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## Factors Influencing Customer's Satisfaction Level Towards Online Shopping in Jaipur and Gurgaon

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### **Abstract:**

*The ever-increasing use of the internet in India provides a developing outlook for E-marketers. E-marketing is an emerging dimension of India. Lifestyles of the peoples are changing day by day. Earlier there were markets in the street for meeting customers' needs then updating with the western modernization trend concept of mall and multiplex came into existence which facilitate the customer by providing wider choice of goods and services. Then by eliminating the time spend by customers to visit the mall the concept of e-shopping came into existence where customers need not to visit anywhere they has to just click on the website and the product get delivered at their place. Earlier only books were sold through amazon.com then many such companies enter into market with broader areas providing better facilities to the customers. As each and every thing can be sold or purchased through internet but electric products are more in trend now a day. Prices of such products are less on e-retailers as compared to brick & mortar shops due to the elimination of middle man which in turn eliminate the dealers cost. But not all e-customers are satisfied by the e-retailers many complaints like delay in product delivery, substandard product without user manual, cheap and incorrect product delivered, non delivery of product etc. So a question arises that the customers are satisfied or not with whatever services provided by the e-retailers. Earlier many researcher try to find out the buyer's behavior, pre-sale and post sale behavior but no one try to find out the satisfaction level of the customer. So by this research researcher tries to find out the truth behind it. This paper sets out to examine the factors influencing customer's satisfaction level towards online shopping in Jaipur and Gurgaon through self-administered questionnaire, which was developed based on prior literature. A total of 200 customers were randomly selected. The covariance analysis demonstrated the most significant determinants of consumers' satisfaction towards online shopping. The results indicated that among total variants availability of unique product, expectation and on time delivery of the product insist customer to shop again from online stores and effects the most their overall experience with the online shopping.*

**Key words:** Online shopping, customer satisfaction, customer purchasing behavior

### **1. Introduction**

E-marketing means using digital technologies to help in selling your goods or services. These technologies, like e-mail and websites, are a valuable complement to traditional marketing methods whatever the size of our company or our business model <sup>1</sup>. Online Marketing is defined as "the art and science of selling products and/or services over digital networks, such as Internet and cellular phone networks" Online <sup>2</sup>. Here the art of online marketing refers to discovering the right online marketing mix of strategies which attracts the target market for actually converting into sales. Here the science of online marketing refers to selecting the online marketing strategies to be applied and evaluating the success of those online marketing strategies through research and analysis. Online marketing is also referred as i-marketing, web marketing, internet marketing or e-marketing. E-commerce (electronic commerce) is type of online marketing and is defined as "the art and science of selling products and/or services over the Internet" <sup>2</sup>. Online shopping is the process consumers go through to purchase products or services over the Internet. Online shopping has been a growing phenomenon in all four corners of the world, in particular amongst countries possessing highly developed infrastructure available for marketing activities through the internet. Today, internet is not only a networking media, but also a global means of

transaction for consumers. Internet usage has grown rapidly over the past years and it has become a common means for information transfer, services and trade. E-marketing means using digital technologies to help in selling your goods or services.

## 2. Growth of E-Shopping in India

According to a report released by IMRB and IAMAI, the e-commerce market in India is expected to be a 50,000 crore valuation by end of 2012. A growth of almost 4 times of the market size back in 2007, the e-commerce industry is picking on the trend of the increasing number of Internet subscribers in India. The growth in the e-commerce industry has been tremendous with a larger audience accepting the ease of online payments. Therefore, analyzing consumer satisfaction toward online shopping helps marketing managers to predict the online shopping rate and evaluate the future growth of online commerce. This paper examines the relationship between consumer satisfaction and factors that insist customers to shop online.

## 3. E-Satisfaction

Satisfaction, according to Oliver (1997) is “the summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with a consumer’s prior feelings about the consumer experience.” From his perspective, “satisfaction may be best understood as an ongoing evaluation of the surprise inherent in a product acquisition and/or consumption experience.” In this research, *e-satisfaction* is defined as the contentment of the customer with respect to his or her prior purchasing experience with a given electronic commerce firm.

The ability to measure the level of customer satisfaction with online shopping is essential in gauging the success and failure of e-commerce. To do so, Internet businesses must be able to determine and understand the values of their existing and potential customers. What factors make online shopping appealing to customers? What customer values take priority over others? This study’s purpose is to answer these questions.

## 4. Research Objectives

To determine the customer satisfaction level who shops online.

- To identify the post sale behavior of the customers
- To identify the likelihood to recommend the product to other people.
- To measure the expectation level of the customer
- To identify the likelihood to return the product

To measure the online retailer efficiency in solving the customer grievances

- To find out the number of customers who filed their complaint against the companies
- To find out whether all the complaints are sort out by the companies or not.
- To identify the level of customer grievances which reach to the consumer court

To analyze the recent emerging trends in online market

To explore the future scope of internet marketing.

To identify some important precautions for making online shopping secure.

## 5. Relevance of the Study

This study will be a significant endeavor in promoting the need of the customer. Customer is one for whom you satisfy a want or need in return for some of payment. The payment may be the money, may be time or may be goodwill but there is some form of payment. Satisfaction is the level of person felt state by comparing product perceived in relation to the person’s perception.

Moreover the study will be helpful for the online retailers in knowing “what do your customer wants “? “What their mindset”?. If the retailers get answers to all these questions, they can meet their needs and help them to associate positive things with their brand. This research will also provide recommendations on how to evaluate the performance by providing the better services to the customers.

This research also contributes to the society as According to Peter F Ducker the purpose of business is to create and then retain a satisfied customer. A society support business because it serve its member by catering to their need and leave them satisfied. if the business dissatisfied its customers and not only these customers stop availing service , but society at large will condemn the firm and may and penalize it to the point of its extinction.

## 6. Review of literature

### 6.1. Online Shopping

It was suggested by authors <sup>3</sup> that consumer trust in Internet shopping is driven by trustworthiness of Internet merchant, trustworthiness of Internet shopping medium and contextual factors and that individual trust propensity moderated each of the relationships between the antecedents of trust and trust. Cheskin/sapient <sup>4</sup> report states that trustworthiness is driven by seals of approval (logos of security firms), branding, fulfillment, navigation, presentation and technology. Trust in online environment is based on beliefs in the trustworthiness of a trustee, which is composed of three distinct dimensions: integrity, ability and benevolence<sup>5</sup>.

Inferior product quality, poor content of the Web site, complex or unintuitive navigation, technology failure(s), inferior customer service, poor response time and problems in order fulfillment can lead to loss of trust<sup>6</sup>. There are several ways in which online trust can be increased. To build online trust, Authors <sup>7</sup> has suggested the following ways: maximize cues that build web site trust, use

virtual advisor technology to gain customer confidence and belief, provide unbiased and complete information, include information on competitive products and keep promises. To increase trust at higher levels, authors<sup>8</sup> recommends that user driven personalization used by used. Authors<sup>9</sup> suggest that by quoting policies of customer satisfaction, returns and refunds trust can be enhanced. Consumers should be provided with the chance of being anonymous while engaging in information exchanges and online transactions<sup>10</sup> to increase online trust.

Author<sup>11</sup> suggests that companies should reveal past performances patterns, give references from past and current users, acquire third-party certifications and build it easy to locate, read and implement policies relating to privacy and security. Trust can be increased by credit card loss assurance; product warranty and merchandise return policies, availability of escrow service, ability to schedule human customer service and availability of user friendly interfaces<sup>12</sup>. Third party involvement and privacy statements can improve trust<sup>13</sup>.

### 6.2. Purchasing

Fourteen studies discuss online purchasing, which refers to consumers. actions of placing orders and paying. This is the most substantial step in online shopping activities, with most empirical research using measures of frequency (or number) of purchases and value of online purchases as measures of online purchasing; other less commonly used measures are unplanned purchases<sup>14</sup> and Internet store sales. For example, in Lee and colleagues. (2001) examination of the relationship between online purchasing behavior, perceived ease of use, perceived usefulness, perceived risk of the product/service, and perceived risk in the context of the transaction, the measures used are total amount spent and frequency in last 6 months.

Online purchasing is reported to be strongly associated with the factors of personal characteristics, vendor/service/product characteristics, website quality, attitudes toward online shopping, intention to shop online, and decision making<sup>15</sup>.

### 6.3. Consumer Satisfaction

Consumer satisfaction is the focus of the investigation in only three articles. It can be defined as the extent to which consumers. Perceptions of the online shopping experience confirm their expectations. Most consumers form expectations of the product, vendor, service, and quality of the website that they patronize before engaging in online shopping activities. These expectations influence their attitudes and intentions to shop at a certain Internet store, and consequently their decision-making processes and purchasing behavior. If expectations are met, customers achieve a high degree of satisfaction, which influences their online shopping attitudes, intentions, decisions, and purchasing activity positively. In contrast, dissatisfaction is negatively associated with these four variables<sup>16, 17, 18</sup>.

## 7. Research Methodology

### 7.1. Scope of the Research

The dawn of the internet era opened up amazing new possibilities. Impossible is not a word anymore! India has also joined the bandwagon and the numbers themselves do all the talking. The latest statistics reveal that 10 million internet users in India. And, here comes the best part; the internet users as of now comprise of only 3.6% of the population. Now we can imagine the scope of internet marketing in India!<sup>19</sup>

Now that we have come to terms with the tremendous scope of Internet Marketing in India, we have to understand that marketing through the internet can be an entirely different ball game. In fact it is a potent combination of technology and marketing acumen.

### 7.2. Hypothesis Development

For formulating hypothesis we need customer evaluation on e-tailer's overall services, especially customer likelihood to buy again, customer's overall experience with a particular purchase. We will use these two variables as dependent variable (see table 1). The data allow us to examine 5 independent variables (see table 2)

#### Independent variables

S. no	Independent variables	Explanation
1-	Availability	Product was in stock at the time of expected delivery
2-	Tracking	Ability to track orders until delivered
3-	On- time	Product arrived when expected
4-	Expectation	Correct product was delivered and it worked as described/depicted
5-	Service/support	Availability/ ease of contacting , courtesy & knowledge of staff , resolution of issue

Table 1

#### Dependent variables

S. no	Dependent variables	Explanation
1-	Shop- Again	Likelihood to buy again from this store
2-	Overall-rating	Overall experience with this purchase

Table 2

### 7.3. Hypothesis of the Study

Ho- Online customers who shops electronic products are not satisfied.

H1- There is a significant relationship among independent variables a) Availability, b) Tracking, c) Ontime d) expectation e) Support/service with re purchase intention.

- H1a- There is a significant relationship among availability and re-purchase intention
- H1b- There is a significant relationship among tracking and re-purchases intention
- H1c- There is a significant relationship among ontime and re-purchases intention
- H1d- There is a significant relationship among expectation and re-purchases intention
- H1e- There is a significant relationship among support/service and re-purchases intention

H2- There is a significant relationship among independent variables a) Availability, b) Tracking, c) Ontime d) expectation e) Support/service with overall rating intention.

- H2a- There is a significant relationship among availability and overall rating
- H2b- There is a significant relationship among Tracking and overall rating
- H2c- There is a significant relationship among ontime and overall rating
- H1d- There is a significant relationship among expectation and overall rating intention
- H2e- There is a significant relationship among support/service and overall rating

### 7.4. Sample Frame

Data for the study were gathered by primary data collection method through consumer survey questionnaires administered among customers who shop online at Jaipur and Gurgaon. A self-administered questionnaire was distributed to 500 customers. Among 500 questionnaires that were distributed, approximately 250 were not eligible for this survey as they didn't buy electronic product online. But only 200 fully answered questionnaires from the respondents were analyzed.

## 8. Data Collection Instrument

The data for the study were gathered through a structured questionnaire. All variables were operationalized using the literature on online shopping<sup>20</sup>.

The first part of the questionnaire included questions concerning internet usage habits of the respondents such as where they accessed the internet, how often they browsed the internet, how much time they spent, what purposes they used the internet for and which kind of products they purchased online. The second part consisted of questions measuring all the variables including all independent and dependent variables which affect the customer's online shopping behaviour. All the questions utilized a Graphical rating scale ranging from 1 (strongly disagree) to 10 (strongly agree).

## 9. Data analysis techniques

Frequency distribution of the respondents was carried out according to questions related to internet usage and product purchase behavior. To test the hypotheses of this study, coefficient covariance, multiple regressions were conducted. The analysis enabled us to examine the individual relationship between the independent variables and dependent variables of online shopping. This study employs user re purchase intention, overall rating intention as dependent variables and availability, tracking, ontime delivery, expectation and support/service as independent variables.

## 10. Results and Findings

Respondents were asked about their demographic profile, which included gender, age, qualification, income, occupation, marital status and family type. While one of the objectives of this question was to understand the sample characteristics of internet users. The Responses are presented in form of table in the section that follows at table 3.

Sample characteristic	Category	Frequency (No. of respondent)	Percent
		<b>200</b>	
<b>Gender</b>	Male	113	56 %
	Female	87	44 %
<b>Age Group</b>	15-25	34	17%
	26-35	160	80%
	36-45	6	3%
	Above 45	0	0
<b>Marital Status</b>	Married	117	58.5%
	Unmarried	84	42%
<b>Occupation</b>	Employee	106	53%
	Self-employed	69	34.5%
	Student	15	7.5%
	Housewife	10	5%
<b>Income</b>	Below 200000	57	28.5%
	200000-500000	138	69%
	500000-1000000	5	2.5%
	Above 1000000	0	0
<b>E-retailers</b>	Naaptol.com	156	78%
	Homeshop18.com	29	14.5%
	Deals&u.com	3	1.5%
	Indiavarta.com	7	3.5%
	Others	5	2.5%

Table 3

Source: Data Collected for the Study

ANOVA					
VAR00001					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	173.546	7	24.792	37.174	.000
Within Groups	128.049	192	.667		
Total	301.595	199			

Table 4

Ho- Online customers who shops electronic products are not satisfied

F-value is 37.174 and the corresponding pvalue is given as .000, which is less than .05. Therefore, we can safely reject the null hypothesis Ho and conclude that online customers who shops electronic products are satisfied.

Correlations								
		Availability average	Tracking (2)	Ontime Average (3)	Expectations (4)	Service / Support	Shop-Again (6)	Overall-Rating (7)
Availability average	Pearson Correlation	1	.231**	.282**	.236**	.281**	.599**	.545**
	Sig. (2-tailed)		.001	.000	.001	.000	.000	.000
	N	200	200	200	200	200	200	200
Tracking (2)	Pearson Correlation	.231**	1	.394**	.228**	.326**	.321**	.432**
	Sig. (2-tailed)	.001		.000	.001	.000	.000	.000
	N	200	200	200	200	200	200	200
Ontime Average (3)	Pearson Correlation	.282**	.394**	1	.431**	.511**	.433**	.414**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	200	200	200	200	200	200	200
Expectations (4)	Pearson Correlation	.236**	.228**	.431**	1	.468**	.473**	.407**
	Sig. (2-tailed)	.001	.001	.000		.000	.000	.000
	N	200	200	200	200	200	200	200
Service / Support	Pearson Correlation	.281**	.326**	.511**	.468**	1	.392**	.430**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	200	200	200	200	200	200	200
Shop-Again (6)	Pearson Correlation	.599**	.321**	.433**	.473**	.392**	1	.736**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	200	200	200	200	200	200	200
Overall-Rating (7)	Pearson Correlation	.545**	.432**	.414**	.407**	.430**	.736**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	200	200	200	200	200	200	200

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 5

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	151.940	5	30.388	39.393	.000 <sup>a</sup>
	Residual	149.655	194	.771		
	Total	301.595	199			

a. Predictors: (Constant), Service / Support, Availability average, Tracking (2), Expectations (4), Ontime Average (3)

b. Dependent Variable: Shop- Again (6)

Table 6

H1- There is a significant relationship among independent variables a) Availability, b) Tracking, c) Ontime expectation d) Support/service with re purchase intention.

As seen from table 6, F-value for shop again is 39.393 and the corresponding pvalue is given as .000, which is less than .05. Therefore, we can safely reject the null hypothesis H1 and conclude that there is a significant relationship among independent variables a) Availability, b) Tracking, c) Ontime expectation d) Support/service with re purchase intention.

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.230	.658		-1.868	.063
	Availability average	.629	.073	.464	8.590	.000
	Tracking (2)	.088	.056	.088	1.563	.120
	Ontime Average (3)	.180	.087	.131	2.064	.040
	Expectations (4)	.267	.059	.268	4.512	.000
	Service / Support	.042	.065	.041	.647	.518

a. Dependent Variable: Shop- Again (6)

Table 7

H1a-There is a significant relationship among availability and re-purchase intention

There is a good correlation among availability and shop again with 0.596. The multiple regression result indicates a regression coefficient of beta = .464 and a significant value of  $p = .000$  which is smaller than alpha at .05 level of significance which means that the null hypothesis is rejected. It can thus be concluded the association between availability and re-purchase intention was positively significant.

H1b- There is a significant relationship among tracking and re-purchases intention

There is a 0.321 correlation among tracking and shop again. The multiple regression result indicates a regression coefficient of beta = .088 and a significant value of  $p = .120$  which is larger than alpha at .05 level of significance. It can thus be interpreted that we fail to

reject the aforementioned null hypothesis. Therefore, it is concluded that there was insignificant association among tracking and re-purchase at .05 level of significance.

H1c- There is a significant relationship among ontime and re-purchases intention

There is a normal correlation among ontime-expectation and shop again with 0.433. The multiple regression result indicates a regression coefficient of beta = 0.131 and a significant value of  $p = .040$  which is smaller than alpha at .05 level of significance which means that the null hypothesis is rejected. It can thus be concluded that the association among ontime-expectation and re-purchase intention was positively significant.

H1d- There is a significant relationship among expectation and re-purchases intention

There is a normal correlation among expectation and shop again with 0.473. The multiple regression result indicates a regression coefficient of beta = 4.512 and a significant value of  $p = .000$  which is smaller than alpha at .05 level of significance which means that the null hypothesis is rejected. It can thus be concluded that the association among expectation and re-purchase intention was positively significant.

H1e- There is a significant relationship among support/service and re-purchases intention

There is a 0.392 correlation among service support and repurchase intention. The multiple regression result indicates a regression coefficient of beta = .041 and a significant value of  $p = .518$  which can thus be interpreted that we fail to reject the aforementioned null hypothesis. Therefore, it is concluded that there was insignificant association among service support and repurchase intention at .05 level of significance.

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	138.999	5	27.800	34.317	.000 <sup>a</sup>
	Residual	157.156	194	.810		
	Total	296.155	199			

a. Predictors: (Constant), Service / Support, Availability average, Tracking (2), Expectations (4), Ontime Average (3)

b. Dependent Variable: Overall-Rating (7)

Table 8

H2- There is a significant relationship among independent variables a) Availability, b) Tracking, c) Ontime d) expectation e) Support/service with overall rating intention.

As seen from table 8, F-value for overall rating is 34.317 and the corresponding pvalue is given as .000, which is less than .05. Therefore, we can safely reject the null hypothesis H1 and conclude that there is a significant relationship among independent variables a) Availability, b) Tracking, c) Ontime d) expectation e) Support/service with overall rating intention.

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.582	.675		-.862	.390
	Availability average	.531	.075	.395	7.075	.000
	Tracking (2)	.231	.058	.232	3.996	.000
	Ontime Average (3)	.100	.089	.074	1.124	.262
	Expectations (4)	.169	.061	.171	2.784	.006
	Service / Support	.128	.067	.125	1.920	.056

a. Dependent Variable: Overall-Rating (7)

Table 9

H2a- There is a significant relationship among availability and overall rating

There is a significant correlation among availability and overall rating with 0.545. The multiple regression result indicates a regression coefficient of beta = 0.395 and a significant value of  $p = .000$  which is smaller than alpha at .05 level of significance which means that the null hypothesis is rejected. It can thus be concluded that the association among availability and overall rating positively significant.

H2b- There is a significant relationship among Tracking and overall rating

There is a normal correlation among tracking and overall rating with 0.432. The multiple regression result indicates a regression coefficient of beta = 0.232 and a significant value of  $p = .000$  which is smaller than alpha at .05 level of significance which means that the null hypothesis is rejected. It can thus be concluded that the association among Tracking and overall rating was positively significant.

H2c- There is a significant relationship among ontime and overall rating

There is a 0.414 correlation among tracking and shop again. The multiple regression result indicates a regression coefficient of beta = .074 and a significant value of  $p = .262$  which is larger than alpha at .05 level of significance which can thus be interpreted that we fail

to reject the aforementioned null hypothesis. Therefore, it is concluded that there was insignificant association among ontime and overall rating at .05 level of significance.

H2d- There is a significant relationship among expectation and overall rating

There is a normal correlation among expectation and overall rating with 0.407. The multiple regression result indicates a regression coefficient of  $\beta = 0.171$  and a significant value of  $p = .006$  which is smaller than  $\alpha$  at .05 level of significance which means that the null hypothesis is rejected. It can thus be concluded that the association among expectation and overall rating was positively significant.

H2e- There is a significant relationship among support/service and overall rating

There is a 0.432 correlation among service support and overall rating. The multiple regression result indicates a regression coefficient of  $\beta = .125$  and a significant value of  $p = .056$  which is larger than  $\alpha$  at .05 level of significance. It can thus be interpreted that we fail to reject the aforementioned null hypothesis. Therefore, it is concluded that there was insignificant association among service support and overall rating at .05 level of significance.

## 11. Discussion and Conclusion

The analytical results of our investigation indicate relationships between online shopping and customer satisfaction. The customer satisfaction bifurcated among 2 determinants shop again and overall rating. The findings suggested that availability, on time delivery of the product and expectation of the customer are important determinants that insist the customers to shop again. Moreover, they have a significantly positive impact on users' satisfaction toward online shopping. On the other hand ability to track the order until delivered has a significantly small negative effect on the dependent variable shop-again. Customer might get poor service support from the e-retailers that is the reason it got low rate and have a negative impact on the dependent variable shop-again.

Likewise Availability of the product in online stores, tracking of the product and expectation of the customers are important determinants to overall rating. On the other hand on time delivery and poor service support has a significantly small negative effect on the dependent variable overall rating.

A practical assessment of these dimensions revealed that individuals, who purchase online, perceived significantly greater benefit in terms of availability, wider selection, meets the expectation of most of the customers.

Broadly, the findings of the study imply that a wider selection and availability of the product available online is a dominant factor in that it motivates customers to shop online, a finding that is in line with previous research conducted by Haque et al, (2006) who found that good selection and a wider availability of product choices, offered by online retailers, motive consumers to purchase goods and services over the internet. In other words, the online shopping motivation scales capture a wide variety of reasons why people go shopping online or choose not to purchase online. Therefore, online retailers need to offer good selection and wider choice of products for shoppers.

These results are based on 200 customers 100 each from Jaipur and Gurgaon. It does not represent all buyers because only a fraction of e-customers self-selected to complete the evaluation form. Another limitation is that researcher focused on e-tailers that sell a large array of electronic products only and therefore satisfaction with specific product sales is not assessed. Further research should address these limitations, as discussed below.

Investigating how different variables impacts overall customer satisfaction and intentions to shop again is of interest to practitioners who must understand how to better allocate their market budgets to service activities. It can also contribute to academics, because previous studies in behavioral sciences have identified primacy and recency effects in a variety of business contexts, but not in the service delivery process provided by e-tailers. Although there is a plethora of research on customer satisfaction from services in general, the growing popularity of e-commerce created the need for studies specifically aimed at exploring important dimensions that affect customer satisfaction and loyalty in e-tailing. The existing studies aimed at exploring these dimensions, did not focus on the relative importance of Pre-sale or Post-sale satisfaction variables.

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