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EFFECTIVENESS OF DISTRIBUTION CHANNELS: INTERNET IN SERVICE DELIVERY WITH REFERENCES TO INDIA

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ABSTRACT

E-transactions are growing at an alarming rate and internet has evolved new distribution channels for it. Apparently, the need to observe and understand how consumer's buying behavior is, has taken an effective gallop. As consumers are resistant to buy online, it becomes an obligation to make sure the things fall at the right place. The objective of this study is to review the factors that most people are putting efforts to shop online now. The main objective of this research on online shopping and e-shopping are surrounded around the factors that directly affect consumer's buying behavior. To this end, a survey was made of various universities and 120 questionnaires were distributed among the students and the general public. The survey results depicts that the people already shopping online, prefer to purchase online in future too and people who haven't experienced it yet are eagerly waiting for the perfect time as they have lagged behind because of psychological factors, social factors or emotional factors and most importantly the privacy factors. Different attitudes of consumers towards online shopping shows that they would still prefer the traditional shopping pattern because of various traits such as easy to shop, value, trust, comfortable and again the privacy security. As per research this paper has two major objectives. One is to examine the literature on using the internet in the service-marketing context. The other is concentrate on the opportunities that the internet creates for services providers with particular emphasis on using internet for delivering services. Also, the purpose of the paper is to develop a framework with Indian Services Providers, can be used as a basis for strategic decision-making about electronic channels for delivering services.

KEYWORDS

E-tailing, E-payments, distribution channels, online shopping, social factors.

INTRODUCTION

ONLINE SERVICES



Online services are a convenience alternative for time-poor and geographically dispersed customers. They can be accessed anywhere, anytime, from any electronic device. There is no more waiting and no queuing more alternatives available, online services are also highly cost-effective for the public sector. Online services presently allow the public to:

- Pay some bills over the internet instead of lining up at a counter or spending time on the phone.
- Fill out and submit some forms online without the need to download print and mail or present at a counter.
- Make you travel arrangement in advance and book your ticket online etc.

CHANNEL STRATEGY

Channel management issued to determine the Optimal mix of service delivery methods. Information on what business and the public want with the cost of delivering the service through each channel. A channel strategy is developed from this analysis, which may include implementing new channels if required, and providing incentives for customers to move to preferred channel, for example providing discounts if bill share paid online.

ONE STOP SHOP

One Stop Shop program is expected to provide landers with easy convenient access to government information online, over the phone and face-to-face. The aim is to deliver a new model for service delivery from the customer's point of view, rather than the traditional way of delivering services through separate departments. This model has been A group of senior from across the public sector is developing a business, case for the One Stop Shop, Innovation and the Arts is the program owner.

SECURITY REQUIREMENTS

There are two main options for entities to deliver services that collect credit card payments online. One option is to collect the payment over departmental systems and transmit the data to the bank. This requires, Innovation and the Arts is the program own for collecting credit card data to a payment service provided by a bank. This entails the entities obtaining an assurance report from the service provider. Approaches are used by the departments and the council include in the scope of this audit.

Developing an understanding for the relationship between online service and customer satisfaction is initial focus of this study. In a broader perspective, this study intended to be a valuable addition to the literature on the relationship between online service and customer satisfaction.

AT PRESENT PROGRESS IN ONLINE SERVICE DELIVERY

Supporting the development of information and communication technology. Development, efficient, effective and sustainable is called permanent. Social and economic development programs in the public sector through the use of ICT in e-government impacts directly on Sustainable Development. In this context, the opportunities offered by new technologies emerging essential today for the people and their integral development with participation in order to understand how to promote the development of e-government to reconsider. Sense of focus and extent of how the world governments and those specific to the greater efficiency and effectiveness in the stability further e-government, are working to assess the need to is there. Such as education, health, finance, social welfare and labor laws in the areas etc., policies, such as the documents contain information; 2012 survey to assess four different types of indicators, such as taxes, fines, license, public services; E-participation information and services; And provide a conduit for information and services to the technical features of these types (audio, video, RSS, etc.), to flow to the citizen.

DIFFERENCE BETWEEN SERVICE DELIVERY AND ONLINE SERVICE DELIVERY

Service delivery is a key strategy to achieve the Millennium Development Goals. Service provision or delivery is an immediate output of the inputs into the health system, such as health workforce, procurement and supplies and finances. Increased inputs should lead to improved service delivery and enhanced access to services. Ensuring availability and access to health services is one of the main functions of a health system. Such services should meet a minimum quality standard.

Availability: Refers to the physical access or reachability of services that meet a minimum standard. The latter often requires specification in terms of the elements of service delivery such as basic equipment, drugs and commodities, health workforce (presence and training), and guidelines for treatment. This can only be obtained by facility visits, using standardized data collection instruments. Data on the population distribution are required to estimate physical access. More precise estimates of physical access use travel time (and costs) rather than distance, but are difficult to measure.

Affordability: Refers to the ability of the client to pay for the services. Data can be collected by facility visits or by household interviews. The latter is likely to be a more accurate reflection of what the consumer paid. The extent to which the service is affordable depends on the clients' ability to pay which complicates measurement.

Acceptability: of the service predominantly has a socio-psychological dimension which can best be measured through household surveys. Client exit interviews are a biased sample as those who stay away from the facility because of socio-cultural barriers will be missed.

Online service delivery: When we speak of online service delivery, we're referring to the services and information we deliver on the web. That includes general information websites, websites with a specific purpose, service or information portals, application or reporting systems, forms, and even contact information. Throughout this module and the rest of the toolbox modules, we'll refer to online service delivery and web interchangeably - that is to say that we define online service delivery as your web presence and vice versa. What we deliver through our websites are online services and a service is defined as a benefit that we deliver to our external stakeholders through business processes which require one or more interactions.

LITERATURE REVIEW

A well-chosen and well planned channel management is necessary because it constitutes a significant competitive advantage, and it is designed to save costs, improve and increase the efficiency, provide transparency, provide a large customer database of whole supply chain management. Designing a good distribution channel is fundamental to good marketing. Within the distribution channel is the ability to use distribution channel to strategically market a product or service (Smith, 2000) Distribution tends to be one of the most immutable of the marketing mix decisions, but a number of external factors have led to an increase in its importance, namely, pressures on competitive advantage, the increased power of distributors, pressure to reduce distribution costs, a new stress on growth, and new technological developments (Hoelho & Collingwood, 2003) Distribution channels are typically composed of multiple companies, each pursuing its own interests, and because these interests are competing, channel members often fail to cooperate with each other and, sometimes, even work at cross-purposes. The main function of a distribution channel is to provide a link between production and consumption. (Kotler and Keller, 2010). Intensive distribution is at one end of the scale where the policy is to distribute to as many outlets as possible (Jobber, 2002). Extensive distribution, on the other hand, is at the other end of the scale where the policy is to distribute to only one intermediary at a given level in a given geographical area. In exclusive distribution, the producer severely limits the number of intermediaries. This is done in order to maintain control over the service level and service outputs offered by the resellers (Kotler, 2004).

NEED OF THE STUDY

1. Increased inputs should lead to improved service delivery and enhanced access to services.
2. There is no waiting and no queuing online services are also highly cost-effective for the public sector.
3. In a broader perspective, this study intended to be a valuable addition to the literature on the relationship between online service and customer satisfaction.

STATEMENT OF THE PROBLEM

What we deliver through our websites are online services and a service is defined as a benefit that we deliver to our external stakeholders (the citizens of B.C.) through business processes which require one or more interactions so what type of problems comes during digital distribution channels.

HYPOTHESIS

From this research I want to get distribution plays a key role within whole supply chain management and directly and indirectly digital distribution channel improve the quality, efficiency of the whole supply chain management.

OBJECTIVES

1. To find out the role of Internet service in distribution
2. To analyze the role of digital distribution in brand image of the company
3. To analyze the customer satisfaction of the customer towards digital distribution

RESEARCH METHODOLOGY

As per research authors tried to tap some of customer's perceptions and feeling regarding Internet as a service delivery channel on services market in India. As earlier discussed the nature of the research is essentially exploratory. The Sample was convenient as due to time constraints and consisting of various university and business students. The Instrument which I have applied i.e Survey.

Respondent supposed to be asked to participants in an academic study regarding their preferences and actual behavior with services delight through internet and they were asked to described their experience with different services delivered through via Internet. Furthermore I can say, result of this research can help indicate how to best market innovative technologies services to consumers, based on perceived benefit both for customers and services providers.

Convenience sample is taken due to the difficulties of finding people who use several or many services delivered via Internet. Since respondents in our samples are graduate school of marketing, they are highly involvement customers who have experiences in using the internet because of specific educational needs.

RESULT AND DISCUSSION

In this paper, we have taken a proactive approach of digital distribution towards customer satisfaction. That is, it is more effective to use digital distribution system to enhance the brand image of company. We argue since long that it is generally desirable to reduce or minimize the amount of digital channel management. The top issue for most Business to business companies today is channel conflict among all distributions channels and how interacting with customers on the Internet affects their reseller relationships. Emotions & moods run high when a channel conflict arises and the relations between the channel partners are damaged. Indeed, the biggest disadvantage of Business to business e-commerce is the threat of less distributors, resulting in the loss of physical distribution system. However, while digital channel management may be turning into a battleground for all ecommerce companies.

CONCLUSION

This is in part because the departments have not kept up with the pace of change in customer expectations for online services and are not using the full potential of information technology for its services. Strategic leadership and central direction has been notably ineffective, and departments have not implemented comprehensive strategies for managing all their service delivery channels. Developed and adopted marketing strategy of the company is the milestone and the starting point for decision making on use of Internet for service production, communication and delivery. All marketing decisions concerning the Internet should be consistent with company's goals, strengths, service offerings and area of specialization. The external environment, including all opportunities and threats will also impact on decision of Internet model which will be used for service production and delivery. Effectively managed Internet can lead to beneficial outcomes for both service providers and their customers. Therefore, findings of this study are particularly interesting for practitioners.

LIMITATIONS

Due to time Constraints I can target less audience, so research dint covered mass market.

FUTURE OF THE RESEARCH

There is a lot of further research in this important area is essential if we are to better understand the relationships between marketing on the Internet, distribution channel management, and business success. We need to better understand the effect of Internet-related channel management on outcome variables such as performance and satisfaction of whole supply chain management. Perhaps there is an "optimal" level of improvement required in digital distribution.

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