A STUDY ON CONSUMER ATTITUDE AND SATISFACTION TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO ERODE DISTRICT

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ABSTRACT

Anything that consumer’s purchases affects environment by means of delivery, whether they have the product shipped at home or drive to a brick and mortar store (supermarket). 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. Objectives of the study, To study the classification of various online market shoppers to assess the behavioural pattern of the consumers. Methodology of the Study, Descriptive research design study has been adopted in this study. Primary as well as secondary data has been used in this study. Interview Schedule is Primary data collection tool. Sampling unit is Erode District. Suggested this study, Essentially, it is certain preferred service behaviours exhibited of the time of interaction with the online customer or what is more popularly referred to as the Moment of Truth here are a few insights, as a conclusion of our study, for aiding a marketer to create the ultimate customer experience.

Keywords: consumer, Attitude, Satisfaction, etc.,