Impact of Service Quality over the Performance of Electronic Industries

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Abstract— Electronic industry is among the leading industries contributing to the growth of the Nation. Service quality has a sub sequential impact over the performance of electronic industry. Electronic market is one of the top growing industry not only in the India but also the world because of trend. The highly urgency of digitalization has urge for the high improvement in the service quality along with the highly upgraded product in electronic market. In this paper we are going to understand the impact service quality had over the performance of e-Industry, along with improvement suggestion that can be provided to the electronic Market. Recent Govt decision and declaration regarding various policy aimed at promoting the use of digital gadgets and E-mode also increased the importance of analyzing the Electronic Industry.

Key words: Digitalization, Electronic, Industry, Product, Upgrade

I. INTRODUCTION

Electronic industry initially restricted mainly with the development and maintenance of E-system which includes radio broadcasting, telephonic communication and augmentation of defence capabilities. Until 1984 it was mainly government owned but afterwards in 1980s it witnessed a rapid growth of the electronics industry due to sweeping economic changes, resulting in the liberalization and globalization of the economy. The domestic electronic industry has responded instantly and favourably to the policies of the government. The merger os the electronic field to private sector enabled entrepreneurs to establish the industries to meet demand in the market. Improvements in the areas of commercial software, positioning and networking system, and Defence. The result therefore has been a significant trade growth that began in the late 1990's. The Indian electronics industry is a great opportunity to the investor who wants to invest in India and who consider it as a potential investment opportunity who have not been limited to any specific constant.

II. DIMENSION OF SERVICE QUALITY

Service quality measures how well a service is delivered, compared to customer expectations. Businesses that meet or exceed expectations are considered to have high service quality. Basically service quality is often types:

A. Reliability

A reliable service such as an airline that's usually on time.

B. Responsiveness

A service that is responsive to the individual needs of customers. For example, a firm that isn't locked into rigid policies when special situations arise.

C. Empathy & Tailoring

It is well known in the service industry that different customers prefer different styles of service. For example, some customers enjoy a personal conversation where others would prefer to maintain a distance.

D. Competence & Diligence

Professionals who know what they're doing and are paying attention.

E. Consistency

A pleasant level of predictability such as a dish at a restaurant that tastes the same each time.

F. Safety & Security

A service that feels safe and secure such as an ecommerce site that doesn't lose your personal data.

G. Environments

The quality of environments such as a hotel room or airport lounge.

H. User Interfaces

User that are pleasing and productive to use.

I. Tangibles

Tangible elements of a service such as the quality of ingredients used by a restaurant.

J. Experiences

The overall intangible experience offered by a service such as a theme park that's has a happy feel to it.

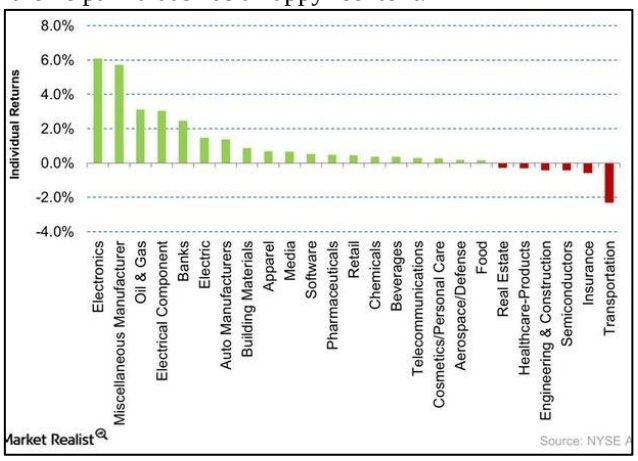

Fig. 1: Year Wise Performance of Electronic Industry in Chhattisgarh with Compare to Other Sector

III. TOP MAJOR COMPANIES IN ELECTRONIC INDUSTRY

A. Colour Television

Onida, Haier, Videocon, Samsung, Lg, Panasonic, Sansui etc.

B. Camera

Sony, Canon, Olympus, Nikon etc.

C. Mobiles

Motorola, Samsung, Micromax, Lenovo, Karbon etc

IV. ELECTRONIC INDUSTRY IN INDIA

India is one of the leading market for electronic industry. It future prospect has lot of questions which are needed to be answered. The overall effects have been accelerated growth, the entry of many new firms in the market place and an increased reliance on foreign technology and components. Four case studies, covering personal computers (PCs), colour TVs (CTVs), electronic switching equipment, and integrated circuits (ICs), demonstrate the impact which the government's new electronics policy has had on the industry's technological capabilities and international competitiveness. With the announcement of made in India campaign by our prime minister, its growth has carry a boost rate in manufacturing sector. We can say that the electronic market has a bright future keeping in eyes the future requirement and necessity.

V. IMPACT OF SERVICE QUALITY ON PERFORMANCE

The service quality highly responds with the higher performance rate of the specific product concern with respective electronic industry. Those days are gone when people usually just look for the sales and purchase of the product but now days the effect of after sales service has larger impact on the performance of the company. The faster and smoother the service facility, the more satisfied is the customer. basically in the electronic market the role of service quality has been increased and with passing day getting more and more boost, now even the companies are more focused on providing service and after sales benefits.

The more flexible and smoother the service provides by the company the more is the chances of retaining the customer and more are the chances to have the customer loyalty. The aim of the companies behind boosting their service quality is not only the gaining of the new customer but also the retaining of the old one so that they can enjoy a larger market share in the market and hence combating the market competition in more better and predominious manner.

VI. FACTOR AFFECTING THE PROVIDENCE OF SERVICE QUALITY

There are various factors that directly or indirectly attempt to affect the service quality of any company. They are mainly:

- Skilled labour
- Timely service
- Frequency of service
- Quality of service (depends upon skilled labour)
- Better communication
- Customer tackling skill(part of communication skill)
- Grievance resolution
- Genuine parts avaiblility

VII. CONCLUSION

The service quality plays an effective role in promoting sales, attracting new potential customer to the industry, which is an essential part for running the industry in smooth and flexible manner. After reviewing this paper we came to the conclusion that service is an integral part of not only electronic industry but also for all the other industry seeking the benefit of that quality, Service quality depends upon the internal environment of that particular industry. The higher the service quality the higher will be the performance of that company, the superior will be the service quality; the more will be the future prospect of that company. Looking at the present trend of Indian industrial sector the companies are more focused on providing service with a high standard to maintain repo in the market and to keep it up the goodwill.

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