

Chapter III

Service Quality of E-Commerce for Global Consumers

ABSTRACT

Customers' perception and expectation of service quality dimensions for any field, whereas it is traditional commerce or EC, has a close relation with adoption of that system, and is significantly depend on cultural diversity of the customers. Service quality of a business, in the present competitive market, plays a very sensitive role in positive perception of that business and thus acceptance, use, and adoption. Since EC is inherently global, global consumers' perception of service quality, grounded on cultural and social diversity, is a potential criterion to be addressed and analyzed. This chapter of the book is designed to conceptualize some general idea about expectation and performance of different service quality attributes for B2C EC as revealed by different researchers.

3.1. INTRODUCTION

Diffusion of the Internet has changed the methodology of operating business. EC presents several advantages for business, consumers, and employees. Sustainability

and expansion of EC depends on several factors. In absence of physical cues, service quality plays a significant role in EC. Therefore, exploring service quality factors of EC and its possible impact on customers' behavioral intention in a global context is a wide area to investigate and understand. This led to reviewing the relevant scholarly articles engaged in identifying service quality attributes and developing quality framework, summarizing and comparing the primary models in this field, and finding out the determining factors of service quality in EC. Finally, this paper is engaged in revealing the relevance with and impact of perception of service quality on cultural diversity and proliferation of EC among global consumers.

Globalization of EC is certainly a function of global consumers' acceptance, use, and adoption of this phenomenon. Very rationally, consumers' perception of EC is a determining factor in this context. Marketing literature has long been sought that service quality of a business, in the present competitive market, plays a very sensitive role in positive perception of that business and thus acceptance, use, and adoption. Especially, when we conjecture that EC is inherently global, global consumers' perception of service quality, grounded on cultural and social diversity, is a potential criterion to be addressed and analyzed. This chapter of the book is designed to impart some general idea about expectation and performance of different service quality attributes for B2C EC as revealed by different researchers. Therefore, we will look primarily on existing profound literature addressing and investigating service quality models of B2C EC. We have divided this chapter into 5 sections with section 2 into subsections. We will first provide the readers some details of concepts of service quality of B2C EC. Then, we will explore significant contributions of some researchers and compare those to get generic meanings of different attributes of service quality. Finally, we will figure out the relevance of this issue with the fundamental objectives of this book.

3.2. ELECTRONIC-COMMERCE SERVICE QUALITY

Practitioners and academics experience growing interest in the service sector's operations and in service quality in particular. The service sector has become an important part of core business strategy. The service management literature of the 1990s (both marketing and operations) supports a view that excellent service and prescriptions for improving service quality is an important way to enhance customer satisfaction and loyalty leading to increased competitiveness and profitability, both in manufacturing and in service industries. Service is an act or combination of acts to assist others. It can be measured by performance. It is intangible and may or may not be associated with product transactions (Kotler, 1973). Therefore, service is characterized by the fact that it is intangible, simultaneous, and heterogeneous.

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