


Chapter 28

Modelling on E–Service Quality and Green Logistics Consumer Satisfaction

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ABSTRACT

This study examines the interplay between e-service quality, green logistics, and consumer satisfaction in the e-grocery sector. With the rapid growth of online grocery shopping, understanding the factors that drive consumer satisfaction is crucial. This paper explores how the quality of electronic services and the adoption of sustainable logistics practices influence consumer perceptions and behaviors. Using a mixed-method approach, the research assesses the impact of website functionality, delivery efficiency, and environmentally friendly practices on consumer loyalty and satisfaction. The findings highlight the significant roles of e-service quality and green logistics in enhancing consumer satisfaction, providing actionable insights for businesses to optimize their online services and logistics strategies.

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I. INTRODUCTION

The proliferation of e-grocery platforms has fundamentally transformed the traditional shopping experience, placing an emphasis on the quality of electronic services and the adoption of sustainable logistics practices. The convenience offered by online grocery shopping, combined with the increasing sensitivity of consumers to ecological concerns, has led to a paradigm shift in consumer expectations and behavior. This research paper endeavors to model the intricate relationship between e-service quality, green logistics, and consumer satisfaction within the e-grocery industry. E-service quality encapsulates a range of factors including website design, ease of navigation, transaction security, product range, and the clarity of information provided. In the context of e-grocery, where perishable goods are often involved, additional dimensions such as delivery timeliness, product freshness upon arrival, and the ability to handle customer inquiries effectively become paramount. In a market where consumers have a plethora of choices, the quality of online services is increasingly becoming a determinant of consumer loyalty and satisfaction. Simultaneously, green logistics, encompassing eco-friendly packaging, optimization of delivery routes to reduce carbon emissions, and waste management, has emerged as a key driver of consumer satisfaction. With environmental degradation at the forefront of global concerns, consumers are now more inclined to support businesses that demonstrate a commitment to sustainability. Given the interdependent nature of e-service quality and green logistics in shaping consumer attitudes and satisfaction, this study posits that a sophisticated understanding of these factors is essential for e-grocery businesses to thrive. By leveraging quantitative and qualitative research methods, the paper will explore how these elements collectively impact consumer satisfaction, drawing upon theoretical frameworks from service quality, consumer behavior, and environmental sustainability literature. (Hübner, Kuhn, & Wollenburg, 2016)

The implications of this research extend beyond academic inquiry; they offer practical insights for e-grocery businesses on how to fine-tune their operational and strategic approaches in alignment with consumer preferences. Furthermore, the study contributes to the discourse on sustainable practices in e-commerce, an area of increasing relevance in the context of global environmental challenges. This paper will thus contribute to a nuanced understanding of the factors that drive consumer satisfaction in the e-grocery sector, offering recommendations for e-commerce platforms to enhance their service offerings and adopt greener logistics practices. The anticipated findings aim to not only inform business strategy but also promote a shift towards more sustainable consumer patterns in the e-commerce landscape. Figure 1 illustrates the intricate relationship between various determinants that influence consumer satisfaction in the e-grocery sector, particularly focusing on the roles of e-service quality and green logistics. This mind map delineates the complexity of factors that e-grocery platforms must navigate to meet and exceed consumer expectations. (Bhamu & Sangwan, 2014)

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