



# Performance Analysis on Electronic Service Quality Apparel Attributes in E-commerce Industry Using Bibliometric Analysis

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**Abstract.** “E-commerce websites” is a prominent topic due to the state and boost of the e-commerce industry sales growth in recent times. The study’s objective is to employ performance analysis to clarify the electronic attributes of apparel. This study conducts a bibliometric evaluation of the time 2001–2020. 1462 paper reports are retrieved from the ScienceDirect database. R Studio is employed to analyze the data. Firstly, observe the literature on the electronic quality apparel attributes, and their distribution over time is substantial. Secondly, Performance analysis is employed to determine the top 5 most valuable masterpiece articles, journals, and researchers that have published the most papers. Performance evaluations assess the impact of academic players (articles, researchers, and journals) on academic fields. A combination of quantitative and qualitative metrics uses to evaluate performance measurements. The third benefit of keyword performance analysis is that it identifies the intersection between the author and indexed keywords, which will help future research and also help researchers better understand the trending keywords in the study area. The crucial findings include top masterpiece researchers, journals, articles, and trending keywords that describe the contributions of a research study. Lastly, the study determines which research areas have the highest opportunities for future research.

**Keywords:** E-commerce industry · Apparel attributes · Performance analysis · Bibliometric analysis · E-service quality

## 1 Introduction

E-commerce describes transactions involving purchases, sales, and money transfers via computers, networks, and other digital channels [1]. The E-commerce revolution has fundamentally altered business practices [2]. There are direct and indirect types of e-commerce. Consumers order products online, pay through invoices or cash on delivery and still traditionally receive the products through indirect e-commerce. In direct e-commerce, the consumer orders and pays online and gets the digital product delivered, such as games, music or services. B2C, B2B, C2C, Government-to-Government

(G2G), and M-Commerce are some of the more well-known types of e-commerce [1]. E-commerce business-to-consumer anticipated tremendous growth over the coming years [3]. Consumers are switching to online shopping from traditional shopping habits as business-to-consumer e-commerce grows rapidly [4]. It also demonstrates that online shopping offers various benefits, especially purchasing apparel [5]. The most popular categories for internet shoppers are apparel [6].

E-commerce users in the apparel sector are expected to reach 709.4 million by 2025 Statista 2021 [7]. According to a recent study, the maximum number of apparel businesses' online sales generates via their websites. The apparel (fashion) sector receives the most orders from India's online retailers. In India online fashion industry continued to set new benchmarks in FY21, achieving overall 51 per cent growth in the e-commerce industry Economic Times 2021. As e-service quality apparel attributes are becoming essential for consumers, publications on e-commerce industry have been increasing [1, 8–10]. Surprisingly limited literature reviews on the dynamics of e-commerce apparel are available in the ScienceDirect database. In this article EAEI stands for Electronic service Quality Apparel Attributes in E-commerce Industry. A review of EAEI literature conducted by previous researchers from different perspectives, including an assessment of consumer acceptance of apparel e-commerce [1], a look at website quality dimensions on apparel websites [11], and so forth. Several earlier reviews relied on the theoretical and methodological underpinnings. But, no in-depth assessments of the academic players' contributions.

This article describes EAEI as e-service quality apparel attributes in e-commerce industry. EAEI research field, performance analysis to identify and fill research gaps. It is interesting to examine the performances of the academic players, namely, journals, documents, keywords, and authors, to comprehend the development and influence of the study field.

In contrast to earlier studies, which were probably written before 2006 and had fewer than 40 reports. This study included 1227 report publications in 21st century. Concerning the number of reports and the timeframe, this is one of the most comprehensive studies accessible. To investigate the ScienceDirect database for e-service quality apparel attributes in e-commerce industry (bibliometric evaluation in August 2020). So, this research examines all ScienceDirect database on the issue. Articles and reviews comprise the 1227 report publications in the sample. The objective of bibliometric analysis applied in this research are listed below as queries.

- What is the EAEI publications ' summary statistics?
- Which elements of the development and foundation of the EAEI research area get the performance evaluations of different academic players?
- What are the top masterpiece researchers, journals, articles, and trending keywords in the present study?
- What are the research areas within which researchers have publications on EAEI? What are the future research opportunities to continue EAEI study?

The article divides into seven divisions. Division 1 introduces the study, Division 2 discusses Literature review, Division 3 Methodology, Division 4 discusses the Plan for analysis, Division 5 discusses the results of the data study, Division 6 discusses the

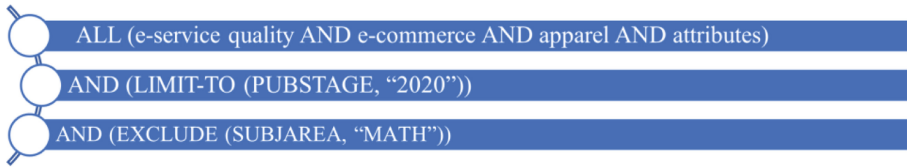
conclusion of EAEI, Division 7 Limitation and future research of EAEI and Division 8 Contribution of the study EAEI.

## 2 Literature Review of EAEI Study

Many researchers have formulated a variety of scales and indicators for evaluating the quality of e-commerce. [12] developed Webqual's 12 dimensions to assess the e-commerce websites' levels of quality. Some dimensions of SITEQUAL introduced [13] determine the perceived quality of e-commerce websites. E-commerce retail websites could quantify the level of service they provide by using two sub-categories with seven dimensions, according to suggestions given in [14] part of the evaluating the effectiveness of electronic services methodology. Despite the diversity of scales available in the literature to evaluate electronic services, the aspects of electronic quality share only a few commonalities. [15]. As a result of the metrics used to analyze the determining dimensions, the existing scales cannot provide e-commerce businesses with useful metrics for evaluating their apparel web performance. The eTailQ approach developed by [16] to measure the quality of e-retailing. Few apparel researchers measured website design by analyzing four factors: the level of information on the site; the ease of using the site; the amount of personalization; and the selection of products on this website. These aspects rely more on consumers' subjective assessments of a website's performance than any objective measures when assessing the effectiveness of online apparel companies. It is unclear what specific techniques academics or retailers might use to improve their performance. However, they don't have any information on how retailers or academics can perform better on the EAEI. The amount of relevant information eCommerce can acquire from prior e-service literature to evaluate their current service performance and identify specific areas for development is not certain. This study contributes new knowledge to the performance analysis of apparel quality attributes in the e-retailer industry. Additionally, this study explains the academic players like journals, researchers, and keyword's masterpiece performance.

## 3 Methodology of EAEI Study

A bibliometric analysis is a structured method of analyzing the results of a database of scholarly publications to identify patterns in international research activity related to a specific topic. In contrast to a review article, a bibliometric analysis article is more concerned with the current state, challenges, and potential solutions in a given field. In this study, certain principles use to conduct the adaptive method consisting of identifying relevant search codes, analysis of previously published, relevant report topics, and analysis of performance approach. The performance approach analyses the profile of publications on a particular research field and gauges qualitative and quantitative shifts within this area of research. An EAEI bibliometric study can also assist experts evaluates scientific activity. Besides giving an idea of where EAEI research is at present. Across all disciplines, the ScienceDirect online database contains scholarly reports. A bibliometric methodology with the ScienceDirect database employs this study evaluates the origin, current, and future of EAEI's research agenda. By use of publications and



**Fig. 1.** Chart of Data code Search

citation data, this study proposes a method of analyzing researchers, articles, and journals to reach its objectives. Analysis of keywords helps compensate for the methodology. The methodology for constructing a bibliometric study follows its use. Including and excluding levels of data code search criteria also found.

### Data Code Search

All keywords used to search for documents to collect 1462 paper reports of EAEI are shown in Fig. 1.

## 4 Analysis of EAEI Study

Bibliometrics is a quantitative and qualitative tool for evaluating academic research [17–21]. Bibliometrics is a collection of techniques for analysing and quantifying texts and data sets. There are main processes in bibliometrics: scientific map-based and performance evaluation [22]. Our study focuses on performing performance approach. By performance evaluation, observe groups of academic players (articles, researchers, and journals) and their effect on the field of research [22]. EAEI research evaluates using performance evaluation. The evaluation of performance measurements uses both quantitative and qualitative metrics. Using quantitative metrics, we examine the productivity of academic players (articles, researchers, journals). Qualitative metrics, on the other hand, show quality-based parameters. Frequency analyses in several study domains demonstrated the significance of researchers, articles, and journals [23]. To measure the influence of scholarly publications, utilise the Hirsch index. Hirsch index is a quantitative indicator of how frequently an author gets mentioned in other works. Divide the total amount of citations by the h most-cited articles the author has written to get this number. The gross total of global citations (GGC) and the sum of local citations (SLC), which calculate the total number of citations received, are two examples of qualitative metrics [21, 24–26]. SLC measures citations within the existing literature, while GGC measures scientific impacts on a particular study field. In addition to SGC and SLC, the study also reports the sum of local citations per year (SLC/t), the gross total global citation score per year (GGC/t), and trends in the sum of local citations (SLC). SLC and GGC show how important and influential these players are (articles, researchers, and journals) in the research study process [27, 28]. A scientific map shows connections between various journals, specialities, articles, and researchers [29].

EAEI research is the focus of the ScienceDirect database analysis bibliometric evaluation conducted in August 2020. Therefore, this study examines all ScienceDirect database related to the topic. Including all paper types, proceedings, reviews of papers,

and book chapters, the sample contains 1462 paper reports. In this article, the research output of any of these types is called a report rather than an article. The bibliometrics used in this EAEI are as follows: • Changes in the number of EAEI research reports published between 2001 and 2020 • the elements of the development and foundation of the EAEI research area get the performance evaluations of different academic players (researchers, journals, keywords) • The research areas within which researchers have publication reports on EAEI.

## 5 Results of EAEI Study

The development of information technology has made it possible for academics to better understand a research topic through several postmodern platforms like Google academic search and Microsoft Academic Search. However, the majority of widely accessible bibliometric tools have drawbacks. The research in Google Scholar, for instance, is extensively covered. Google's search engine finds research articles, but not those published in the research domain. The result of the google search engine may include proceedings, magazines, books, articles etc. In Google, academic search or Microsoft Academic Search, limiting the literature review to only journal articles are a time-consuming task [21]. As a result, the relevant literature search was done in our study using ScienceDirect, the most scientific and well-established bibliometric database.

For bibliometric analysis, [21] listed HistCite, Perish, and Vosviewer as software tools. These tools have some limitations. Web of Science data is the only source used for HisCite. Google academic search and Microsoft Academic Search data only work in Perish package. Additionally, the bibliometric tools have limits in terms of input and output file formats. The R programming language packages are utilized to get out all of these drawbacks. R is a powerful data analysis tool that allows for highly flexible data manipulation across several datasets, including ScienceDirect.

### 5.1 Overview Summary Statistics of the Publications on the EAEI Study

Table 1 summarizes the descriptive statistics of the publications on the EAEI. Generally, the classification of the 1462 paper reports is the article, books, reviews etc. The total number of paper types leads to 1227 report publications.

Our research included 1187 articles and 40 reviews, totaling 1227 report publications. Following the statistics,

- The total report publications related to EAEI got published in 638 sources between 2001 and 2020 is 1227 (shown in Fig. 2.).
- The average number of citations per article is 19.41, while the average number of publications each year is 4.9, respectively.
- Out of 1227 report publications, 3350 authors were recognized, with 124 being single-authored documents and 3226 being multi-authored documents.
- The document has an average of between 2.2 and 2.9 authors and co-authors. Each author has an average of 0.43 papers.

**Table 1.** Summary Statistics

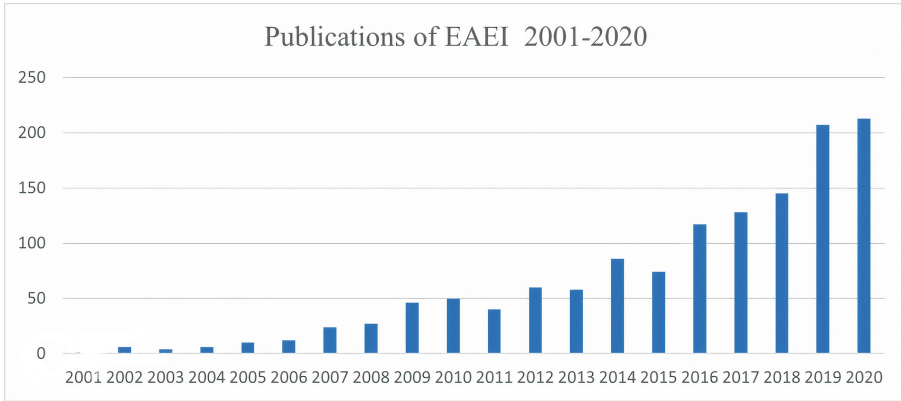
<b>Timespan</b>	2001:2020
Sources (Journals, Books, etc.)	638
Report Publications	1227
Average citations per document	19.41
<b>PAPER TYPES</b>	
Article	1187
Review article	40
<b>PAPER CONTENTS</b>	
Keywords Plus	2858
Author's Keywords	3921
<b>RESEARCHERS</b>	
Researchers	3350
Researcher Appearances	4236
Researcher of single-authored papers	124
Researcher of multi-authored papers	3226
<b>RESEARCHER COLLABORATION</b>	
Single- Researcher papers	153
Co- Researcher per papers	2.9
Collaboration Indicator score	2.46
Yearly Growth rate	28.43%

- The number of keywords in these publications, including the Keywords plus and author's keyword, is 2,858 and 3921, respectively, with a Collaboration Indicator score of 2.46.
- The number of EAEI publications varies significantly between 2001 and 2020, growing on average by 28.43% every year.

## 5.2 Performance Evaluation of Different Academic Players Offering the Foundation and Development of the EAEI Study

### Performance Evaluation of Different Academic Players

To find out the foundation and development of the EAEI research area in the performance evaluation of various academic player forms. A study of academic formats used articles,



**Fig. 2.** Publications of EAEI

**Table 2.** Top Five Impressive journals

S.NO	JOURNAL NAME	NPA	TRC	TRC/PY
1	Journal of retailing and consumer services	75	2448	129
2	International journal of retail and distribution management	39	1026	68
3	Sustainability (Switzerland)	31	313	78
4	Journal of business research	24	783	87
5	Journal of fashion marketing and management	24	392	21

journals, researchers, and keywords. Future researchers will gain from performance evaluation analyses’ qualitative and statistical components.

**Journal Masterpiece Performance**

The following Table 2 lists the top five journals that contain EAEI articles. The Journal of Retailing and Consumer Services contains the most published articles (75), according to the statistical metric (number of published report articles, NPA). The higher numbers of EAEI journals in the International Journal of Retail and Distribution Management (39) and the Sustainability (31) show the widespread application of EAEI in the retail, environmental, cultural, economic, and social sectors. The Journal of Business Research and Fashion Marketing and Management is among the top five journals, demonstrating the increased interest in fusing EAEI with business and fashion marketing.

Total reference citations (TRC) and total reference citations received per year (TRC/PY) are qualitative indicators of the research field’s increasing conceptual and intellectual structure. Most sources (2448) were found in the Journal of Retailing and Consumer Services, followed by the International Journal of Retail and Distribution Management (1026). Due to the greatest TRC/PY (129), the Journal of Retailing and Consumer Services is one of the finest publications for publishing EAE research. The most recommended publications for EAEI research are the Journal of Retailing and

**Table 3.** Top Five Impressive researchers

AUTHORS	AFFILIATION	NPA	HIRSC H INDEX	TRC
Kim j	Ulsan national institute of science and technology, Korea	16	10	516
Kim JH	University of S. Carolina, Columbia, in USA	14	9	215
Kim m	Indiana University Bloomington, in, USA	13	11	215
Lennon SJ	Indiana University Bloomington, in, USA	11	8	215
Kumar a	Guildhall school of business and law, London metropolitan university	9	7	47
Li h	College of economics and trade, Hunan University, Changsha, China	9	5	24

Consumer Services, the International Journal of Retail and Distribution Management, and Sustainability. They excelled in important metrics such as the overall number of references referenced, article efficiency, and article quantity.

### Researchers' Masterpiece Performance

Using the Hirsch index, total reference citations (TRC), and some articles authored (NPA), the most impressive researchers were identified, as shown in Table 3. Kim J (16) was the author of the most reports, trailed by Kim JH (14), Kim M (13), Lennon S<sub>j</sub> (11), Kumar A (9), and Li H. (9). The Hirsch index score also indicates the highlights of Kim M (11), Kim J (10), and Kim JH (9). The Hirsch index and quantity of publications indicate the researcher's involvement in a study field.

However, not all researchers' fame is determined by how well their publications perform. TRC/PY measures a publication's quality and how popular it has become in a short period. Kim J obtained the best score on the TRC/PY parameter (30.35), indicating that every article written by Kim J received the most citations each year among the top researchers.

### Article Masterpiece Performance

Researchers used qualitative methods that are gross global cited (GGC) and the sum of local cited (SLC) to locate important research articles. SLC denotes the articles that have the most locally been cited. Comparatively, GGC represents the most cited articles globally, including articles both inside and outside the set of reports under consideration. Based on SLC, SLC/t, GGC, and GGC/t calculations, Table 4 lists the top five local and global references.

According to the SLC ranking, the top six publications are [11, 30–34]. Regarding global citations, [34] is the significant publication driving the EAEI research domain.

[34] promoted online customer experience (OCE) based on an existing idea of client purchase intention. A thorough theoretical model of OCE constructs for the setting of e-retail includes direct and indirect prior variables, OCE element factors, and dependent variables. Set on locally and globally cited articles, [30] is another edgy research article.



**Table 4.** Top Five Impressive Articles

Top Article authors	SLC	SLC/PY	GGC	GGC/PY
M. Kim et al. (2006)	126	8.4	215	14.3
E. J. Park et al. (2012)	103	11.4	181	20.11
S. Kim & Stoel (2004)	90	5.29	277	16.29
H. Kim & Niehm (2009)	53	4.41	157	13
Rowley (2006)	44	2.9	258	17.2
Rose et al. (2012)	43	4.77	423	47

According to this article e-service quality apparel attributes are a new technique for luxury fashion websites to capture, evaluate, interpret, and control influence in the digital world that should approach cautiously. [11] another well-known research study that explored popularity early (SLC/t = 11.4). This study also examined research on e-service quality apparel attributes in website surfing and identified two research hypotheses. The first is utilitarian website surfing, while the second is hedonic website surfing.

### Keywords Masterpiece Performance

The core themes connected to a knowledge domain get revealed through keyword analysis, which also identifies significant keywords that appear in publications within that domain [35]. To retrieve keywords or key terms and the frequency with which they appear in various publications from author-provided keywords, indexed keywords, headlines and abstract-provided keywords for keyword analysis [36]. By concentrating on the keywords used in research publications and their collection, this sort of discussion exposes the intellectual underpinnings and nature of the study [37, 38]. To determine the first most popular keywords, we considered both previously used search terms and index phrases from our study [21]. In Fig. 3, the keyword performance evaluation and author keywords analysing along with indexed keywords are seen in this session.

As seen in Fig. 4., earlier studies often use terms like “electronic commerce,” “customer happiness,” and “internet” to express the EAEI phenomenon. One of the most popular keywords is “electronic commerce,” 57 times, trailed by “customer satisfaction,” 46 times, and “internet” (34 times). Along with outcome-driven keywords, the most commonly used words include retailing (28 times), consumer behaviour (27 times), online shopping (25 times), and service quality (24 times). Retailing is a common keyword in outcome-related constructs, demonstrating the importance of EAEI.

### 5.3 Research Areas of EAEI Study

According to [39] “e-service quality apparel attribute in e-commerce has been studied from the perspective of business, management and accounting. Initially, only management scholars studied [40], Purely from a marketing management perspective, the perception of Web apparel purchasing was more favorable among consumers than non-consumers. Subsequently, computer science from the point of information management

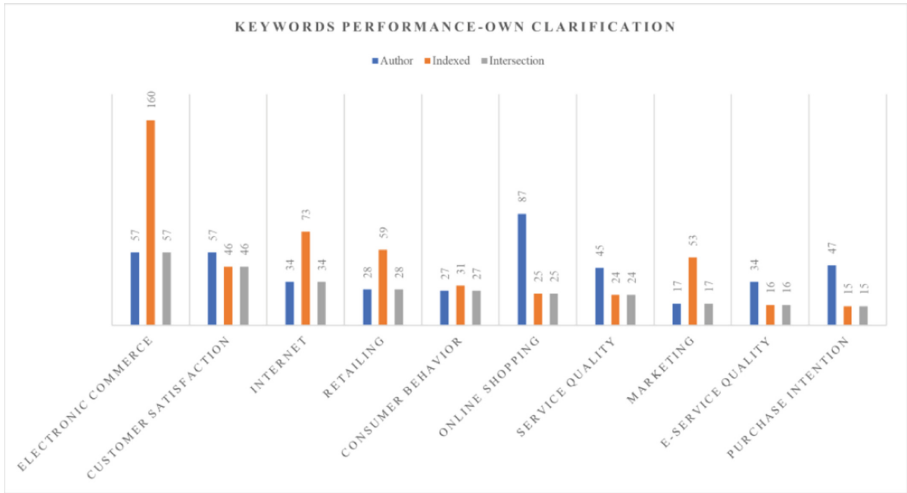


Fig. 3. Keyword Masterpiece Performance -own clarification

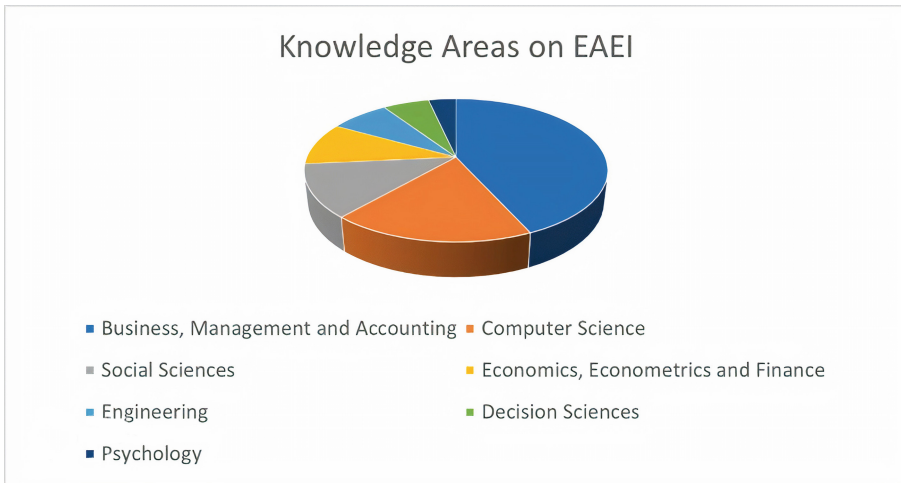


Fig. 4. Author's Keywords

perspective, social science, economics, and engineering contributions to the study of EA EI. Table 5 shows the number of reports publications in different subjects of research areas. The ScienceDirect contains 1227 report publications whereas 991 in business, management and accounting, secondly 420 in computer science, and 275 in social sciences. Figure 5 reveals that there is a large difference between the number of reports in business, management and accounting and the number in other research areas. This

**Table 5.** Research Areas

Research areas	No of Publications
Business, Management and Accounting	991
Computer Science	420
Social Sciences	275
Economics, Econometrics and Finance	221
Engineering	172
Decision Sciences	135
Psychology	80
Environmental Science	72



**Fig. 5.** Research Areas of EAEI

finding implies that EAEI is a highly relevant topic in the field of business, management and accounting. 16 research areas that address EAEI do not appear in Table 5. The number of reports in these areas is irrelevant because each category contains fewer than 51 EAEI publications.

## 6 Conclusion

The research uses bibliometric evaluation to provide a thorough overview of scientific papers on E-commerce apparel qualities over time. The study investigated EAEI topics in publications, identified significant authors, articles, and sources and their contributions

and presented the thematic analysis of the field of EAEI, showing its current state and prospects. A total of 1227 report publications from the ScienceDirect database for this research study were retrieved. In many ways, this work adds to the body of knowledge.

(Objective 1) discussed with the summary overview of published documents for e- service quality apparel attributes. It finds that published 1227 report publications of EAEI in 638 sources between 2001 and 2020. Of the 1227 report publications, 124 were single-authored. 4.82 articles each year on average got published in a variety of sources, with a 28.43% average growth rate. The quantity of studies and papers on EAEI increases on a worldwide platform.

(Objective 2,3) handled the performance evaluation of various academic players used for this study: journals, researchers, and articles. Future researchers may benefit much from the performance evaluation quantitative and qualitative components. The performance evaluation methods include quantitative and qualitative metrics, such as publication frequency and citation index. The study produced the top five masterpiece journals, researchers, articles, and most frequently used author and indexed keywords. The top 1<sup>st</sup> masterpiece journal is Journal of retailing and consumer services, the top 1<sup>st</sup> masterpiece researcher Kim J and trendy keyword as per the study is “Electronic commerce”.

(Objective 4) Business, management, accounting is considered to be the top research areas with 991 publications. Computer science research areas considered to be the second highest publication in the EAEI research area with 420 publications.

### **Contributions of EAEI Study**

E-services contribute to the apparel e-services aspect of e-commerce. The first step was to analyze the performance of journals, researchers, keywords, and articles. 1227 report publications in the last two decades were examined for this study. Longitudinal analysis shows that this field is becoming increasingly popular. Researchers and academics at EAEI will be able to track their impact and productivity in areas where they want to focus more on. The journal will select articles for publication by examining research types and methodologies. As a result, researchers are able to publish a broader range of research. Furthermore, by identifying the research key areas, publications such as augmented reality can be chosen as the least keyword research areas.

### **Limitations of EAEI Study**

It is critical to note that scientific databases such as ScienceDirect and Web of Science do not produce data exclusively for bibliometrics. Any analysis performed on such databases may be affected by inaccurate quantitative data generated from such databases. To eliminate duplicate and incorrect reports, scholars must thoroughly clean bibliometric statistics. It is also important to note that the nature of the bibliometric methodology is itself a limitation. In addition, bibliometrics itself is a disadvantage since it is not all-inclusive. Qualitative results of bibliometric analyses can be biased since qualitative and quantitative evaluations are frequently incompatible. Scholars should use evaluations of

content to supplement bibliometric observations, where appropriate, and take extra care when describing qualitative observations.

### **Future Research Recommendations**

In the future, the researchers might consider additional investigation on EAEI. By providing these recommendations, objective 4 is established as follows.

- To better understand EAEI globally, a future investigation may take into consideration journals, articles in other languages.
- A detailed study could be extended with various shopping domains, such as from online apparel shopping, offline apparel shopping and mobile apparel shopping to confirm the importance of such evolving channels in marketing practices and to contribute to the relevant literature.
- The future research might be expanded with the moderating implications of different variables, such as age, gender, shopping experience to ensure a moderating role between EAEI and the remaining aspects. In the past, a few analyses of EAEI adopted moderating factors. Therefore, by doing so, research scholars could better comprehend the strong correlation of EAEI.
- Research scholars can also employ the survey and case investigation, as well as relevant research methodologies, such as surveys and group interviews, to answer different levels of future studies.
- The future investigations might be undertaken to expand comprehensive scales for EAEI, which are still missing in the literature. Future research may employ an empirical approach to verify the reliability and importance of EAEI in global marketer environments.

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