

ASSESSMENT OF IMPACT OF ONLINE SHOPPING ON SATISFACTION OF CUSTOMERS IN BANGALORE DURING COVID PERIOD

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Of late e-commerce has become the trend of the day making it easier for working people to buy grocery items. With the onset of covid pandemic it has become the order of the day. Online shopping of grocery items caters to the needs of customers in different ways. It has become an integral part of our life. Especially during this period of covid pandemic, it became a requirement for people to shop online and protect themselves staying indoors. Though it is customer friendly it fails to replace the traditional kirana stores in many situations. Problems like low quality products and faulty service is a matter of concern for many. This study is an attempt to assess the satisfaction of customers who shop online and to identify the difficulties the customer face while shopping online. It is an attempt to get knowledge about the benefits of grocery shopping during covid period and identify the causes for the same. This study focuses on the satisfaction aspect of only customers and not sellers. The study is conducted in Bengaluru city. Both primary and secondary data are used to conduct the study. Online survey and interview have been conducted for data collection. Structured questionnaire has been used for survey. Convenience method of sampling is used.
Keywords: online shopping, satisfaction, Customers

1.1 INTRODUCTION

Development in internet and information technology has contributed many things for business and witness a tremendous transformation in the field of business. This has given way for e-commerce

E-COMMERCE

E-commerce is also known as internet commerce. This e-commerce refers to trading in goods and services without face to face interaction of the It is not only exchange of goods and service it also includes transfer of data and money. These business transactions come under either Business to Business model(B2B), Business to Consumer Model(B2C), Consumer to Consumer Model(C2C), or Consumer to Business Model.

E-commerce provides a wide range of opportunities to the business initially from marketing products and services to generation of large sales opportunities with a well-developed website. E-commerce has caused revolution in all sections of the industry. and some of the benefits of commerce are, it has helped the organisations to reduce the cost to create process, distribution and through digitalising the information which results in improving the brand image of the business. It also helps the business to develop economical leadership in the prevailing market and establish a product differentiations and mass customization for the customers.

Few more advantages of e-commerce are it is easier for the business in managing time, physical space required and no geographical limitations, large customer reach with high quality service.

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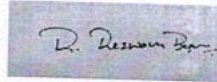
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