

## **INTRODUCTION**

Online shopping is the process whereby consumers directly buy goods or services from a seller in real-time, without an intermediary service, over the Internet. It is a form of electronic commerce. The sale or purchase transaction is completed electronically and interactively in real-time such as in Amazon.com for new books. However in some cases, an intermediary may be present in a sale or purchase transaction such as the transactions on eBay.com. An online shop, e-shop, e-store, internet shop, web shop, web store, online store, or virtual store evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or in a shopping Centre. The process is called Business-to-Consumer (B2C) online shopping. This is the type of electronic commerce conducted by companies such as Amazon.com. When a business buys from another business it is called Business-to-Business (B2B) online shopping.

Online shopping is a recent era that has hiked in the domain of E-Business and is definitely going to be the future of shopping in the world. Everyone has entered to the smartphone world so it is easy to access apps according to their comfort and make their life better. At present there are millions of mobile apps likewise there apps for health, games, booking tickets, music, social networking, travel, banking, news, fitness, calendars and many more. The app stores add on 20,000 apps every month. Consumer's shop when and where they want, where they are comfortable with the products and the choice of shopping.

E-commerce has been around in India for more than a decade but has become main stream only in the last few years. E-commerce can be thought of as an activity wherein the customer uses the internet to order a product or service. In most circumstances, the transaction may happen online also. Online shopping places a heavy demand on the use of the internet. More and more people are gaining confidence about purchasing products online. Hundreds of million dollars are being invested by venture capital funds in this sector. Indian buyers are showing confidence in the online e-commerce. Today many Indians purchase

goods like books, electronic gadgets, air and rail tickets, apparel, gifts, mobiles, computer peripherals, audio cassettes and CDs. As a result of growing investment and growing trend of consumers in online shopping the present study was conducted.

A large percentage of electronic commerce is conducted entirely in electronic form for virtual items such as access to premium content on a website, but mostly electronic commerce involves the transportation of physical items in some way. Online retailers are sometimes known as e-trailers and online retail is sometimes known as e-tail. Almost all big retailers are now electronically present on the World Wide Web.

## **OBJECTIVES OF THE STUDY**

- To find the satisfaction level of customer for online purchase
- To know the specific reason for which the customers choose the online purchasing
- To find the customer satisfaction level for services provided by the online shopping
- To find out the price range that people prefer most

## **LIMITATIONS OF THE STUDY**

- The research is based on 50respondents; the opinion of the whole Online shopping customers can't be obtained.
- Time was the main constraint.
- With regards to customers it was difficult to get all their opinions due to convenience.

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