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Research Paper

Consumer Preference Analysis for Websites Using e-TailQ and AHP

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Abstract

In today's scenario when the world is going online, websites are the first point of contact for the consumers. It has become a necessity to have a website nowadays to be effective and successful in this internet infiltrated world. A well-thought-out web design plan generates an extraordinary customer experience. In this paper we study the various scales and model given by researchers at different point of time related to website service quality. Here we have taken into consideration the e-Tail Quality (e-TailQ) scale for our study purpose. The model has five factors of online retailing customer experience: website layout, website information, reliability/customer service, fulfilment and security/privacy. These factors were then tested based on the Analytic Hierarchy Process (AHP) model which is based on an exponential scale to calculate each criterion's relative weight. The research is an endeavor to move further in measuring customer preference towards the service qualities offered by the websites and developing a more focused approach.

Keywords: *e-TailQ; AHP; Customer preference; Retail Website; E-tailing*

1. Introduction

In today's scenario when the world is going online, websites are the first point of contact for the consumers. Websites have become the face of the business. It has become a necessity to have a website nowadays to be effective and successful in this internet infiltrated world. Large number of people are using smart phones and access web anywhere. According to [18] rapid technological adoption, led by increased use of devices such as smartphones, laptops, tablets and access to the internet through broadband, 3G, 4G etc., has steered an enormous online consumer base. In India it has grown to around 400 million Internet users. According to [13] India is supposed to have 500 million users by 2017, but now only India has around one billion mobile subscribers.

Consumers making online payment reached 65 million in 2015, as against around 40 million in 2014. The massive growth in e-commerce is mainly due to expanding internet penetration along with improvements in broadband, logistics and internet-ready devices. Thus the companies that do not have a website are only losing out to the competition.

But is it enough for a business entity to just buy and host a website? The answer is definitely a No! The website is the paramount interface or the impression that the customer gets of the business on the internet. It can convert prospects into customer with highly informative and creative content. It is therefore important that the website straight way appeals and attract the customers and is highly informative to them. Website serves as a way to build business and improve sales. A well-thought-out web design plan generates an extraordinary customer experience. It must be an experience that's incomparable and that will make the customer retreat to the site on frequent occasions.

In this paper we have studied the various scales and model given by researchers at different point of time related to website service quality. Here we have taken into consideration the e-Tail Quality(e-Tail Q) scale for our study purpose. The model is given by [24] uncovering five factors of online retailing customer experience: website layout, website information, reliability/customer service, fulfilment and security/privacy. These factors were then tested based on the Analytic Hierarchy Process (AHP) model which is based on an exponential scale to calculate each criterion's relative weight [6]. AHP analysis involves applying a reasonable scale system to determine the proportion scale for pair-wise comparisons of the judgment matrix. The research is an endeavour to move further in measuring customer preference towards the service qualities offered by the websites and developing a more focused approach hence toward.

2. Literature Review

According to [3], study shows that more than 75% of online shoppers leave for a competitor's business rather than suffer delays at peak hour. 88% of online shoppers have less probability to come back to a site after a bad experience and almost 50% express a negative perception of the company after a single bad experience.

According to [17] if there is a problem in easy navigation of a website and customer face issues in sailing through the website to get the required information. This leads customers to abandon the website without buying or switching to some other website.

According to [5] machine and expert methods may recognise vital features of websites, they overlook the view point of the shoppers, the decision maker of a website's achievement. The ultimate method is to enquire the customer, the visitor to the website and customer of the information, to appraise the website.

In [10], reporting of key issues, views and processes to be deliberated in the supervision of online trade from customer satisfaction

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and loyalty point of view, and they appraise whether a site has been operated according to client's objectives.
In [7], it is discussed that E-retailing in disparity to traditional retailing is not a single relatively uniform marketing activity. Therefore, e-retailing service systems vary based on networks of distribution, service content and merchandise type [22]. Therefore, one-size fits all e-service quality instruments lead to ambiguous outcomes. Instrument creation should considered the building block of the e-service systems.
According to [21] AHP model which is a multi-criteria decision making model can be used for supplier selection. Selection of suitable e-banking channel alternative can be done with the application of analytical hierarchy process [19].
Some researchers created tools or estimation framework for the appraisal of site quality [25]. E-service quality stimulates customer loyalty and retention [12]. Some researchers concentrated on e-service quality and their intentions to return and repurchase [20], attitude toward the website [24], objectives to buy from the website [11] and behavioural intentions [2].

2.1 e-Tail Quality Model

Wolfinbarger and Gilly has proposed a holistic evaluation of e-retail service quality [24]. It is entitled electronic retailing service quality [e-Tail Q]. It emphases on determining the service quality in an online platform in totality at different stages when there is an interface between the customer and the website. Both Online and offline focus groups, a sorting task, and an online-customer panel assessment was conducted and a 14-item scale was developed to measure online service quality. The scale comprises of five dimensions: Web layout, Web information, Fulfillment/Reliability, Customer Service and Privacy/Security.
Website Design- It consists of Web layout and Web information and includes all elements substantial to the customer's experience with the website [excluding customer service].
Web layout- It Indicated that search for the desired product by customer is easy and gives suitable and desired results. The site is attractive and inviting and it's a fulfilled experience for the customer to surf and shop.
Web Information- The website has a good and detailed display and provides in-depth information about the products. The information is easily available and saves customer time, searching for the required information. It includes attributes as navigation, search for information, processing of order, personalization and merchandise assortment.
Fulfilment/Reliability- It indicates that the products received is same as shown on the website at the time of ordering and the product is delivered on time as promised.
Customer Service- It states the responsiveness the e-retailers show to customer's encountering trouble with the framework. The website has service personnel, always willing to help in solving customers' query and problems promptly also returning of items is relatively easier. It emphasises on not letting any problem within the system, nevertheless if challenges are confronted, the competence and efficacy to solve the problem is there.
Security/Privacy- It refers to the level of security and privacy of customers shared information. Privacy is the level of safety of customers information collected from them, the way the data are stored and the purposes for which it is utilized. Security is linked to the monetary threats to the consumers while carrying out their online transactions. It indicated that customers feel that their privacy is protected on the website and the website is safe for transaction. This build up trust in the website and customers feel safe in making transaction on the website.

2.2 AHP Model

AHP is a mathematical structured method introduced by [15]. It is used to answer composite multi-conditions decision-making problems. MCDM is applied to monitor, rank, highlight and choose a group of substitutes under contradictory features [9].The concluding score is on a comparative basis, comparing the significance of one choice alternative to another [4]. AHP reflects both quantitative and qualitative conditions and substitutes on the similar preference scale, making AHP a reasonable process to study intangibles, i.e., definition or attributes that have no scale of measurement, but can be measured through comparative measurement [14]. It also provides a valuable mechanism for examining the reliability of the respondents' evaluations [16].The AHP has the following steps:

Step 1: Create AHP structure.
MCDM is organised as a hierarchy order. The MCDM is disintegrated into a hierarchy of interconnected choice attribute.

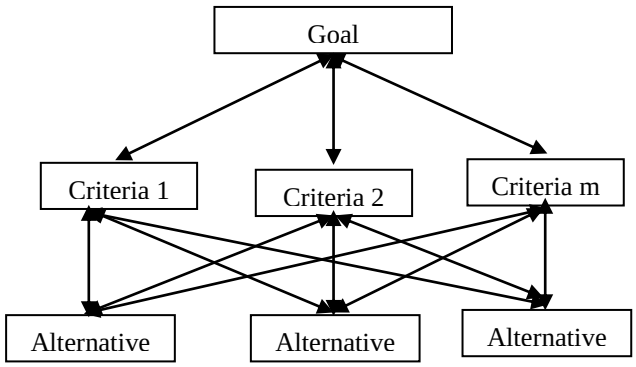

Fig. 1. AHP structure

With the AHP, the objectives, criteria and alternatives are organised in a hierarchical construct. Usually, a hierarchy has three planes with overall goal of the problem at the top, multiple criteria in the central, and decision alternatives at the bottom [1].

Step 2: Create a pair-wise evaluation decision matrix.
The next stage is the pair evaluation of criteria to calculate the comparative weight of criteria. The criteria are compared pair-wise on the basis to their effect and built on the defined criteria in the higher level [1].
In AHP, multiple pair-wise evaluations are from a comparison scale Table 1.

Table 1: Standardized comparison scale of nine levels.

Definition	Value
Equal importance	1
Weak importance	3
Essential importance	5
Demonstrated importance	7
Extreme importance	9
Intermediate values	2, 4, 6, 8

Suppose that C = {Cjjj = 1, 2 . . . n} be the set of criteria. Evaluation matrix can be gotten, in which every element aij (i, j = 1, 2 . . . n) represents the relative weights of the criteria illustrated:

$$A=\begin{bmatrix} a11 & a12 & \ldots. & a1n \\ a21 & a22 & \ldots. & \ldots\ldots \\ \ldots. & \ldots. & aii & \ldots. \\ an1 & an2 & \ldots. & ann \end{bmatrix}$$

Whereaij(i, j = 1, 2 . . . n) has comply with following condition:
aij=1/aji; aij=1; aij> 0

Step 3: Calculate criteria weight.

$$AW = \lambda max * W(1)$$

The λmax can be acquired. If the λmax is equal to n and the rank of matrix A is n, A is consistent. In this case, the relative criteria can be discussed. The weight of each criterion will be calculated by normalizing any of the rows or columns of matrix A [23].

Step 4: Test consistency.

AHP must meet the requirement that matrix A is consistent. There are two parameters Consistency Index (CI) and Consistency Ratio (CR). Both of them are defined as following:

$$CI = (\lambda max - n) / (n-1) \quad (2)$$

$$CR = CI/RI \quad (3)$$

Where RI is random index.

Table 2: The relationship between RI value and count of criterion.

N	1	2	3	4	5	6	7	8	9	10
RI	0	0	0.58	0.90	1.12	1.24	1.32	1.41	1.45	1.49

For different count of criteria, it has different value demonstrated in table 2. If CR is less than 0.10 (10%), the result can be acceptable and matrix A has sufficient consistency.

3. Research Work

3.1. Objectives

- The objective of the study is to review the customer preference for website attributes.
- To rank the website attribute for different segment of the population.

3.2. Research Methodology

The research has been designed to have a combination of qualitative and quantitative study. Qualitative study is conducted through secondary data, taken from research papers, journals, magazines and websites. Here we tried to study the various scales and models given at different points of time to understand the various attributes of website and the dimensions of the e-service quality.
AHP model is established with relation to these dimensions of the e-service quality. Based on this primary research is carried out. Questionnaire is developed for collection of the primary data. Questions are based on Likert scale. Analysis of these questions based on the AHP model helps in ranking the different website attributes based on the customer preference for doing online shopping.

3.2.1. Process Adopted

The three-step methodology employed to measure retail website efficiency is presented below:

- Exhaustive review of literature is done to study the various scales that have been developed for measuring e service quality. Based on these studies E-Tail Q model developed by [24] was taken in to consideration.
- The relative significance of the attributes based on respondent's perception was determined by the process of using Analytical hierarchy process (AHP).
- Results were compared to prove the implications of website attributed on customer preference

3.2.2. Samples & Measures

Questionnaire was prepared and its link was provided on the social media site. A sample of 150 respondents was received online and from which 129 respondents were considered for further analysis. We tried to maintain an equal proportion of respondents for each category of Students, Males, Working Females and Non-working Females to get a clear picture of the customer preference of the website attributes.

4. Analysis and Interpretation

The study is carried out segment wise as well an overall analysis is done to find out the customer preference for the website attributes section wise and on an overall basis.

Table 3: Respondent Profile

Age		
	Frequency	**Percent**
Below 20YRS	0	0
21-30YRS	45	35%
31-40YRS	69	53%
41-50YRS	15	12%
Above 50 YRS	0	0%
Total	129	100%
Occupation		
	Frequency	**Percent**
STUDENT	33	26%
SERVICE	72	56%
HOMEMAKER	24	19%
Total	129	100%
Gender		
	Frequency	**Percent**
MALE	60	47%
FEMALE	69	53%
Total	129	100%

5.1 Analysis of Overall Customer Preference for the Website Attributes

On the basis of the survey conducted for knowing the customer preference for website attributes, the pair wise comparison data collected for all the respondents are fed in to the criteria matrix. While feeding the information it can be inferred that if attribute web layout is five times important than attribute Web information, then the decision maker is putting five in favour of web layout and the comparison of Web information in this case will be reciprocal viz., one by five. The scaling of AHP on the selected factors is shown in Table 4.

Table 4: Criteria Value Table for All the Customers

	Web Layout	**Web Information**	**Customer Service**	**Fulfilment**	**Privacy/ Security**
Web Layout	1.00	1.32	0.85	0.45	0.36
Web Information	0.76	1.00	1.11	0.61	0.39
Customer Service	1.17	0.90	1.00	1.34	0.61
Fulfilment	2.21	1.63	0.75	1.00	0.80
Privacy/Security	2.74	2.59	1.64	1.24	1.00
SUM	7.88	7.45	5.35	4.65	3.17

Then the criteria table is normalized as shown in table 5

Table 5: Normalized Value Table for All the Customers

	Web Layout	Web Information	Customer Service	Fulfilment	Privacy/Security	Sum	Weightage (W)
Web Layout	0.13	0.18	0.16	0.10	0.12	0.68	0.14
Web Information	0.10	0.13	0.21	0.13	0.12	0.69	0.14
Customer Service	0.15	0.12	0.19	0.29	0.19	0.94	0.19
Fulfilment	0.28	0.22	0.14	0.22	0.25	1.11	0.22
Privacy/Security	0.35	0.35	0.31	0.27	0.32	1.59	0.32
SUM	1.00	1.00	1.00	1.00	1.00	5.00	1.00

Once the criteria matrix is normalized, summing each one of the attribute against all the other attribute and taking its average gives the weightage of the attribute. The weightage obtained in table 5 describe the preference of the customer for the attributes of the retail website.

The analysis shows that web layout and web information are the least significant attribute for the respondents. This is succeeded by customer service and fulfillment as the next most important attribute. But amongst all the website attributes, privacy/security is the most crucial attribute that customers value the most.

AHP must also meet the requisite that the matrix is consistent. So, the matrices are tested for their consistency. These are put to test by two parameters: Consistency Index (CI) and Consistency Ratio (CR).The CI value for the matrix comes out to be .033 and the CR value for the same is evaluated to be .029, which is 2.91% and this value is less than 10%. Thus we can say that the observations are consistent and the model is robust.

5.2 Analysis of Male Customers Preference for the Website Attributes

On the basis of the survey conducted for knowing the male customers preference for website attributes, the pair wise comparison data collected for the male respondents are fed in to the criteria matrix.

While feeding the information it can be inferred that if attribute web layout is five times important/strong than attribute Web information, then the decision is putting five in favour of web layout and the comparison of Web information in this case will be reciprocal viz., one by five. The scaling of AHP on the selected factors is shown in Table 6.

Table 6: Criteria Value Table for Male Customers

	Web Layout	Web Information	Customer Service	Fulfilment	Privacy/Security
Web Layout	1.00	2.03	1.02	0.75	0.14
Web Information	0.49	1.00	1.03	0.77	0.35
Customer Service	0.98	0.97	1.00	1.56	0.38
Fulfilment	1.33	1.30	0.64	1.00	0.76
Privacy/Security	7.41	2.85	2.64	1.32	1.00
SUM	11.21	8.15	6.34	5.40	2.62

Then the criteria table is normalized as shown in table 7.

Table 7: Normalized Value Table for Male Customers

	Web Layout	Web Information	Customer Service	Fulfilment	Privacy/Security	Sum	Weightage (W)
Web Layout	0.09	0.25	0.16	0.14	0.05	0.69	0.14
Web Information	0.04	0.12	0.16	0.14	0.13	0.61	0.12
Customer Service	0.09	0.12	0.16	0.29	0.14	0.80	0.16
Fulfilment	0.12	0.16	0.10	0.19	0.29	0.85	0.17
Privacy/Security	0.66	0.35	0.42	0.24	0.38	2.05	0.41
SUM	1.00	1.00	1.00	1.00	1.00	5.00	1.00

Once the criteria matrix is normalized, summing each one of the attribute against all the other attribute and taking its average gives the weightage of the attribute. The weightage obtained in table 7 describe the preference of the male customer for the attributes of the retail website.

The analysis shows that Web information is the least important attribute for males. This is succeeded by Web layout. Customer service and Fulfilment are considered equally important by them. But amongst all the website attributes Privacy/Security is the most crucial attribute that the males value the most.

AHP must also meet the requirement that the matrix is consistent. So, the matrices were tested for their consistency. These are put to test by two parameters: Consistency Index (CI) and Consistency Ratio (CR).The CI value for the matrix comes out to be 0.102 and the CR value for the same is evaluated to be 0.091, which is 9.13% and this value is less than 10%. Thus we can say that the observations are consistent and the model is robust.

5.3 Analysis of Working Female Customers Preference for the Website Attributes

On the basis of the survey conducted for knowing the working female customers' preference for website attributes, the pair wise comparison data collected for the working female respondents are fed in to the criteria matrix.

While feeding the information it can be inferred that if attribute web layout is five times important/strong than attribute Web information, then the decision is putting five in favour of web layout and the comparison of Web information in this case will be reciprocal viz., one by five. The scaling of AHP on the selected factors is shown in Table 8.

Table 8: Criteria Value Table for Working Female Customers

	Web Layout	Web Information	Customer Service	Fulfilment	Privacy/ Security
Web Layout	1.00	1.22	0.58	0.57	0.12
Web Information	0.82	1.00	1.84	1.14	0.12
Customer Service	1.71	0.54	1.00	1.76	0.22
Fulfilment	1.75	0.88	0.57	1.00	0.14
Privacy/Security	8.00	8.15	4.49	7.17	1.00
SUM	13.29	11.79	8.49	11.64	1.61

Then the criteria table is normalized as shown in table 9

Table 9: Normalized Value Table for Working Female Customers

	Web Layout	Web Information	Customer Service	Fulfilment	Privacy/ Security	Sum	Weightage (W)
Web Layout	0.08	0.10	0.07	0.05	0.08	0.37	0.07
Web Information	0.06	0.08	0.22	0.10	0.08	0.54	0.11
Customer Service	0.13	0.05	0.12	0.15	0.14	0.58	0.12
Fulfilment	0.13	0.07	0.07	0.09	0.09	0.45	0.09
Privacy/Security	0.60	0.69	0.53	0.62	0.62	3.06	0.61
SUM	1.00	1.00	1.00	1.00	1.00	5.00	1.00

Once the criteria matrix is normalized, summing each one of the attribute against all the other attribute and taking its average gives the weightage of the attribute. The weightage obtained in table 9 describe the preference of the working female customer for the attributes of the retail website.

The analysis shows that Web layout and fulfilment are the least important attribute for working females. This is succeeded by Web information and Customer service which are considered equally important by them. But amongst all the website attributes Privacy/Security is the most crucial attribute that the working women value the most.

AHP must also meet the requirement that the matrix is consistent. So, the matrices were tested for their consistency. These are put to test by two parameters: Consistency Index (CI) and Consistency Ratio (CR).The CI value for the matrix comes out to be 0.061 and the CR value for the same is evaluated to be 0.055, which is 5.47% and this value is less than 10%. Thus we can say that the observations are consistent and the model is robust.

5.4 Analysis of Home maker Female Customers Preference for the Website Attributes

On the basis of the survey conducted for knowing the home maker female customers' preference for website attributes, the pairwise comparison data collected for the homemaker female respondents are fed in to the criteria matrix.

While feeding the information it can be inferred that if attribute web layout is five times important/strong than attribute Web information, then the decision is putting five in favor of web layout and the comparison of Web information in this case will be reciprocal viz., one by five. The scaling of AHP on the selected factors is shown in Table 10.

Table 10: Criteria Value Table for Homemaker Female Customers

	Web Layout	Web Information	Customer Service	Fulfilment	Privacy/ Security
Web Layout	1.00	0.78	1.11	0.15	0.72
Web Information	1.28	1.00	0.55	0.18	0.14
Customer Service	0.90	1.83	1.00	0.38	0.76
Fulfilment	6.70	5.53	2.62	1.00	0.76
Privacy/Security	1.38	7.04	1.32	1.32	1.00
SUM	11.26	0.78	1.11	0.15	0.72

Then the criteria table is normalized as shown in table 11.

Table 11: Normalized Value Table for Homemaker Female Customers

	Web Layout	Web Information	Customer Service	Fulfilment	Privacy/ Security	Sum	Weightage (W)
Web Layout	0.09	0.05	0.17	0.05	0.21	0.57	0.11
Web Information	0.11	0.06	0.08	0.06	0.04	0.36	0.07
Customer Service	0.08	0.11	0.15	0.13	0.22	0.69	0.14
Fulfilment	0.60	0.34	0.40	0.33	0.22	1.89	0.38
Privacy/Security	0.12	0.44	0.20	0.44	0.30	1.49	0.30
SUM	1.00	1.00	1.00	1.00	1.00	5.00	1.00

Once the criteria matrix is normalized, summing each one of the attribute against all the other attribute and taking its average gives the weightage of the attribute. The weightage obtained in table 11 describe the preference of the home maker female customer for the attributes of the retail website.

The analysis shows that Web information and web layout are the least important attribute for home maker females. This is succeeded by Customer service and then by Privacy/security which are

considered the next most important attribute by them. But amongst all the website attributes Fulfilment is the most crucial attribute that the home maker women value the most.
AHP must also meet the requirement that the matrix is consistent. So, the matrices were tested for their consistency. These are put to test by two parameters: Consistency Index (CI) and Consistency Ratio (CR).The CI value for the matrix comes out to be 0.118 and the CR value for the same is evaluated to be 0.105, which is 10.5% and this value is nearly equal to 10%. Thus we can say that the observations are consistent and the model is robust.

5.5 Analysis of Students Customers Preference for the Website Attributes

On the basis of the survey conducted for knowing the student customers' preference for website attributes, the pairwise comparison data collected for the student respondents are fed in to the criteria matrix.
While feeding the information it can be inferred that if attribute web layout is five times important/strong than attribute Web information, then the decision is putting five in favor of web layout and the comparison of Web information in this case will be reciprocal viz., one by five. The scaling of AHP on the selected factors is shown in Table 12

Table 12: Criteria Value Table for Student Customers

	Web Layout	Web Information	Customer Service	Fulfilment	Privacy/ Security
Web Layout	1.00	0.96	0.73	0.17	0.64
Web Information	1.05	1.00	0.84	0.18	0.92
Customer Service	1.37	1.18	1.00	1.34	1.22
Fulfilment	5.79	5.47	0.75	1.00	1.63
Privacy/Security	1.56	1.09	0.82	0.61	1.00
SUM	10.77	9.70	4.14	3.31	5.41

Then the criteria table is normalized as shown in table 13

Table 13: Normalized Value Table for Student Customers

	Web Layout	Web Information	Customer Service	Fulfilment	Privacy/ Security	Sum	Weightage (W)
Web Layout	0.09	0.10	0.18	0.05	0.12	0.54	0.11
Web Information	0.10	0.10	0.20	0.06	0.17	0.63	0.13
Customer Service	0.13	0.12	0.24	0.41	0.23	1.12	0.22
Fulfilment	0.54	0.56	0.18	0.30	0.30	1.89	0.38
Privacy/Security	0.14	0.11	0.20	0.19	0.18	0.83	0.17
SUM	1.00	1.00	1.00	1.00	1.00	5.00	1.00

Once the criteria matrix is normalized, summing each one of the attribute against all the other attribute and taking its average gives the weightage of the attribute. The weightage obtained in table 13 describe the preference of the student customer for the attributes of the retail website.
The analysis shows that Web information and web layout are the least important attribute for students. This is succeeded by Privacy/security and then by Customer service which are considered the next most important attribute by them. But amongst all the website attributes Fulfilment is the most crucial attribute that the students value the most.
AHP must also meet the requirement that the matrix is consistent. So, the matrices were tested for their consistency. These are put to test by two parameters Consistency Index (CI) and Consistency Ratio (CR).The CI value for the matrix comes out to be 0.092 and the CR value for the same is evaluated to be 0.082, which is 8.25% and this value is almost equal to 10%. Thus we can say that the observations are consistent and the model is robust.

5. Conclusion

The website is the utmost medium of interface or the imprint that the customer gets of the business on the internet. It can convert prospects into customer with highly informative and creative content. It is therefore important that the website straightway appeals and attract the customers and is highly informative to them. But at the same time different segment of customers have different preferences for the attributes of the website.

Table 14: Ranking of Website attribute according to Consumer Preference

	Overall	Male	Working Female	Homemaker Female	Students
Web Layout	4	4	5	4	5
Web Information	4	5	3	5	4
Customer Service	3	3	2	3	2
Fulfilment	2	2	4	1	1
Privacy/Security	1	1	1	2	3

Among all the attributes studied Web layout emerges as the least important or preferred attribute by the customers. It gives an indication that customers may not be very eager or attracted to shop on websites with a very fascinating layout, where rest of the attributes are compromised.
Similar to Web layout, customers mostly do not give massive weightage to Web information. Exception could be observed in case of working females segment where they allocate medium to high importance. This may be due to the fact that they try to search and find the most relevant information about the product which will save their time and energy. They may also be trying to get complete information at first stage so that they may avoid future hassle of product discrepancy, pricing issues etc.
So, it can be concluded from the analysis that a good layout and information may aid the customer in increasing the online shopping experience but not the most prominent attribute which can alone attract the customer to shop online.But at the same time this should also be kept in mind that these attributes if not taken proper care may distract the customers from ones website to their competitors. Thus they can be the hygiene factor whose absence may lead to dissatisfaction but may not act as motivator in absence of other attributes [8].
Online shopping is basically interface between the customer and the machine. Customers are not very sure about how and what to do if anything goes wrong. So, Websites where customer queries are responded immediately and satisfactorily are able to attract customers.

Customer satisfaction level is increased when they receive the right quality and quantity of material that they order online. This ultimately leads to increased level of trust among the customers. In general almost all the segments studied showed high level of importance attached to fulfilment attribute except for the working females.

Privacy/security is one of the most important attribute of websites that is of significance to the customers. It stimulates the trust and loyalty among the customers and inspire them to repurchase. But the study of different segments reveal that students give medium to low importance to this attribute. This may be due to their hedonistic behavior where they are more concerned about their enjoyment and pleasure and are not much concerned about the privacy and security part.

A well-thought-out web design plan generates an extraordinary customer experience. It must generate an experience that's incomparable and that will embolden the customer intention to retreat to the site more recurrently.

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