

2018

# Consumers' perceptions toward E-Service Quality, Perceived Value, Purchase and Loyalty Intentions

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**ICME 2018**

**INTERNATIONAL CONFERENCE ON MARKETING AND  
ENTREPRENEUSHIP, NEAPOLIS UNIVERSITY  
PAFOS**

**7 - 8 December 2018**

**CONFERENCE PROCEEDINGS**



# **Consumers' perceptions toward E-Service Quality, Perceived Value, Purchase and Loyalty Intentions**

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## **ABSTRACT**

**Purpose:** Customers' Perceptions and Attitudes are significant aspects of consumer behavior for Marketing. Such perceptions and attitudes are measured as advantages, carrying special weight for the company. Furthermore they shape beliefs strongly relating to the Service Quality, while maximizing the magnitude of customer satisfaction.

This paper will explore customer behavior in the light of customers' intentions towards E-Service Quality, Perceived Value, Purchase and Loyalty Intentions, with the view to provide information and feedback to enterprises.

**Methodology:** To test the research hypotheses, a survey was carried out on 302 Greek customers of 85 Greek e-shops. The data of the survey were analysed using the Implicative Statistical Analysis technique. The Similarity Diagram and the Implicative Diagram were utilized to interpret the data. The instrument used to measure customers' Loyalty in relation to E-Service Quality, is E-S-QUAL, while that measuring their perception vis-a-vis the Web Site's Performance is E-RecS-QUAL. Their attitudes with regard to Perceived Value and Loyalty Intentions were measured utilizing four 4- and five 5-point likert scale questions. And Overall Perceived Quality is measured by one 5-point likert scale question. In addition, Customer Satisfaction is measured by one 5-point likert scale question.

**Findings:** The results of the study demonstrate that all four dimensions of customers' E-Service Quality, namely Efficiency, Fulfillment, System Availability and Privacy do not affect Perceived Value as well as Purchase and Loyalty Intentions.

In addition dimensions relating to the Web Site's Performance, namely Responsiveness, Compensation and Contact do not have a direct effect on Overall E-Service Quality.

**Research Limitations/Implication:** The paper calls for more research on how customers influence e-service quality and satisfaction for a Web Site's Performance and Web based services.

**Originality/value:** The paper expands existing literature, focusing on e-shopping, while using a multi-dimensional construct to measure customers' perceptions.

**Key words:** E-Service Quality, Perceived Value, Loyalty

# AGENDA

1<sup>st</sup> International Conference on Marketing and Entrepreneurship – ICME 2018

7, 8 December 2018. Neapolis University, Pafos

Coordinator: Dr. Andreas Masouras

Meeting called by ICME 2018  
Attendees: open  
Please read: Instructions  
Rooms: Seminar room & G5

## Friday, 7<sup>th</sup> December 2018

10.30 – 11.00 Keynote speakers Seminar Room  
**Prof. Pantelis Sklias** | Rector, Neapolis University

**Prof. Constantinos Athanasopoulos**, Neapolis University | Η Προώθηση Δημοσιότητας των Στελεχών Επιχειρήσεων: Ουτοπία ή αναγκαιότητα;

**Prof. Angelos Tsaklagkanos**, Neapolis University | Η Τεχνολογική Διάσταση της Καινοτομίας

11.00 – 12.00 Session 1 Seminar Room  
**Mr. Kokou George**, Industry Liaison Office, Cyprus University of Technology | Innovation as a

powerful tool for Problem Solving: The key role of Universities

**Mr. Harry Ph. Sophocleous**, Strategico Consulting Group | Voting Consuming Behaviour, Political communication campaigns and Ideological Clarity - a parallel review of academic/empirical evidence

**Prof. Anastasia Reppa**, Neapolis University | Επιχειρηματική Εκπαίδευση στα Σχολεία

**Prof. Polimenis Vassilis**, Aristotle University of Thessaloniki / Neapolis University | StartUps financing

**12.00 – 12.30 Coffee break**

12.30 – 13.15

Session 2

Seminar Room

**Dr. Sotiroula Liasidou**, Cyprus University of Technology | Promoting the European member states online: A critical discourse analysis (CDA) of the official tourism websites

**Prof. Sofia Anastasiadou**, University of Western Macedonia & **Ms. Zafeiria E. Papadaki**, International Hellenic University | Consumers' perceptions toward E-Service Quality, Perceived Value, Purchase and Loyalty Intentions

**Dr. Thomas Fotiadis & Prof. Sofia Anastasiadou,**  
University of Western Macedonia | Contemporary  
advanced statistical methods for the science of  
marketing: Implicative Statistical Analysis vs  
Principal Components Analysis

**Dr. Thomas Fotiadis & Prof. Sofia Anastasiadou,**  
University of Western Macedonia | Contemporary  
advanced statistical methods for the science of  
marketing: Principal Components Analysis vs  
Analysee Factorielle des Correspondances

**13.15 – 14.15 Lunch**

14.15 – 15.15

**Session 3**

Seminar Room

**Dr. Artemis Savvidou,** Neapolis University |  
Παγκοσμιοποίηση και Ανταγωνισμός. Ρυθμίσεις  
υπερεθνικού και εθνικού επιπέδου και ιδίως  
ποινικής υφής

**Mr. Anastasiadis Lazaros,** University of Crete &  
**Mr. Christoforidis Christos,** Neapolis University |  
Evaluating citizens' actual perceptions and  
expectations and assessing e-Service Quality Gap  
in Public Sector related to e-Government Services

**Dr. Giossi Styliani,** University of Macedonia, **Prof.**  
**Sofia Anastasiadou,** University of Western  
Macedonia, **Mr. Gamanis Achilleas and Mr.**  
**Gamanis G. George** | Tracing the concept of

entrepreneurship and the role of an entrepreneur:  
A critical review

**Dr. Christos Papademetriou & Ms. Charalampous  
Constantia**, Neapolis University |  
Entrepreneurship and Innovation in Education:  
The model of the Inclusive Leader

**Saturday, 8<sup>th</sup> December 2018**

Session 4

**11.00 – 12.00, Room: G5**

**Mr. Ioannis Komodromos**, Neapolis University | New Generation of Consumers in the Tourism  
Industry: secondary research

**Mr. Petros Philippou**, Brand Strategist | Marketing Redefined

Workshop / Discussion / Συζήτηση.