

Postal Monopoly Rights and Service Quality from Customer ' s Perspective

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ABSTRACT

The purposes of this study are as follows 1.to explore client ' s consideration factors on selection of mail delivery company 2.to compare and analyze service variations between Taiwan Post Co., Ltd and private 2.postal companies 3.to explore customer ' s perspective regarding postal monopoly This study adopted qualitative-approached in-depth interviews with 11 mass-mail sending companies by purposive sampling and research conclusions listed below were therefore resulted from those interviews. 1.client ' s consideration factors on selection of mail delivery company : price, 1.convenience, confidential service accountability, availability of operation branches, 1.public image of management, thought for political stance, single-tasked orientation, 1.and solid financial foundation 2.service variations comparison:Taiwan Post Co., Ltd is more favored in concrete, 2.reliable, and guaranteed aspects, while private postal companies are more favored in 2.responsive, and caring aspects. 3.customer ' s perspective regarding postal monopoly:The pros of monopoly are 3.confidence scarcity in private companies for their past bad image and more 3.confidence in state-run enterprises like Taiwan Post Co., Ltd has an established 3.reputation, while the cons are privatization makes price cheaper, customers have the 3.right to choose, accessibility cost shouldn ' t be assumed by the mass, and people ' s 3.benefit from privatization.

Keywords : postal taiwan, monopoly, service quality

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