**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 mantan 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 an full range of conducting online bunness It's interaction between Business to customer, Bunness 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 than customer should be loyal towards shopping ate, 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 Undimenonalist View of Attitude" Purchasing intention is outcome of attitude which reflect to willingness of customer's to buy from a particular Eretailer Actual behavior of the consumer connder entertaining for research.