Linking e-fulfillment dimensions to shopping satisfaction and repurchase intention in e-tailing

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Abstract

This study addresses the linkage between e-fulfillment dimensions (order procurement-e-business quality, product quality; order fulfillment-availability, timeliness, condition, billing accuracy; and reverse service exchanges-ease of return) and shopping satisfaction/repurchase intention of customers in e-tailing. Partial least squares structural equation modeling showed that e-fulfillment dimensions significantly influence shopping satisfaction and repurchase intention of customers. The model also identified partial mediating effect of shopping satisfaction between e-fulfillment dimensions and repurchase intention. The group comparison between non-returns (customers who had purchased products and services online) and returns (customers who had purchased products and services online and had also returned/replaced the product(s)) showed that condition of the order differs significantly between these groups. Further multi-group analysis based on payment options (Cash-on-Delivery (COD), peculiar to Indian context vs. other options like internet banking, debit cards, credit cards), it was found that the condition of the order did not influence repurchase intention for customers preferring COD payment option. In terms of relative contributions (taking importance and performance into consideration), descending order of e-tailer's e-fulfillment dimensions towards repurchase intention is as follows: product quality, condition, availability, and ease of return. This study will help e-tailers to identify broader areas of investment and improvement in designing customer-centric e-fulfillment architecture.

Keywords
e-tailing, e-fulfillment, reverse service exchanges, shopping satisfaction, repurchase intention.

Biography

Nikunj Kumar Jain is an Assistant Professor in the area of Quantitative Techniques and Operations Management at the FORE School of Business, New Delhi, India. He holds B.Tech. in Electrical Engineering from MANIT, Bhopal, India. He has cross-functional industrial experience in green field Bharat Oman Refineries Ltd. Bina (M.P., India) (BORL, a joint venture between Bharat Petroleum Corporation Ltd., India and Oman Oil SAOC, Sultanate of Oman) in the areas of Project Management with exposure to Commissioning; Operations and Maintenance of Power Plants; Procurement and Inventory Management, Warehouse and Store Management, Contract Management, Vendor Management etc. He has presented several research papers in National and International Conferences like INFORMS Marketing Science and Manufacturing and Service Operations Management (MSOM) Conference, etc. His research interests include Retail Operations, Logistics and Supply Chain Management, Game theory applications in Supply Chain Management, Big Data Analytics, Mathematical Modeling and Optimization of Real Life Problems.

Preeti Jain is Logistics Coordinator in Order Fulfillment, working for Global Services Delivery domain in Nokia Networks Pvt. Ltd. She holds MBA in Telecom and Operations from Amity University, Noida, India and B.E. in Electronics and Telecommunication from GGDU, Bilaspur, India. She has a rich industry experience of total eight years in supply chain management; four years in Prima Telcom Ltd, a Suri group venture, in the areas of procurement, import export, planning and inventory management, and rest of the four years in Nokia Networks Pvt Ltd. in the areas of order fulfillment, global logistics and operations. She is Green Belt certified from Nokia Networks and completed a project on reduction of overdue orders which resulted in a big saving of 2.1 MEuro to the company. Her research interests include areas of operations, logistics and quality management.