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REVIEW OF LITERATURE

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STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESIS (ES)

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

LIMITATIONS

SCOPE FOR FURTHER RESEARCH

REFERENCES

APPENDIX/ANNEXURE

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

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WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

AN EVALUATION OF WEB SERVICES USED BY CUSTOMERS OF SELECTED BUSINESS SECTORS IN ISLAMPUR CITY

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ABSTRACT

The concept of e-service (short for electronic service) represents one prominent application of utilizing the use of (ICTs) in different areas. Purpose of this study is to identify the impact of e-services on selected businesses in Islampur city. Nowadays e-commerce,   e-business and financial services industry have increasingly become a necessary component of business strategy and a strong catalyst for economic development. Increased use of mobile services and use of internet as a new distribution channel for banking transactions and international trading requires more attention. The development and the increasing progress that is being experienced in the information and communication technology have brought about a lot of changes in almost all facets of business. This study is based on primary survey in which researcher collects data from various businesses in Islampur city via structured questionnaire to identify impact of e-services on selected businesses.

KEYWORDS
e-commerce, e-services, ICT, mobile services.

1. INTRODUCTION
There are different e-services available toady among this e-banking is one of the important e-service. E-banking is defined as the deployment of banking services and products over electronic and communication networks directly to the customers (Singh and Malhotra, 2004). These electronic and communication networks include Automated Teller Machines (ATMs), direct dial-up connections, private and public networks, the Internet, televisions, mobile devices and telephones. Among these technologies, the increasing penetration of personal computers, relatively easier access to the Internet and particularly the wider diffusion of mobile phones has drawn the attention of most banks to E-banking. Other e-service are-Online sales/Purchase, Social networking, Mail messengers, Application software's, Online marketing, Business Web portals.

In present scenario e-services are more popular, easy to use and available anywhere also cost required for operating is very low. Availability of internet and supportive technology enhances more usage of e-services in business. Researcher will make survey on usage of e-services used by selected businesses in Islampur city using structured questionnaire and identify how these services affecting on businesses, there for the statement is entitled as "To study the impact of usage of E-services on selected businesses with reference to Islampur city."

2. REVIEW OF LITERATURE
Present research is based on survey conducted in Islampur city. Therefore it is Exploratory Research. Exploratory research helps for deciding strategic plan to organizations, deciding policies, issues and implementation innovative ideas in business . Traditional offline service quality were measured by comparing customers' expectations with firms' actual service performance (Sasser, Olsen, and Wyckoff, 1978)[11], items evaluating electronic service quality were changed to adapt to the electronic context (Parasuraman et al., 2005). For example, items in part of tangible should be substituted to items about Website design or appearance on evaluations of electronic service quality (Parasuraman et al., 2005). With the recognition of the difference measuring service quality between online and offline, dimensions in the evaluation of electronic service quality are required to develop rather than simply adapting traditional offline scales (Parasuraman et al., 2005).

3. OBJECTIVES
1. To study the use of e-services in selected businesses in Islampur city.
2. To study impact of e-services on selected businesses.

4. RESEARCH METHODOLOGY
4.1 SAMPLING
In Islampur city various businesses are there like- hotels, retail shops, medical stores, mobile shopee, manufacturing firms, foundries, cloth shops, jewelry shops, super markets, banks, post office, super market, hospitals, showrooms, government offices, educational institutes, cold storages etc . Following table shows the manufacturing and service firms is Islampur city.

SAMPLE SIZE IN ISLAMPUR CITY

Sr. No.	Manufacturing Firms		Service Firms		Total
	Available	Selected (10%)	Available	Selected (10%)	
1	163	16	276	28	44

In Islampur city there are near about 163 manufacturing firms among that 10% i.e. 16 has been selected and   among 276 service firms 10% i.e. 28 service firms has been selected for study purpose. These firms were selected using random sampling technique.

For the present study service users from above (i.e. 44) organizations has been selected based on the availability and more usage of e-services.
4.2 DATA COLLECTION AND ANALYSIS PROCEDURES
Data is collected in through structured questionnaire. Collected data will be present in suitable table form, graphical form and interpreted. Statistical techniques like mean, mode, standard deviation, correlatin, chi-square test and or SPSS etc. will be used for testing hypotheses.
4.3 SOURCES OF DATA
PRIMARY SOURCES: Questionnaire, observation, discussions, Interview.
SECONDARY SOURCES: Books, Research articles, Internet, Published and unpublished theses, Magazines, News papers.
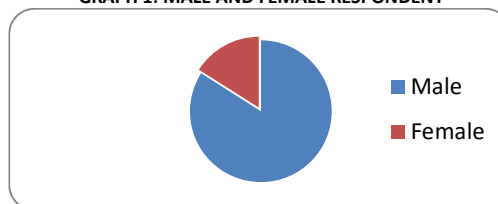
5. DATA ANALYSIS AND INTERPRETATION
5.1 PROPORTION OF MALE RESPONDENTS AND FEMALE RESPONDENTS

TABLE NO. 1: MALE AND FEMALE RESPONDENT

Gender	Respondent	Percentage
Male	84	84
Female	16	16
Total	100	100

GRAPH 1: MALE AND FEMALE RESPONDENT

From the above table (table 1)it is clear that among total website respondents there are 84% male respondents and 16% women respondents which are selected on the basis of frequently usage of the website.
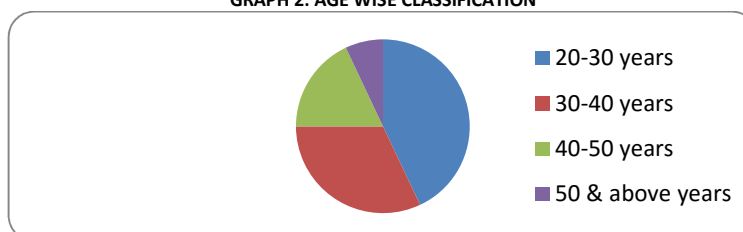
Since the majority of respondents is Male.

5.2 CLASSIFICATION ACCORDING TO AGE GROUP

TABLE NO. 2: AGE WISE CLASSIFICATION

Age	Respondent	Percentage
20-30 years	43	43
30-40 years	32	32
40-50 years	18	18
50 & above years	7	7
Total	100	100

GRAPH 2: AGE WISE CLASSIFICATION

From the above table (table2) it is clear that among total website users, 43% respondents are from 20 to 30 years age group, 32% respondents from 30 to 40 years age group, 18% respondents from40 to 50 years age group and 7% respondents are from 50 & above.

Majority of respondents are from 20-30 age groups.

5.3 PROPORTION OF FINDING THE WEBSITE

TABLE NO. 3: SOURCES OF WEB SITE

Particular	Respondent	Percentage
Search Engine	22	22
Newspaper/Magazine article	35	35
Friend or business associates	18	18
Advertisement	9	9
Don't know/don't remember	7	7
Other	9	9
Total	100	100

GRAPH 3: SOURCES OF WEB SITE
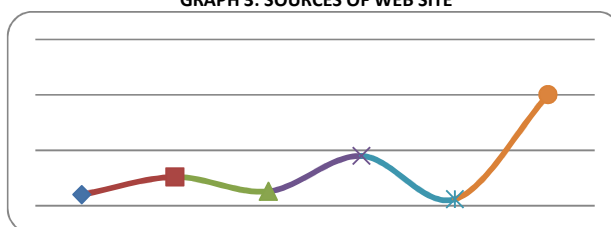
From above graph it is clear that among total customers there are 22%of respondents who find the websites through search engine, 35% of respondents are find website through newspaper/magazine article, 18% of respondents who find website through friend or business associates 9% of respondents are find website through advertisement, 7% of respondents are find website through don't know/don't remember, 9% of respondents who find website through other sources.

From the above table it is concluded that majority of the respondents (i.e.35%) are known the website from newspaper/magazine article.

5.4 PROPORTION OF VISITING OUR WEB SITE

TABLE NO. 4: FREQUENCY OF VISITING WEB SITE

Particular	Respondent	Percentage
Everyday	10	10
Several times a week	26	26
Once in a week	13	13
Several times a month	45	45
Once in a month	6	6
Total	100	100

GRAPH 4: FREQUENCY OF VISITING WEB SITE
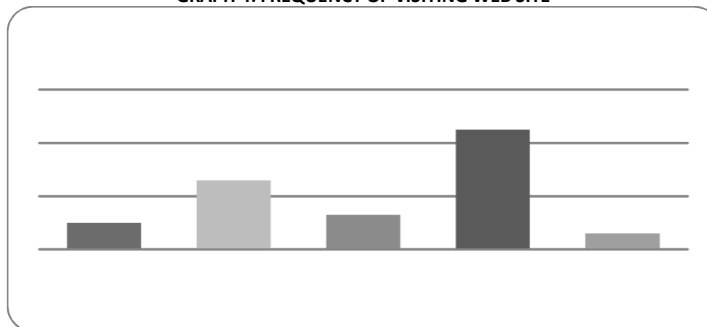
From above graph it is clear that among total respondents there are 10% respondents are visit the website everyday, 26% respondents are visit the website several times in a week, 13% respondents are visit the website once in a week, 45% respondents are visit the website several times in a month, & 6% respondents are visit the website once in a month.

5.5   PROPORTION OF ORGANIZATIONS WEB SITE IS CLEAR & LOGICAL

TABLE NO. 5: WEB SITE DATA ORGANIZATION

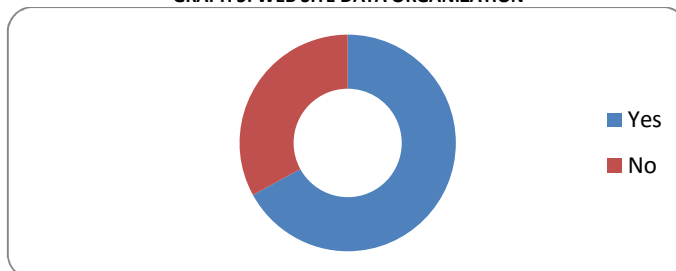| Particular	Respondent	Percentage
Yes	67	67
No	33	33
Total	100	100

GRAPH 5: WEB SITE DATA ORGANIZATION

From above graph it is clear that among total respondents there are 67% respondents are says the website is logical & clear, 33% respondents are says the website is not logical & clear.
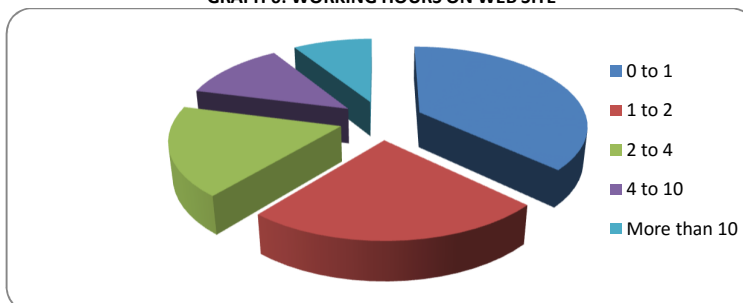
Since 67% of respondents agreed on contents of the organization is clear and logically well presented.

5.6   PROPORTION OF WORKING HOURS ON WEBSITE

TABLE NO. 6: WORKING HOURS ON WEB SITE

Particular	Respondent	Percentage
0 to 1	37	37
1 to 2	24	24
2 to 4	18	18
4 to 10	12	12
More than 10	9	9
Total	100	100

GRAPH 6: WORKING HOURS ON WEB SITE

From above graph it is clear that among total respondents there are 37% respondents are spend their time in working on website 0 to 1 hour in a week , 24% respondents are spend their time in working on website 1 to 2 hour in a week, 18% respondents are spend their time in working on website 2 to 4 hour in a week, 12% respondents are spend their time in working on website 4 to 10 hour in a week, 9% respondents are spend their time in working on website more than 10 hour in a week.

6. CONCLUSION

It is concluded that, this study reflects exactly how many businesses are using e-services and how it is affecting on their businesses. Further suggestions will be given based on observations, data analysis through survey of various businesses which helps businesses to expand and take more advantages of e-services in their business. Many new ideas will be shared with businesses for upgrading their e-services. Businesses definitely gets more benefited using e-services.

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