Abstract

1.E-commerce includes a significant business process of transacting modern business services as large number of people are approaching to online services through the internet and various websites.

2.However, creating customer satisfaction is of utmost importance to enhance customer loyalty and repeat patronage.

3.The problem on which this research is based is to investigate the role of e-commerce in improving customer satisfaction. E-commerce is a transaction of buying or selling online.

4.Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems.