisfaction and retention level (Spreng and Mackoy, 1996). The subject related to the satisfaction as well as the quality of service is critical for research initiatives, as organisations attempt to enhance the quality of service, they provide to enhance the satisfaction of their customers (Gilbert and Veloutsou, 2006). In order for organisations to accelerate the number of their customers, enhance their loyalty, and increased competition advantage, they endeavour to evaluate and assess customer satisfaction levels as well as repurchase behaviour for positive business results (Gilaninia, Taleghani and Talemi, 2013).

1.1 Retail industry

The retail industry has expanded vastly over the past years. This is sustained by a rise in both supply of retail space and the growth of several shopping malls in the country. This has led to increased retail trade sales in certain retail sectors (Gauteng Provincial Treasury, 2012)

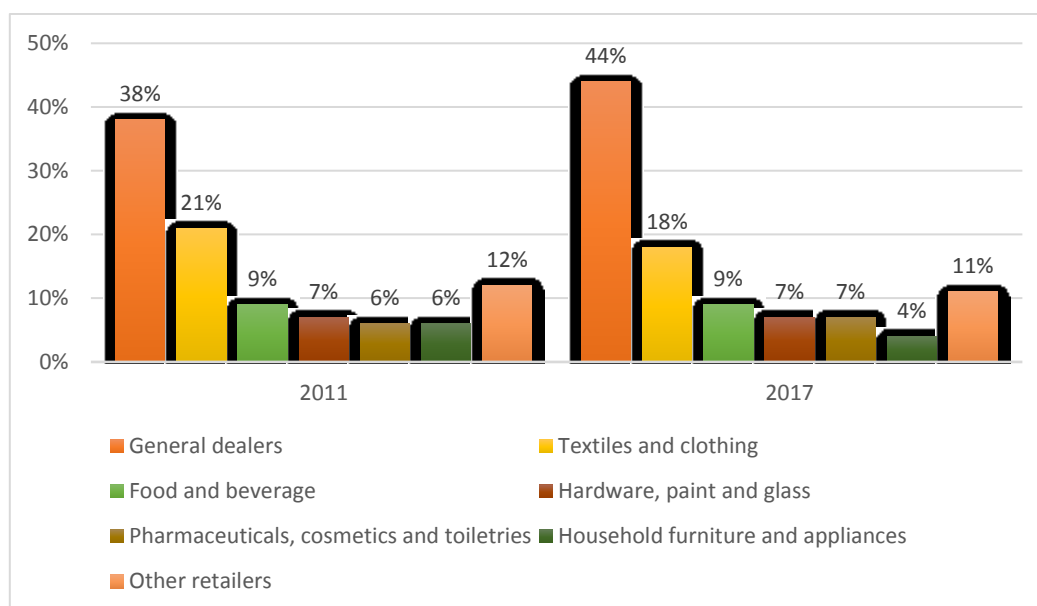


Figure 1: Retail sales trends

Figure 1 represents the composition of retail sales trends from 2011 to 2017 (Statistics SA, 2017). The past six years indicates an increase in sales in the General dealers' sector, however, there is a decline in sales in the textile and clothing sector. Hence, this study's purpose was to concentrate on the clothing sector.

1.2 Problem statement

From a management perspective, the South African retail clothing industry has witnessed a growth that is gradual for the previous few years. The abundance of retail clothing stores and the intense nature of competition has led these organisations to enhance the satisfaction and loyalty of their customers. Hence, it is imperative for management to ensure that they retain customer base as well as increase their clientele. Losing clients to rivals may not only highlight quality issues but could also translate to loss of sales, low organisational profitability which ultimately impacts on overall organisational performance. Therefore, there is a need to measure and evaluate customer satisfaction and loyalty.

1.3 Objectives of the study

- i. To identify the dimensions of retail service quality that influences the loyalty as well as satisfaction of customers.
- ii. To develop a hypothesis to examine the correlation existing between the quality of service and the loyalty shown by customers.
- iii. To develop a hypothesis to examine the correlation existing between the quality of service and the satisfaction of customers.
- iv. To determine the impact of demographics (age) on shopping experience.

2. LITERATURE REVIEW

2.1 Quality of service vs Retail service quality (RSQ)

As stated by Parasuraman, Zeithaml and Berry (1988) the quality of service is understood as the holistic evaluation of an organisations service offering. This evaluation is conducted by comparing customers' perceptions against customers' expectations. Through this evaluation, service organisations can significantly enhance their competitiveness through greater market share and higher level of customer satisfaction (Cronin and Taylor, 1992). In a study by Parasuraman et al. (1988) it is recommended that the five dimensions of the quality of service: assurance, reliability, tangibles, responsiveness, and empathy, are utilised to estimate the gap that exists between the expectations as well as perceptions of service quality. It is well documented that to study the quality of service in various sectors, researchers widely made use of the SERVQUAL scale. Oliver (1981) postulates that retail customers react well the experience associated to purchases made in-store in a similar way as they respond to the decisions related to their consumption of product. However, Carman (1990) indicates that the SERVQUAL model was too basic in computing the quality of service provided by retailers and should be adjusted based on the distincts services provided.

In order to evaluate the retail sector service quality, Dabholkar, Thorpe and Rentz (1996) established a better all-inclusive scale called the Retail Service Quality (RSQ) scale. Preceding 1996, no validated scale to compute RSQ ever existed (Dabholkar et al., 1996; Siu and Chow, 2003). The following five RQS dimensions make up the scale:

- i. Aspects that are physical (PA): the layout as well as appearance of the store.
- ii. Reliability (RE): being able to keep promises and to do things right the first time.
- iii. Interaction that is personal in nature (PI): courteous employees, ready to help and inspiring within customers the trust and the confidence.
- iv. To be able to solve problems (PS): trained staff who are able to solve possible issues, such as complaints laid by customers, items being returned and/or being exchanged.

- v. Policy (P): business working hours, different options available for payment, and available space to park cars.

The dimensions of RSQ then serves as predecessors to the complete evaluation of RSQ, which in turn effects the strength of their customer relationship. Consequently, enhanced retail service quality is crucial to the formation of strong customer relationships. Therefore the following hypotheses were developed:

H_1 : *The five RSQ dimensions and customer loyalty are strongly correlated.*

H_2 : *The five RSQ dimensions and customer satisfaction are strongly correlated.*

2.2 Loyalty of Customers (CL)

The loyalty of customers refers to the opportunity for customers to recurrently purchase detailed products (shops, service, product, brand, etc.) irrespective of the changing business environment. Customer loyalty is the fundamental purpose of relationship marketing and is meticulously correlated to organisational profitability (Heskett et al., 1994; Rust and Zahorik, 1993). The main reason behind the pursuit for developing and maintaining a strong loyal customer base includes the ability to expand business and acquire a greater market share as this will lead to long term profitability for the organisation.

2.3 Satisfaction of Customer (CS)

The satisfaction of customer points to the complete expectation of clients toward a service or product following the acquisition and consumption of the service or product by the customer (Malhotra; 1999). Throughout and following the purchase process, clients will foster satisfaction or dissatisfaction moods. The level of dissatisfaction or satisfaction is the distinction between recognised expectations and performance of a service or product (Kotler and Armstrong, 1996; Stahl, 1999).

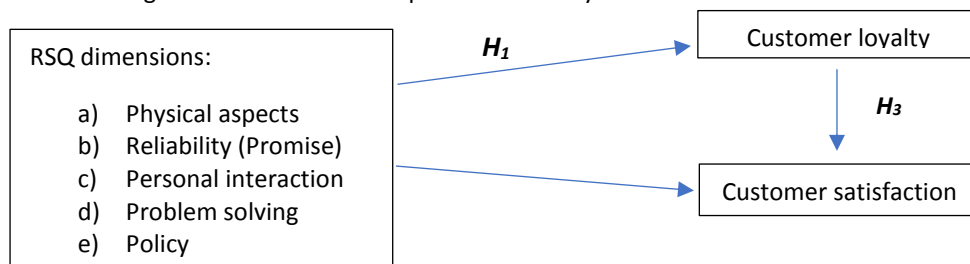
2.4 The relationship between Customer satisfaction (CS) and Customer loyalty (CL)

With regard to several studies conducted in order to explore the liaison of customer satisfaction and customer loyalty, the following dimensions of service quality and customers satisfaction are considered significant precursors for organisations to retain valuable, loyal customers. Therefore the following hypothesis was developed:

H_3 : *Customer loyalty and customer satisfaction are strongly correlated.*

2.4.1 Research framework for in-store shopping dimensions

The following framework was developed for the study:



H₂

Figure 2. Proposed research framework for in-store shoppers

2.5 Online shopping

The subject of customer satisfaction has been discussed extensively in retail literature. However, recently, some researchers have investigated the influence of websites and online shopping attributes on customer satisfaction and loyalty. There have been several initiatives to develop a framework in order to identify dominant factors which impact on customer satisfaction of online shopping from a perspective of website users (Ranganathan and Ganapathy, 2002).

Literature on online service quality has identified several service convenience factors which are unique to the virtual shopping experience (Wolfinger and Gilly, 2003; Yang and Peterson, 2004; Yang, 2005). Colwell (2008) have developed a multi-item scale, based on the work of Berry (2002), which measures the five dimensions of service convenience for online shoppers.

In the context of retailing. Seiders (2000) Jiang, Yang and Jun, (2013) propose the following dimensions for providing convenience:

- i. Access – Customers can reach a retailers therefore making the service accessible.
- ii. Search – Customers can identify and select products / services which they purchase.
- iii. Evaluation – Customers makes a judgement on the product's value and assess the product's details before purchase.
- iv. Transaction – Customers can affect or make amendments to transactions.
- v. Possession – Customers can obtain the desired product which has been ordered.

The hypothesis, therefore, proposed in this research is as follows:

H₄ : Online shopping dimensions and customer satisfaction are strongly correlated.

2.5.1 Research framework for online shopping dimensions

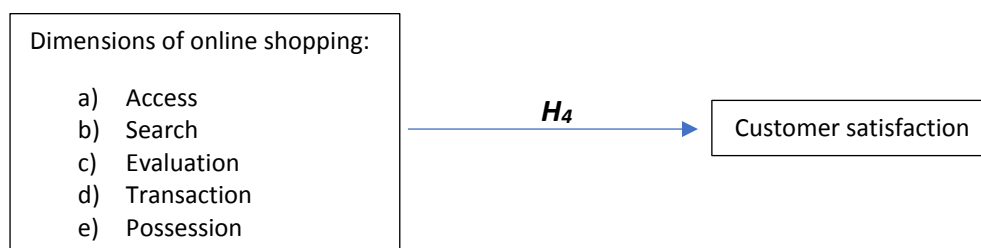


Figure 3. Proposed research framework for online shoppers

3. Research methodology

A questionnaire was distributed at clothing retail stores in shopping malls through an intercept survey technique. The investigation followed the mall intercept method (Bush and Hair; 1985). Simple

random sampling was adopted and this ensured a large sample size. Respondents were contacted randomly at retail stores as they visited the store for their shopping experience. Mall intercept technique have been utilized in other research as a method for collecting data and is considered free of bias (Griffin et al, 2000; Keng et al, 2007; Wang et al, 2010)

3.1 Reliability analysis

Cronbach’s Alpha Coefficient is the variable related to reliability of a research instrument and it is grounded on the existing correlation amongst items of the research instrument (Cronbach, 1951).

The following guidelines for Cronbach’s Alpha Coefficient have been presented by Maree (2007):

- 0.90 – Reliability is high
- 0.80 – Reliability is moderate
- 0.70 – Reliability is low

A research instrument is considered to be satisfactory when the value of the Cronbach’s coefficient is at least 0.7. With this in mind, each variable’s coefficient of reliability has been presented in Table 1.

3.2 Validity analysis

The validity of each construct will be evaluated through Confirmatory Factor Analysis. Factor analysis will be applied to the measurement dimensions with regard to every construct. Construct validity is crucial for the perceived overall validity of the test (Tiku and Pecht, 2010).

Table 1 represents the factor loading and reliability coefficients for the in-store questionnaires. With regard to reliability, each construct has an alpha coefficient of above 0.70, therefore indicating that the measuring instrument is acceptable and reliable. With regard to the validity of the study, the factor loading is above 0.70, therefore indicating that the study and measuring instrument is valid.

Table 1: Factor loading and reliability analysis of in-store customers’ questionnaire

Item/Construct	Factor loading	Reliability
Factor 1 – Physical aspects		
Visually appealing physical facilities	0.821	0.890
Customers easily find what they need because of the layout of the store	0.803	
Availability of merchandise	0.811	
Factor 2 – Reliability (Promise)		
Providing a service at the time it is required	0.788	0.878
Promise to do something at the required time	0.801	
Factor 3 – Personal interaction		
Knowledge of the employees	0.772	0.902
Consistently courteous to customer	0.794	
Perform the service right the first time	0.767	
Individual attention	0.772	
Factor 4 – Problem solving		
Handling customer complaints directly and immediately	0.857	0.872
Ability to solve problems efficiently	0.842	

Factor 5 - Policy		0.853
Quality of merchandise	0.875	
Error free sales transactions and records	0.821	
Willingly handle returns and exchanges	0.801	
Convenient operating hours	0.798	

Table 2 represents the factor loading and reliability coefficients for the online questionnaires. With regard to reliability, each construct has an alpha coefficient of above 0.70, therefore indicating that the online measuring instrument is acceptable and reliable. With regard to the validity of the study, the factor loading is above 0.70, therefore indicating that the study and measuring instrument is valid.

Table 2: Factor loading and reliability analysis of online customers' questionnaire

Item/Construct	Factor loading	Reliability
Factor 1 – Access convenience		
Flexibility of time	0.827	0.899
Accessibility of websites	0.865	
Availability of products and brands	0.844	
Factor 2 – Search convenience		
Website design	0.831	0.923
Search engine capacity	0.867	
Download speed	0.796	
Factor 3 – Evaluation convenience		
Product information	0.823	0.878
Standardized or branded products	0.864	
Pricing information	0.882	
Factor 4 – Transaction convenience		
Type of payment methods	0.789	0.919
Check-out process	0.821	
Confirmative reply	0.876	
Factor 5 – Possession convenience		
On time delivery	0.786	0.912
Product undamaged upon delivery	0.843	
Attitude and performance of delivery personnel	0.866	

3.3 Testing of the hypothesis

In order to test the hypothesis, an analysis of correlation and multiple regression analysis was conducted.

3.3.1 H₁ : The five RSQ dimensions and customer loyalty are strongly correlated.

Table 3: Hypothesis Model 1

R	R ²	Adjusted R ²	Std. Error of Estimate
0.872	0.612	0.562	0.56201

^a Predictors: Physical aspects, Reliability, Personal interaction, Problem solving, Policy

^b Dependent variable: Customer loyalty

0.872 representing the R value as indicated in the above Table 3, provides a validation that the dependent relationship is fairly strong, and it explicates 87.2% of the variable that is dependent in nature i.e. customer loyalty.

Table 4: Dependent variable coefficient (customer loyalty)

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Customer loyalty	0.853	0.439		1.901	0.494
Physical aspects	0.678	0.154	0.232	1.667	0.442
Reliability	0.665	0.154	0.273	0.813	0.420
Personal interaction	0.674	0.156	0.163	1.692	0.326
Problem solving	0.617	0.154	0.258	1.737	0.488
Policy	0.612	0.143	0.146	0.998	

Table 4 shows the results of the regression analysis. It pointed at the connection between the predictors (five RSQ dimensions) and the variable that is dependent in nature, in this case being customer loyalty (CL). Making use of the results denoted in the above Table 4, the predictable regression model is highlighted in the following regression equivalence:

$$y(\text{CL}) = 0.853 + 0.678(x_1) + 0.665(x_2) + 0.674(x_3) + 0.617(x_4) + 0.612(x_5)$$

where

- CL = Customer loyalty
- x_i = relates to each element
- i = 1, 2, 3, 4, 5
- x_1 = physical aspects
- x_2 = reliability
- x_3 = personal interaction
- x_4 = problem solving
- x_5 = policy

The coefficient of determination (R^2) indicates the extent to which the model related to multiple regression fits the set of data. A coefficient with value that is near zero indicates a weaker fit while a coefficient with value that is near one indicates a good fit. The value of 0.612, in Table 3, representing R^2 , shows that 61.2% of the difference in CL can be elucidated by the five predictor variables singled out in the equation related to the regression analysis. 0.678 is the larger beta (β) coefficient, which corresponds to physical aspects, meaning that one distinct standard deviation augmentation in physical aspects succeeded by 0.678 standard deviation augmentation in CL. It is obvious that physical aspects ($t = 1.901$) as well as problem solving ($t = 1.737$) both have a considerable bearing on the loyalty of customers. Consequently, grounded on the multiple regression analysis referred to above, the first premise (H_1), is maintained.

3.3.2 H_2 : The five RSQ dimensions and customer satisfaction are strongly correlated.

Table 5: Hypothesis Model 2

R	R^2	Adjusted R^2	Std. Error of Estimate
0.817	0.614	0.562	0.56201

^c Predictors: Policy, Problem solving, Personal interaction, Reliability, Physical aspects

^d Dependent variable: Satisfaction of customer

0.817 representing the R value as indicated in the above Table 5, provides a validation that the dependent relationship is fairly strong, and it explicates 81.7% of the variable that is dependent in nature i.e. customer satisfaction.

Table 6: Dependent variable coefficient (customer satisfaction)

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Customer satisfaction	0.770	0.430		1.830	0.081
Physical aspects	0.282	0.160	0.370	1.834	0.085
Reliability	0.261	0.162	0.270	1.045	0.276
Personal interaction	0.260	0.160	0.098	0.484	0.654
Problem solving	0.415	0.153	0.610	3.877	0.100
Policy	0.118	0.160	0.217	0.723	0.473

Table 6 above shows the results of the regression analysis. It pointed at the connection between the predictors (five RSQ dimensions) and the variable that is dependent in nature, in this case being customer satisfaction (CS). Making use of the results denoted in the above Table 6, the predictable regression model is highlighted in the following regression equivalence:

$$y(\text{CL}) = 0.770 + 0.282(x_1) + 0.261(x_2) + 0.260(x_3) + 0.415(x_4) + 0.118(x_5)$$

where CS = Customer satisfaction
 x_i = relates to each element
 i = 1, 2, 3, 4, 5
 x_1 = physical aspects
 x_2 = reliability
 x_3 = personal interaction
 x_4 = problem solving
 x_5 = policy

The coefficient of determination (R^2) indicates the extent to which the model related to multiple regression fits the set of data. A coefficient with value that is near zero indicates a poorer fit while a coefficient with value that is near one indicates a good fit. The value of 0.614, in Table 3, representing R^2 , shows that 61.4% of the difference in CS can be elucidated by the five predictor variables singled out in the equation related to the regression analysis. 0.415 is the larger beta (β) coefficient, which corresponds to problem solving, meaning that one distinct standard deviation augmentation in problem solving succeeded by 0.415 standard deviation augmentation in CS. It is obvious that problem solving ($t = 3.877$) as well as physical aspects ($t = 1.830$) both have a considerable bearing on the satisfaction of customers. Consequently, grounded on the multiple regression analysis referred to above, the first premise (H_2), is maintained.

3.3.3 H_3 : Customer loyalty and customer satisfaction are strongly correlated.

Table 7: Hypothesis Model 3

R	R^2	Adjusted R^2	Std. Error of Estimate
0.798	0.634	0.455	0.58019

[°] Predictors: Loyalty of customer

[£] Dependent variable: Customer satisfaction

0.798 representing the R value as indicated in the above Table 7, provides a validation that the dependent relationship is fairly strong, and it explicates 79.8% of the variable that is dependent in nature i.e. satisfaction customer.

Table 8: Coefficients of the dependent variable (customer satisfaction)

Constant	b	Std. Error	β	t	Sig.
Customer satisfaction (CS)	0.759	0.427		1.702	0.094
Customer loyalty	0.436	0.142	0.135	1.821	0.405

$$y(\text{CS}) = 0.759 + 0.436(x_1)$$

where CS = Customer Satisfaction
 x_i = relates to each element
 $i = 1$
 x_1 = customer loyalty

The value of 0.634, in Table 7, representing R^2 , shows that 63.4% of the difference in CS can be elucidated by the five predictor variables singled out in the equation related to the regression analysis. 0.415 is the larger beta (β) coefficient shown in Table 8, which corresponds to satisfaction of customers, meaning that one distinct standard deviation augmentation in the satisfaction of customers, succeeded by 0.436 standard deviation augmentation in CS. It is obvious that the loyalty of clients ($t = 1.821$) has a considerable bearing on the satisfaction of customers. Consequently, grounded on the multiple regression analysis referred to above, the first premise (H_3), is maintained.

3.3.4 H₄: Online shopping dimensions and customer satisfaction are strongly correlated.

Table 9: Model of Hypothesis 4

R	R Square	Adjusted R Square	Std. Error of Estimate
0.822	0.631	0.553	0.55301

^a Predictors: Access, Search, Evaluation, Transaction, Possession
^b Dependent variable: Customer satisfaction

0.822 representing the R value as indicated in the above Table 9, provides a validation that the dependent relationship is fairly strong, and it explicates 82.2% of the variable that is dependent in nature i.e. satisfaction customer.

Table 10: Dependent variable coefficient (customer satisfaction)

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Customer satisfaction	0.891	0.413		1.841	0.071
Access	0.272	0.150	0.270	1.834	0.075
Search	0.361	0.152	0.170	1.055	0.296
Evaluation	0.370	0.150	0.068	0.464	0.644
Transaction	0.514	0.133	0.510	1.858	0.000
Possession	0.207	0.150	0.117	0.723	0.472

Table 10 above shows the results of the regression analysis. It pointed at the connection between the predictors (online shopping dimensions) and the variable that is dependent in nature, in this case

being customer satisfaction (CS). Making use of the results denoted in the above Table 1, the predictable regression model is highlighted in the following regression equivalence:

$$y(\text{CS}) = 0.891 + 0.272(x_1) + 0.361(x_2) + 0.370(x_3) + 0.514(x_4) + 0.20(x_5)$$

where

- CS = Customer satisfaction
- x_i = relates to each element
- i = 1, 2, 3, 4, 5
- x_1 = access
- x_2 = search
- x_3 = evaluation
- x_4 = transaction
- x_5 = possession

The coefficient of determination (R^2) indicates the extent to which the model related to multiple regression fits the set of data. A coefficient with value that is near zero indicates a poorer fit while a coefficient with value that is near one indicates a good fit. The value of 0.631, in Table 3, representing R^2 , shows that 63.1% of the difference in CS can be elucidated by the five predictor variables singled out in the equation related to the regression analysis. 0.514 is the larger beta (β) coefficient, which corresponds to transaction convenience (independent variable), meaning that one distinct standard deviation augmentation in transaction convenience succeeded by 0.514 standard deviation augmentation in CS. It is obvious that transaction convenience ($t = 1.858$) as well as access convenience ($t = 1.834$) both have a considerable bearing on the satisfaction of customers. Consequently, grounded on the multiple regression analysis referred to above, the first premise (H_4), is maintained.

In summary, it is evident from the in-store questionnaire analysis that customers strongly correlate physical aspects and problem solving as predictor variables of the loyalty of customer and satisfaction of customer. With regard to the online questionnaire, the analysis indicates that customers strongly correlate transaction convenience and convenience of access as predictor variables of customer satisfaction.

4. DESCRIPTIVE ANALYSIS FOR IN-STORE CUSTOMER RESPONSES

4.1 Demographics of in-store shoppers

Table 11: Age of in-store shoppers

Age group	Responses	% of responses
Under 30	152	32
30 - 40	101	21

Over 40	222	47
	476	

The results shown in Table 11, indicates that a high percentage of 47% belonging to the age group of over 40 years, prefer the in-store experience associated with retail shopping. This means that the older generation in this age group do not prefer online shopping. The results also show that the younger generation in the age group under 30 at 32%, also prefer doing in-store purchase as most of them were unemployed and did not have the advantage of having a credit card for online purchases. The results is graphically represented in Figure 4.

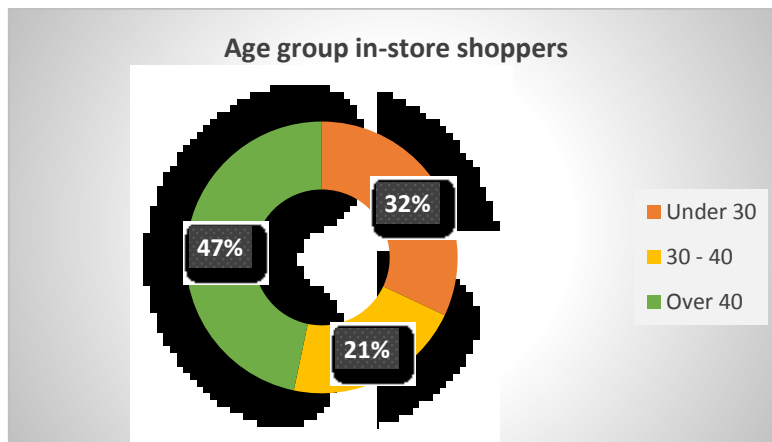


Figure 4: Graphical representation of age groups for in-store shoppers

The findings in Table 12, indicates that there is a large percentage of in-store shoppers whom enjoy the benefits of the in-store retail experience. The results show that in-store customers preferred hands on problem solving techniques as well as proper store policies being implemented.

Table 12: In-store customer responses

Item/Construct	% responses	Overall % of constructs
Factor 1 – Physical aspects		
Visually appealing physical facilities	88	88.3
Customers easily find what they need because of the layout of the store	87	
Availability of merchandise	90	
Factor 2 – Reliability (Promise)		
Providing a service at the time it is required	82	83.5
Promise to do something at the required time	85	
Factor 3 – Personal interaction		
Knowledge of the employees	89	89.5
Consistently courteous to customer	92	
Perform the service right the first time	90	
Individual attention	87	
Factor 4 – Problem solving		
Handling customer complaints directly and immediately	94	93
Ability to solve problems efficiently	92	
Factor 5 - Policy		
Quality of merchandise	97	

Error free sales transactions and records	96	95.75
Willingly handle returns and exchanges	92	
Convenient operating hours	98	

4.2 Demographics of online shoppers

Table 13: Age of online shoppers

Age group	Responses	% of responses
Under 30	93	49
30 - 40	54	29
Over 40	40	22
	187	

Table 13 indicates a high percentage of 49% in the age group of under 30, as this generation is technologically savvy and prefer online purchases. The lower percentage of 22% in the age group over 40, indicated that they are not as technologically advanced and do not do online shopping. The results is graphically represented in Figure 5.

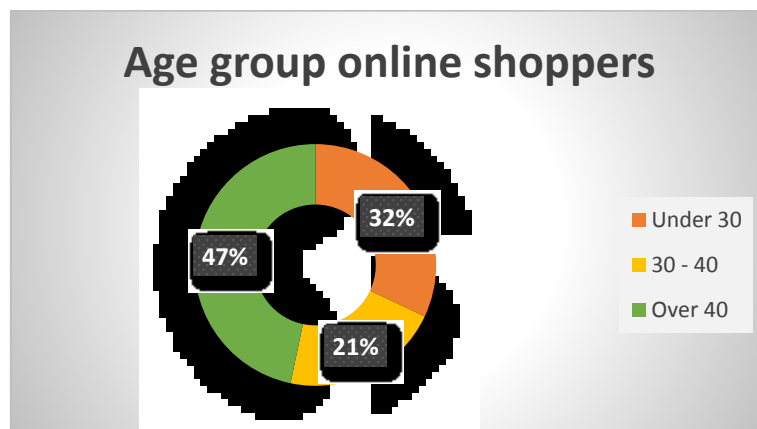


Figure 5: Graphical representation of age groups for online shoppers

The results in Table 14 indicates that shoppers enjoy the online shopping experience at their own convenience and comfort of their own home without the hustle and bustle of in-store shopping. The experience resulted in easy access to websites and user friendly search options as well as digital transactions at the touch of a button.

Table 14: Online customer responses

Item/Construct	% responses	Overall % of constructs
Factor 1 – Access convenience		93.6
Flexibility of time	90	
Accessibility of websites	95	
Availability of products and brands	96	
Factor 2 – Search convenience		

Website design	97	95.6
Search engine capacity	98	
Download speed	92	
Factor 3 – Evaluation convenience		91.7
Product information	90	
Standardized or branded products	94	
Pricing information	91	
Factor 4 – Transaction convenience		89.6
Type of payment methods	90	
Check-out process	90	
Confirmative reply	89	
Factor 5 – Possession convenience		88
On time delivery	85	
Product undamaged upon delivery	89	
Attitude and performance of delivery personnel	90	

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