

# Consumer satisfaction in online shopping

S.Praveenkumar\*

Centre for Tourism and Hotel Management, Madurai Kamaraj University, Madurai – 625 021

\*Corresponding author: s.praveenkumarus@gmail.com

## ABSTRACT

Online shopping is the process of buying goods and services from merchants over the internet. Since the emergence of the world wide web, merchants have sought to sell their products to people who spend time online. Shoppers can visit web stores from their homes and shop as they sit in front of the computer. Consumers can buy a huge variety of items from online stores and can be purchased from companies that provide their products through online. Consumers can buy books, clothing, household appliances, toys, hardware and software from an online store. Many people choose to shop online because of the convenience. Many researchers and academia have highlighted the importance of customers in today's market. The level of satisfaction of customer with a company has profound effects. Thus, though customer satisfaction does not guarantee the repurchase from a company but it does play a very important role in achieving customer loyalty. Present study provides the company with the necessary insight in order to retain and increase customer base, improve customer relationships and focuses an overview about online shopping and the satisfaction level of the customers.

**Key words:** Internet, Computer, Online store, Online shopping, Convenience, Satisfaction and Guarantee.

## INTRODUCTION

Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. Online shopping is a kind of e-business where one consumer can directly shop over the internet. Online shopping otherwise named as e-web-store, e-shop, e-store, internet shop, web-shop, web-store, online store, online store front and virtual store. Mobile commerce or m-commerce describes purchasing from an online retailer's mobile optimized online site or applications.

An online shop evokes the physical analogy of buying products or services at a bricks and mortar retailer or shopping center; the process is called business to consumer online shopping. In the case where a business buys from another business, the process is called business to business online shopping. The largest of these online retailing corporations are Alibaba, Amazon and eBay. Generally, higher levels of education and personal income correspond to more favorable perceptions of shopping online. Increased exposure to technology also increases the probability