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A STUDY ON CUSTOMER SATISFACTION TOWARDS MYNTRA ONLINE SHOPPING IN HOSUR

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Abstract

Online shopping is turning into more and more famous for type of reasons. Consumers can get complete facts about the product with its review being passed by the existing users. Online shopping web sites includes extensive type of items both excessive nice and moderate nice retaining in thoughts of people. Customers can shop online using a range of various computers, laptops, tablet and smart phones. An on-line shopping conjures up the physical analogy of buying products or services at a regular "bricks- and – motor" retailer or buying center. Many people pick out to buying on-line due to the convenience. Online purchase is the brand new instance of the business revolution among on-line buying consumer behaviour is likewise referred to as E-buying consumer behaviour . Online shopping is the manner of purchasing and promoting items from traders who sells the goods through internet. This paper looks at online consumers and their satisfaction levels in terms of their fashion consciousness, variety seeking behaviour, comparison attitude towards shopping.

Keywords: *Customers, Online shopping, Behaviour, Internet.*

INTRODUCTION:

Online shopping is becoming increasingly popular for variety of reasons. There are certainly outside factors such as increasingly as prices, difficulty in getting to traditional stores and hassles often associated with shopping malls and other traditional stores to contribute to the increased interest in online shopping. Consumers can get complete facts about the product with its review being passed by the existing users. If one wants to buy a product. He/she is no longer restricted to asking the friends and families because there are many products review on the web which gives opinions of the existing users of the product. Online shopping web sites includes extensive type of items both excessive nice and moderate nice retaining in thoughts of people. Online shopping is a form of electronic commerce which allows consumers to directly buy goods and services from a seller over the internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same products availability and pricing at different e-retailers. Customers can shop online using a range of various computers, laptops, tablet and smart phones. An on-line shopping conjures up the physical analogy of buying products or services at a regular "bricks- and – motor" retailer or buying center, this process is called business-to-consumers (B2C) online shopping. When an online store is installed to enable businesses to purchase from other businesses, this process is called business-to-business (B2B) online shopping. A regular Online Stores permits the consumer to browse the firm's variety of products and services, view photos or