

Service Quality and E-customer Satisfaction of E-Commerce sites in Bangalore – A Comparative study

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Introduction:

The research as the title “Service Quality of e-commerce web sites operating in India- Swot and comparative analysis” A study at Bangalore of the research suggest is to declare and explore the differences, strengths, weaknesses, associated opportunities and threats for Indian e-sites because of foreign e-sites and how to bring turnaround for the Indian e-commerce e-sites to make it competitive to suit the needs and aspirations of customers. The study wants to take up a comparative study of the service quality between the foreign v/s Indian e-sites operating in Bangalore e-commerce market.

The research study has been conducted with a questionnaire study of distribution and administrative executives of survey selected e-sites in Bangalore and major study and survey of customers to arrive at final interpretations, suggestions, conclusions and “new model of service quality Strategies For Indian e-sites for greater sustainability and growth for success” with lessons to learn and lessons to teach the market.

The research mainly is focused to find the present level of service quality of the survey selected e-sites and how they are presently successful , its strengths , weaknesses , threats and opportunities will be studied based on company executives and customers feedback to give these Indian e-sites a vertical growth in the market . The research is focused on “SWOT” analysis of the service quality between Indian v/s foreign e-sites in Banagalore market. The research will be addressing the issues with the parameters of service quality improvements and changes for improved customer’s happiness and delight with user-friendly service-quality experience in their product, e-sale-process and deliveries to update their service quality strategies.

The study is conducted at the administrative and distribution centers of three e-sites operating in Bangalore to draw conclusions for state, national and international growth of Indian e-sites. The research has taken up an exhaustive secondary survey for conceptual base for the present research. The literature survey on the following aspects mentioned below have is exhaustively done to find the real research gap and arrive at research question w.r.t Introduction to service quality, Introduction to e-commerce in world and in India and Introduction to service quality and its relationship to customer satisfaction in e-commerce sector.

The research question.

The research is to find CSF - critical success factors of “service quality of e-sites through a vision of comparative analysis and study between the Indian v/s foreign e-sites operations in India .The research question is to find and list the improvements and changes urgently and emergently required in the service quality standards of Indian e-sites for basic sustainability in ever challenged world e-commerce sector and a possible vertical growth and to gain a strong global presence is the research question of this thesis.

Conceptual Frame Work and Research Gap.

The literature survey on the following aspects mentioned below have be exhaustively done to find the real research gap and arrive at research question and the details of the literature survey conducted is detailed in 2nd section on Introduction to Introduction to service quality, Introduction to e-commerce in world and in India, Introduction to service quality and its relationship to customer satisfaction in e-commerce sector With the literature study and the small sample survey of these e-sites shown the researcher that that foreign e-sites are having high turnover and unprecedented growth and while as Indian e-sites are suffering to push themselves to higher market presence and growth in sales figures .These research articles cited to show the importance of study with reference to service quality of e-sites and how they are important for final customer delight and happiness which is key changing factor of any industry to sustain better and have unprecedented unchallenged growth in the market..

The conceptual frame of research has been arrived at, is to study the “service quality standards “ of Indian e-sites and foreign e-site for a comparative study and to find their strengths, weaknesses associated threats and opportunities and critical success factors for to sustain better and have unprecedented unchallenged growth in the market. The subtle aspect of service quality

of e-sites operating in India has not been deeply and exhaustively studied between Indian and foreign e-sites and this shows a clear cut research Gap. So this research.

Research Objectives and hypothesis:

As the Title of the research suggests that the research is addressing the major research parameters of service quality strategies of Indian e-sites with a comparative study between Indian and foreign e-sites in e-commerce market. The research objectives are to find and list the improvements and changes urgently and emergently required in the service quality standards of Indian e-sites for basic sustainability in ever challenged world e-commerce sector and a possible vertical growth and to gain a strong global presence The overall objective of the present research could be split up into the study of following parameters:

The Study of e-commerce survey e-sites service quality parameters which decide service quality (independent)

- a. E-site support service quality
- b. E-Customer product delivery and distribution level of quality :
- c. Quality issues related to after e-sale services :
- d. Quality of e-customer security while transaction with this e-site
- e. Quality of e-product-promotion and e-advertising with this e-site.

Parameter (dependent) customer satisfaction level: (as per your assessment), Under a comparative frame between the Amazon v/s Indian e-com sites.

The generic objectives of the research are listed as follows;

The research study has been conducted with a questionnaire study of distribution and administrative executives of survey selected e-sites in Bangalore and major study and survey of customers to arrive at final interpretations, suggestions, conclusions and “new model of service quality Strategies For Indian e-sites for greater sustainability and growth for success” with lessons to learn and lessons to teach the market.

The specific **objectives of the research** could be listed as follows:

1. To study the present level of service quality of e-sites Indian v/s foreign e-sites operation in India.
2. To study and measure the present level of customer satisfaction w.r.t to the e-sites Indian v/s foreign e-sites operation in India.
(directly from customers)
3. To study and measure the present level of customer satisfaction w.r.t to the e-sites Indian v/s foreign e-sites operation in India.
(as per e-company executives view point)
4. To study the relationship between the e-site services - customer satisfaction and the service quality of the e-sites Indian v/s foreign e-sites operation in India.
5. To study and understand any other issues related to the subject matter of the research.

To arrive at suitable findings and conclusions and to arrive at “success model of service quality improvements and changes” for Indian e-sites for greater sustainability and growth for success.

The Hypotheses of research are listed as follows;

The Researcher has conducted a preliminary sample study by way of discussions and an interview with the selected respondents from e-customers and e-site-office employees and executives has designed the following NULL hypotheses:

Hypothesis -1: H_{01} The present level of service quality of Indian e-site is NOT sufficient to be competitive in market and have vertical growth in comparison with foreign e-sites operation in India.

Hypothesis -2: H_{02} There is NO significant difference between the customer satisfactions between of e-sites Indian v/s foreign e-sites operation in India. (Customers view point).

Hypothesis -3: H_{03} There is NO significant difference between the customer satisfactions on between of e-sites Indian v/s foreign e-sites operation in India. (As per e-company executives view point)

Hypothesis -4: H_{04} The customers and e-company-executives NOT vary significantly in their satisfaction w.r.t to service quality of e-sites operation in India.

Hypothesis -5: H_{05} The service quality measured between Indian v/s foreign e-sites operation in India NOT vary significantly in their satisfaction w.r.t to service quality of e-sites operation in India.

Hypothesis -6: H_{06} The strength and weaknesses assessment of the Indian v/s foreign e-sites operation in India Will NOT vary significantly in Bangalore market survey.

Hypothesis -7: H_{07} The customers satisfaction of e-sites is NOT related to the service quality of these e-sites operating in Indian market.

The following hypothesis have been framed by the initial survey to be investigated by primary and secondary research survey on the subject matter of the research.

Research methodology:

The research methodology of this research would a preliminary sample study by way of discussions and interviews with the selected respondents from e-company marketing executives, e- site- survey units and customers of these e-sites in Mysore. The methodology also include besides this sample survey the secondary survey of Books, management journals, research organization records and research magazines, conference proceedings and annual reports of the sample survey organization and units with additional information from web sources. The methodology for analyzing the pros and cons of e-site service quality challenges involved in the in the operations of e-sites in India and to the understanding of following:

I) service quality parameters of e-site-companies

- a. E-site support service quality
- b. E-Customer product delivery and distribution level of quality :
- c. Quality issues related to after e-sale services :
- d. Quality of e-customer security while transaction with this e-site
- e. Quality of e-product-promotion and e-advertising with this e-site.

The above are treated as the independent parameter or factors of research and the dependent parameter defined by the research are:

II) With the level of e-customer-satisfaction-performance parameter on

- a. customer satisfaction w.r.t - product, quantity, quality and other e-sale services in this e-site.
- b. to transact in this e-site
- c. e-offers, e-discounts and card user special offers.
- d. “having best product for best price”
- e. “overall purchase process in this e-site”
- f. “refer to others to purchase from the same e-site”

E-sites operating at Indian e-commerce market with swot analysis between Indian v/s/foreign e-sites.

The research tries to find the relationship between these independent and dependent parameter and which parameter –factor and its sub-factor decides the growth and favorable and substantial elevation of the dependent parameters.

Sample survey:

The survey organisations selected for the research are:

- a. Amazon s-site offices and distribution centers**
- b. Flipkart offices and distribution centers**
- c. Snap deal offices and distribution centers**

The study mainly goes into research through a primary sample survey to find the present level of success of e-sites in Indian market and related service quality and customers satisfaction strategy issues by way of a random sample survey of the respondents through a questionnaire study conducted on selected units at Bangalore This primary survey would be the research survey (on customers, e-center- executives) coupled with the discussions and interviews. The random sample of selected respondents will be drawn from the respondents (above mentioned) from

survey units situated at Bangalore. **This is to ascertain the present level of service quality of e-sites and the improvements required in the research factors and its relationship with e-site customer satisfaction level w.r.t** -- customer satisfaction w.r.t - product, quantity, quality and other e-sale services in this e-site. ,to transact in this e-site ,e-offers, e-discounts and card user special offers ,“having best product for best price”, “overall purchase process in this e-site” ,“refer to others to purchase from the same e-site” to bring a vertical growth in the e-commerce sector.

The research has designed above listed the null hypothesis with regard to the objectives of the research and the same would be tested under statistical study using random sampling methods, stratification techniques and suitable statistical tests. A questionnaire would be designed with regard to the parameters of the research w.r.t the their relationship with dependent parameters of research would also be part of the questionnaires supplied to respondents drawn from these survey units at banagalore The Primary data analysis is conducted in two fold pattern. First through discussion with the respondents and the second with the distribution of questionnaire designed for respondents (e-customers and e-executives) from e-offices of survey selected e-sites units.

The primary data so collected will be analysed using suitable statistical tools of like averaging, summarizing, chi-square tests and the objectives are addressed and hypothesis are tested and the results are analyzed and suggestions are arrived at before the final conclusion are drawn.

The secondary data such as text books, management journals – national and international, research organization records and research magazines, conference proceedings are used to understand the basic aspects of service quality measurements and customer satisfaction with review of recent research papers published earlier subject matter of the research.

The stratification of data of respondents selected for the research is as follows:

Table 1.1 Sample Size

E-site-executives	e-customers	total
Unit -1 - 50	384	Total= 434
Unit- II – 30	382	Total= 412
Unit- III - 20	377	Total= 397
100	1143	1243

The sample size and sample organizations were classified as follows for the sake of this research study. The survey will be conducted with a sample study on randomly selected numbers of respondents from all the above classes (e-customers v/s e-executives of survey e-sites) which are stratified under the unit levels as above mentioned.

Data collection and analysis methods: The primary data collected out of questionnaire survey would be stratified, averaged, studied and after a proper analysis through a suitable statistical test and the interpretations would be drawn and hypothesis of the research are put to test of proof.

Significance of the study:

The study would contribute significantly in understanding how to bring new service quality strategies and service quality improvements and changes for improved customer’s happiness and delight with user-friendly service-quality experience in their product, e-sale-process and deliveries to update their service quality strategies .So the study has significance as it could lead to conclusions which could be simulated and thereby the advantages could be realized for other e-sites which are operating in India . The Study also helps to investigate and find whether is and how the outcomes of these research parameters can be utilized to bring better customer delight and satisfaction to lead e-site to top-leadership position and vertical progress.

Limitations of the study: As the research and survey is limited to the analysis of only three e-sites is the first limitation of research. The research is limited by time constraint of four years of research .The research has chosen only retail e-sites among the e-commerce web sites .The survey sample size of respondents which is around 100 e-executives and 1243 e-customers out of lakhs of e-customers is one more limitation of the research survey. With all the above limitations the researcher fell that to adopt the conclusions of this research study with any other Indian e-sites operating in India in any part of world with specific changes and modifications might be required and the researcher is confident the conclusions will useful in any other sector also

FINDINGS, SUGGESTION AND CONCLUSION

This section presents the highlights of the research and major findings, Suggestions with regard to the research study i.e to study of the different research parameters of e-site service quality and e-customer – satisfaction to draw the final conclusions. This would like to give out the suggestions on new model of e-service standards for better sustainability and vertical growth of Indian e-site-companies. The survey organizations selected that were for the research are: **Indian flip cart and snapdeal** and **Foreign Amazon**. The methodology for analyzing the pros and cons of *service quality measurements and assessments of these Indian v/s foreign e-sites colliding in market head on with each other* and its criticalities involved, strengths and weaknesses and consequent threats and opportunities were studied and arrived at the understanding of following major focus areas –

Major findings

Major findings and suggestions of the thesis with reference to each objective of research:

The major findings of the research with regard to each objective are detailed as follows:

(I) First objective of research: To study the present level of service quality of e-sites Indian v/s foreign e-sites operation in India.

Findings with regard to objective: The overall research survey on the respondents with additional discussions with e-executives of survey e-site and the e-customers of e-sites with the statistical analysis this research revealed that the present level of Indian e-sites cannot be matched with service quality standards of the foreign e-sites. Indian e-site companies cannot handle and stop the growth of amazon with all best possible efforts in the following fronts by Indian e-sites.

1. E-site support services
2. E-Customer product delivery and distribution services
3. Quality issues related to after e-sale services
4. Quality of e-customer security while transaction with this e-site
5. Quality of e-product-promotion and e-advertising with this e-site.

Leading to comparative lower customer satisfaction in comparison with the foreign e-site.

(II) second objective of the research findings :To study and measure the present level of customer satisfaction w.r.t to the e-sites Indian v/s foreign e-sites operation in India.(directly from customers)

Findings on the objectives: The overall research survey on the respondents with additional discussions with e-executives of survey e-site and the e-customers of e-sites with the statistical analysis this research revealed that the present level of Indian e-sites cannot be matched with customer satisfaction from the foreign e-sites as per the e-customer-survey in the research. As per the e-customer opinion it shows that there are great lessons to be learnt by the foreign e-site-companies w.r.t all services they render with minute speedy customer sensitive services from company end with unlimited support services from call centres only will be able to bring Indian e-companies in the fore-front of e-business in the world. As per the e-customer opinion it shows that the Indian e-companies have to bench mark list of the improvements and changes urgently and emergently required in the service quality standards for basic and fundamental sustainability which is being ever challenged by world e-commerce sector (foreign e-sites) and a possible vertical growth and to gain a strong global standards and global presence. As per the e-customer opinion it shows that the Indian sites need to show “Kaizen” – “continuous improvement” strategy to bring them equal in service quality footage to bring greater and comparative quality in e-business in the world.

III third objective of the research findings : To study and measure the present level of customer satisfaction w.r.t to the e-sites Indian v/s foreign e-sites operation in India. (as per e-company executives view point)

Findings on the objectives : The overall research survey on the respondents with additional discussions with e-executives of survey e-site and the e-customers of e-sites with the statistical analysis this research revealed that the present level of Indian e-sites cannot be matched with customer satisfaction from the foreign e-sites as per e-company executives view point and their survey.

As per the e-company executive opinion and survey also shows that there are great lessons to be learnt by the foreign e-site-companies w.r.t all services they render with minute speedy customer sensitive services from company end with unlimited support services from call centres only will be able to bring Indian e-companies in the fore-front of e-business in the world. As per the e-company executive opinion and survey also shows that the Indian e-companies have to bench mark list of the improvements and changes urgently and emergently required in the service quality standards for basic and fundamental sustainability which is being ever challenged by world e-commerce sector (foreign e-sites) and a possible vertical growth and to gain a strong global standards and global presence. As per the e-company executive opinion and survey also shows that the Indian sites need to show “Kaizen” – “continuous improvement” strategy to bring them equal in service quality footage to bring greater and comparative quality in e-business in the world.

IV fourth objective of the research’s findings: To study the relationship between the e-site services - customer satisfaction and the service quality of the e-sites Indian v/s foreign e-sites operation in India.

Findings on the objectives : The overall research survey on the respondents with additional discussions with e-executives of survey e-site and the e-customers of e-sites with the statistical analysis this research revealed that there is fully matched relationship between customer satisfaction and the service quality standards followed and the level of professionalism they show in their operations both by foreign e-sites and Indian e-sites surveys of both as per e-company executives and e-customers is found in this research. So if the company want to grow and sustain for many decades with prosperity then may have augment their service quality standards and respond to the e-customer needs and services.

V fifth objective of the research’s findings: To study and understand any other issues related to the subject matter of the research.

Findings on the objectives: The overall research survey on the respondents with additional discussions with e-executives of survey e-site and the e-customers of e-sites with the statistical analysis this research revealed that there are many issues related to the subject matter of research not covered in the main objectives. These aspects were given by the e-customers at the end of the questionnaire and which are listed in details in the next under other findings in the survey.

First hypothesis of the research’s findings:

Hypothesis -1: H_{01} Hypothesis -1: H_{01} The present level of service quality of Indian e-site is NOT sufficient to be competitive in market and have vertical growth in comparison with foreign e-sites operation in India.

Findings with regard to hypothesis: The survey revealed that this Hypothesis is fully proved on the basis of overall results. The survey revealed that service quality of Indian e-site is not at all sufficient to be competitive in market and have vertical growth in comparison with foreign e-sites operation in India.

second hypothesis of the research’s findings :

Hypothesis -2: Hypothesis -2: H_{02} There is NO significant difference between the customer satisfactions between of e-sites Indian v/s foreign e-sites operation in India. (Customers view point).

Findings with regard to hypothesis: The survey revealed that this Hypothesis is proved on the basis of overall results. It is found in the research that there is significant difference between the customer satisfaction between of e-sites Indian v/s foreign e-sites operation in India as per e-customer point of view and Indian e-customer satisfaction is lower in comparison and they need to improve immediately to bring them in commendable position in world e-commerce – market.

Third hypothesis of the research’s findings :

Hypothesis -3 : Hypothesis -3 : H_{03} There is NO significant difference between the customer satisfaction on between of e-sites Indian v/s foreign e-sites operation in India. (as per e-company executives view point)

Findings with regard to hypothesis: The survey revealed that this Hypothesis is proved on the basis of overall results. It is found in the research that there is significant difference between the customer satisfaction between of e-sites Indian v/s foreign e-sites operation in India as per e-company executives point of view and Indian e-customer satisfaction is lower in comparison and

they need to improve immediately to bring them in commendable position in world e-commerce – market.

fourth hypothesis of the research’s findings :

Hypothesis -4: Hypothesis -4: H₀₄ The customers and e-company-executives NOT vary significantly in their satisfaction w.r.t to service quality of e-sites operation in India.

Findings with regard to hypothesis: The survey revealed that this Hypothesis is partially proved on the basis of overall results. The survey revealed that there is partial significant difference between the “e-customer satisfaction assessment” on the service quality of e-sites between the “direct e-customer “and “e-company-executives” in their point of options.

fifth hypothesis of the research’s findings :

Hypothesis -5 : Hypothesis -5 : H₀₅ The service quality measured between Indian v/s foreign e-sites operation in India NOT vary significantly in their satisfaction w.r.t to service quality of e-sites operation in India.

Findings with regard to hypothesis: The survey revealed that this Hypothesis is proved on the basis of overall results. The survey revealed that there is significant difference between the service quality measured between Indian v/s foreign e-sites operation in India and vary significantly in their satisfaction w.r.t to service quality of e-sites operation in India.

sixth hypothesis of the research’s findings :

Hypothesis -6: Hypothesis -6: H₀₆ The strength and weaknesses assessment of the Indian v/s foreign e-sites operation in India Will NOT vary significantly in Bangalore market survey.

Conclusions: The survey revealed that this Hypothesis is proved on the basis of overall results. The survey revealed that “The strength and weaknesses assessment” vary significantly between the Indian v/s foreign e-sites operation in India Will NOT vary significantly in Bangalore market survey. The foreign e-companies who more strengths rather than weaknesses in contrast to Indian e-survey-companies.

seventh hypothesis of the research’s findings :

Hypothesis -7: Hypothesis -7: H₀₇ The customers satisfaction of e-sites is is NOT related to the service quality of these e-sites operating in Indian market.

Findings with regard to hypothesis:

The survey revealed that this Hypothesis is proved on the basis of overall results. The survey revealed that the customers satisfaction of e-sites is fully and directly related to the service quality standards and service quality professionalism they exhibit in e- market by the these e-sites operating in Indian market.

Other important findings from the statistical survey :

The different suggestions and comments from the respondents are summarized as follows:-

1. Feedback systems at all levels of Indian e-site-distribution centers needs improvement w.r.t the customer additional requirements.
2. The response time off from Indian call centers needs to be speeded up as per e-customer opinion.
3. The e-customers are not allowed to open the box before the distribution boy and check the item, company, quantity and quality. This facility need to be there in all e-sites.
4. The e-site companies close their all communications w.r.t a sale , just few days after the sale is completed and the sale after enquires are not heeded with same interact as that of sale, sale confirmation and delivery.
5. The delivery boys usually will not be able to provide exact change to the amount given by the e-customers, e-customers may have to go most of the time to bring changes if in house they have only 500 and 2000 denomination currencies.

Major Suggestions with regard to the research:

The suggestions based on research findings are as follows:

- 1) The research suggests that marketing services and it’s quality e-site operation indian e-comapnies have to be improved inthe following aspects while sale operations are on e-site should

take operations of sale right first time without any fuss, able to provide complete confirmation details of order , e-site should completes sale transaction operation in time , e-site service representative on line availability at any time and tool-free services should be available for on phone while transation is on. Evemn the foreign e-site-compnaies have to bit imorve in this front.

II) The research suggests that the e-site support service quality have to be improved in the follwing aspects –should have regular practice of e-special offers frequently to e-mails , e-site offers fair compensation for issues and problems in transaction and order processing, and should ends transaction-relevant and opt e-mail response in time , and should handle e-transaction-complaints quickly and effectively to e-customer-satisfaction and e-orders could be handled easily in this e-site.

III) The research survey suggest that indian e-comapnies have to be improved inthe following aspects w.r.t e-customer product delivery and distribution level of quality have to be improved in the follwing aspects ,quality of protective packing while in the time of delivery ,courteous behaviour form the delivery boys of e-centers, able to give exact rupee changes and will stand outside home to create a feeling of security to e-customer while delivery., Delivery of right company, quantity and quality of products at the time of delivery in good condition and return facility if the product is found defective (quantity . packing ,out of date etc..) at the time of delivery and on the same day of delivery .

IV) The research survey suggest that indian e-comapnies have to be improved inthe following aspects w.r.t the Quality issues related to after e-sale services like e-site offers relevant, accurate and easy readable e-mails w.r.t e-transactions, quality of how quickly the e-customer compliant is handled , quality of product-return policy and handling return and re-remittance of amount to e-customer., e-Customer can cancel order aspiration (expectation) is met by the products and e-sale-tracking quality and easy ways of handling ability of e-site. These after sale services have imporeved.

V) The research survey suggest that indian e-comapnies have to be improved inthe following aspects w.r.t that Quality of e-customer security while transaction with this e-site are - details of e-security of e-customer availability in the website (safety of e-banking), e-Company details given in the e-site for any serious issues coming across by e-customer while on e-sales ,e-sale in this e-site will not lead to any sort of financial risks t hrough this e-site online payment could be safely done and there is should be no threat of personal details of the e-customer because of his transaction this e-site.

VI) The research survey suggest that indian e-comapnies have to be improved inthe following aspects w.r.t that Quality of e-product-promotion and e-advertising with this e-site aspects like -quality of visual pleasent and light colors are used in e-site, e-customers are clearly visualize the product because of quality graphics, e-site design, details and pop-ups are easy to use and are innovative in nature, the e-site should load quickly and moves between pages easily in speed and quality and e-site is well organized and classified on the basis of company, product ranges and customer requirement based .

VII) The research suggest that a better motivated team (e-marketing and distribution personnel) would be able to achieve better market reach and greater growth for both the survey e-site-companies.

VIII) The research suggest there is need to have a time-bound result oriented action plan all survey e-compaies to implemnet newer plna of progress and innovation in their process plans.

IX) The research suggests that the there is need for “kaizen “ movements in all operations , issues and aspects of all survey e-sites to give better service to the world.

X) The research suggest that the Indian e-sites needs lot of drastic improvement in their e-promotional, e-advertising and spped of the website operations urgently in comparion to all foreign e-sites to sustain and grow in the industry.

Major findings:

1. The research revealed and found that the present level of Indian e-sites cannot be matched with service quality standards of the foreign e-sites. Indian e-site companies cannot handle and stop the growth of Amazon with all best possible efforts in the following fronts by Indian e-sites.

- a) E-site support services
- b) E-Customer product delivery and distribution services
- c) Quality issues related to after e-sale services

- d) Quality of e-customer security while transaction with this e-site
- e) Quality of e-product-promotion and e-advertising with this e-site.

Leading to comparative lower customer satisfaction in comparison with the foreign e-site.

2. The research revealed and found that at the present level of Indian e-sites cannot be matched with customer satisfaction from the foreign e-sites as per the e-customer-survey in the research .

3. The research brought out that As per the e-customer opinion it shows that there are great lessons to be learnt by the foreign e-site-companies w.r.t all services they render with minute speedy customer sensitive services from company end with unlimited support services from call centres only will be able to bring Indian e-companies in the fore-front of e-business in the world.

4. The research revealed and found that the research brought out that As per the e-customer opinion it shows that the Indian e-companies have to bench mark list of the improvements and changes urgently and emergently required in the service quality standards for basic and fundamental sustainability which is being ever challenged by world e-commerce sector (foreign e-sites) and a possible vertical growth and to gain a strong global standards and global presence.

5. The research revealed and found that as per the e-customer opinion it shows that the Indian sites need to show “Kaizen” – “continuous improvement” strategy to bring them equal in service quality footage to bring greater and comparative quality in e-business in the world.

6. The research revealed and found that the present level of Indian e-sites cannot be matched with customer satisfaction from the foreign e-sites as per e-company executives view point and their survey.

7. The research revealed and found that As per the e-company executive opinion and survey also shows that there are great lessons to be learnt by the foreign e-site-companies w.r.t all services they render with minute speedy customer sensitive services from company end with unlimited support services from call centres only will be able to bring Indian e-companies in the fore-front of e-business in the world.

8. The research revealed and found that As per the e-company executive opinion and survey also shows that the Indian e-companies have to bench mark list of the improvements and changes urgently and emergently required in the service quality standards for basic and fundamental sustainability which is being ever challenged by world e-commerce sector (foreign e-sites) and a possible vertical growth and to gain a strong global standards and global presence.

9. The research revealed and found that there is fully matched relation ship between customer satisfaction and the service quality standards followed and the level of professionalism they show in their operations both by foreign e-sites and Indian e-sites surveys of both as per e-company executives and e-customers is found in this research.

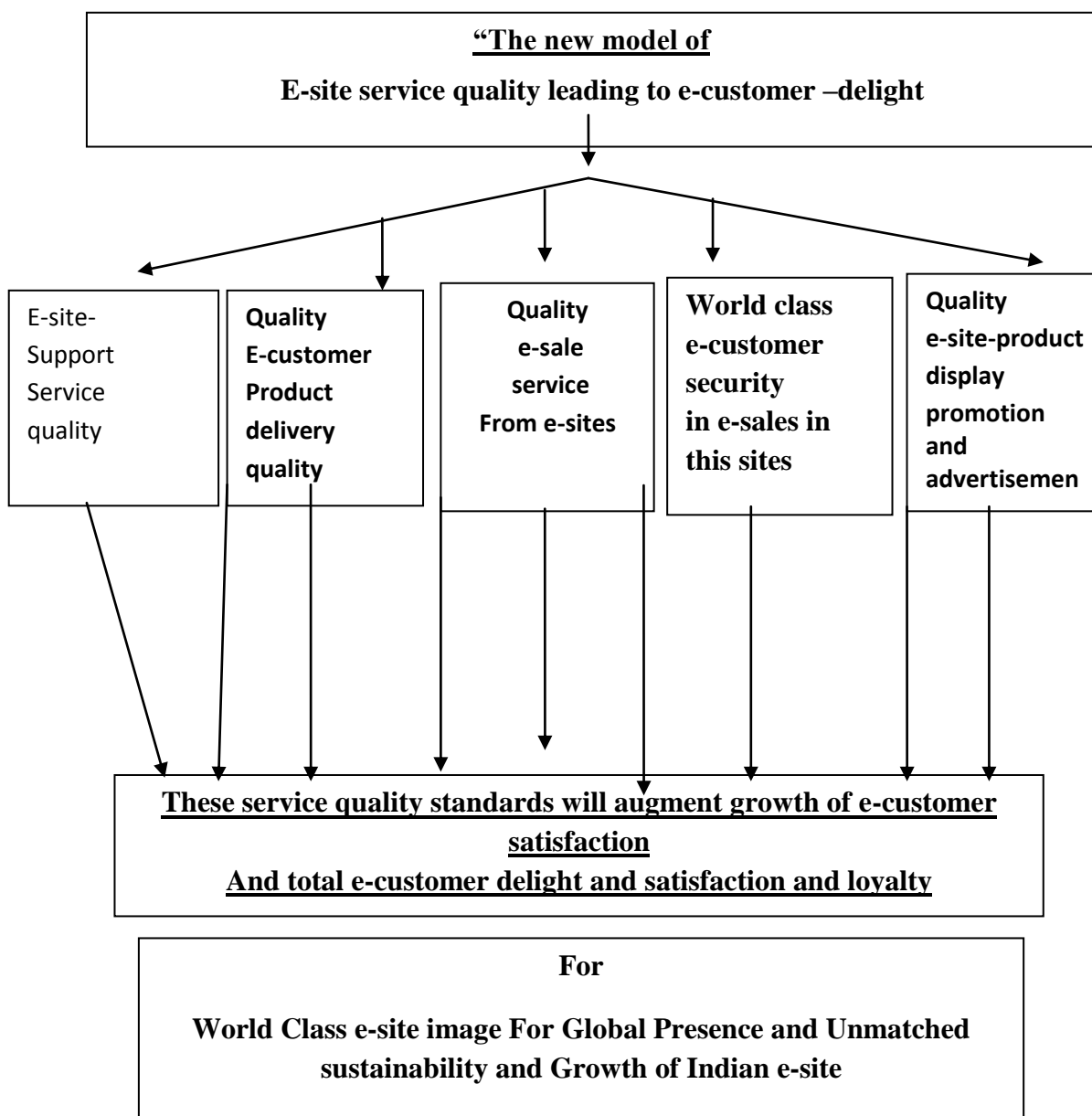
10. The research revealed and found that So If the company want to grow and sustain for many decades with prosperity then may have augment their service quality standards and respond to the e-customer needs and services.

11. The research revealed and found that this research revealed that there are many issues related to the subject matter of research not covered in the main objectives. These aspects were given by the e-customers at the end of the questionnaire and which are listed in details in the next under other findings in the survey.

New model of research : “new model of service quality Strategies For Indian e-sites for greater sustainability and growth for success ”

The research has suggested a integrated suggestion in form of new- model that is tested by the research is as follows and shown in the flow diagram.

“The new model of Indian e-site vertical growth and global success “



“The new model” shows that the important factors of focus for world class e-site and e-commerce-benchmarked- strategy for Indian e-site companies are as follows:

- Strong e-advertisements and e-Promotional activities in e-sites supported media , TV , news paper, leaflets, road shows, mailers, e-mailers to non-customer base advertising and promotional activities.
- Roboust feedback systems at e-site-distribution centers and speedy replay and corrective actions from e-site companies.
- Well planned e-marketing activities with brand ammbassadors
- Highly motivated e-team at e-site-distribution centers
- Highly motivated e-team at mkg call centers
- Highy mtivated top managment team required
- Matching quality of product and service with e-adveristing what they see at e-purchases

These above factors will lead to the successful growth and global leadership in the product and world-wide market reach with world class best- e-site image at e-commerce sector.

Final conclusions:

The future of any e-site e-commerce-company will be dependent on customer delight of customers which cloud be arrived only by well planned “quality of services “ that exceed his expectation and aspirations and which is able supply goods promised in e-sites by e-advertisements and e-promotional activities they visisulise as e-marketing-communication, supported by unmatched quality of speedy-distribution-services by the e-site distribution centres only will lead to a great name and value in the mind of the e-customers.

Final word and scope for future research:

The research could be extended for other e-sites in the field of e-car-rentals, e-pharmaceuticals, e-tourism-sites, e-health care and wellness and other e-site based e-commerce companies in the world.