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Majandusteaduskond

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**ILUTOODETE E-POE KLIENDIRAHULOLU
PRO KOSMEETIKA OÜ NÄITEL**

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LÜHIKOKKUVÕTE

Töö probleem seisneb selles, et e-kaubandus muutub ka ilutoodete valdkonnas kaubandusega tegelevate ettevõtete jaoks tähtsamaks, kuid ei ole täpselt teada, millest sõltub ilutoodete e-poodide kliendirahulolu ja millised on klientide objektiivsed eelistused ja täpsed soovid ilutoodete e-poodide suhtes. Töö eesmärgiks on selgitada välja, milline on Pro Kosmeetika OÜ klientide rahulolu e-poea, mis seda mõjutab ja selle põhjal töötada välja ettepanekud Pro Kosmeetika OÜ e-poe arendamiseks. Töös on neli uurimisküsimust: 1) Millised kliendirahulolu tegurid on Pro Kosmeetika OÜ e-poe klientide jaoks kõige olulisemad? 2) Milline on Pro Kosmeetika OÜ e-poe klientide rahulolu erinevate tegurite lõikes? 3) Millised on erinevused Pro Kosmeetika OÜ era- ja äriklientide rahulolus? 4) Mida saaks Pro Kosmeetika OÜ teha e-poe klientide rahulolu suurendamiseks?

Töös viidi läbi kirjalik küsitlus Pro Kosmeetika e-poe klientide seas. Küsitlusega hinnati, millised kliendirahulolu tegurid on klientide jaoks kõige olulisemad ja hinnatakse kliendirahulolu erinevate tegurite lõikes. Küsitlusele vastas 921 klienti.

Uurimustulemused näitavad, et rahulolu Pro Kosmeetika e-poea on kõrge ning kõige kõrgemaks ostutingimustega seonduvalt. Teisele kohale jäi rahulolu toodete kvaliteediga ja kolmandale tarnete korrektsusega. Kõige madalamaks osutus rahulolu probleemide lahendamise, veebilehe kasutusmugavuse ja toodete hindadega. Küsitluse tulemused ei näidanud, et Pro Kosmeetika OÜ äri- ja eraklientide vahel oleks kliendirahulolu osas olulisi erinevusi. Samuti ei sõltu kliendirahulolu sellest, kui suure osa kliendi ostudest moodustavad e-poe ostud. Esines üks erinevus kliendirahulolu osas vastavalt kliendi ostusummale. Töö tulemuste põhjal tegi autor mitmeid ettepanekuid e-poe arendamiseks

Võtmesõnad: e-pood, kosmeetikatooted, kliendirahulolu

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