The aim of this research was to conduct a critical analysis of the operational process of Internet, which led to competitive pricing. The specific objectives of the study were:

- To identify the key characteristics of the service operation in terms of offering the internet service to the market;
- To develop a service quality process to depict the operational process steps, representing both consumer and business perspectives;
- To identify and express clearly diagrammatically problem areas regarding structure of electronic marketplaces; and
- To devise creative and fully justified solutions that address problems identified: these are illustrated in a revised service quality process to present opportunities for a future research direction.