

LITERATURE SURVEY

Customer satisfaction dimension and impact of customer loyalty in online shopping sites

E-Commerce

E-commerce is way of business through internet which relates to information searching activities, information sharing purchasing products and services and also maintain customer relationship without any face to face interaction unlike transaction do in traditional way. Often wrong perception made about the way of doing E-commerce business between web retailers and end customers but E-commerce encompasses a full range of conducting online business. It's interaction between Business to customer, Business to Business, & Business to government.

Customer Satisfaction

When products and services according to the customers expectation then we called it customer satisfaction. If we provide product and service through online shopping sites then customer should be loyal towards shopping site, and E-Commerce company generate more profit when customer purchase product repetitively. In this research satisfaction is related to the outcome of the customer purchase and the performance perceived in order to measure the attitude of respondents towards product.

Purchase Intention

Model of The Unidimensional View of Attitude" Purchasing intention is outcome of attitude which reflect to willingness of customer's to buy from a particular E-retailer. Actual behavior of the consumer consider entertaining for research.