

AN ASSESSMENT STUDY OF SATISFACTION LEVEL OF CUSTOMERS WITH REGARDS TO QUALITY OF SERVICES PROVIDED BY E-COMMERCE COMPANIES IN MUMBAI

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Abstract:

The companies undertaking digital marketing focus on a customer centric approach towards its customers. The customer centric approach focuses on enriching customer value by reducing the efforts put by the customers. Their efforts to make purchase are reduced as they get their products delivered at their doorsteps. Digital marketing helps to create a cordial relationship between dealers and the buyers. The online traders such as Flipkart, Amazon, Snapdeal and so on with the help of their warehouses supply goods from the dealers to the buyers. The present research is the cross sectional study, carried with the help of total 800 respondents (400 males and 400 females) from the city of Mumbai. The main objective of the study is to find out the satisfaction level of Customers with regards to the Quality of Services provided by E-Commerce Companies in Mumbai. The study found out that the Customers are more happy with the services and product quality with regards to those provided by Amazon than any other e-commerce companies.

Keywords: *E-Commerce, Satisfaction, Product Quality, Service Quality, Preference.*

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Introduction:

Electronic commerce or e-commerce refers to a wide range of online business activities for product and services.¹ It also pertains to “Any form of business transaction in which the parties interact electronically rather than by physical contact.”² E-commerce is usually associated with buying and selling over the internet, or conducting any transaction involving the transfer of ownership or rights to use goods or services through a computer-mediated network.³ E-commerce is the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or among organisations, and between organizations and individuals.⁴

Manufacturing is a value-added production of merchandise for use or sale using labour and machines, tools, chemical and biological processing or formulation. The term may refer to a range of human activity, from handicraft to high tech but is most commonly applied to industrial production, in which raw materials are

¹ Anita Rosen, The E-commerce Question and Answer Book (USA: American Management Association, 2000), 5.

² MK, Euro Info Correspondence Centre (Belgrade, Serbia), “E-commerce-Factor of Economic Growth;” available from <http://www.eicc.co.yu/newspro/viewnews.cgi?newsstart3end5>

³ Thomas L. Mesenbourg, Measuring Electronic Business: Definitions, Underlying Concepts, and Measurement Plans.

⁴ Definition adapted and expanded from Emmanuel Lallana, Rudy Quimbo, Zorayda Ruth Andam, ePrimer: An Introduction to eCommerce (Philippines: DAI-AGILE, 2000), 2

transformed into finished goods on a large scale. Such finished goods may be sold to other manufacturers for the production of other more complex products such as air craft, household appliances or automobiles or sold to wholesalers, who in turn sell them to retailers, who then sell them to final consumers. From the context to online business, there are three minimum three parties involved; Buyers, sellers and dealers. Buyers are the online customers who purchase from online websites. They are the most important part of the business, because if there are no customers, then there will be no business.

Review of Literature:

1. **R. Rajendra & S. Asok (2017)** in their paper talk about the reasons for failure of online shopping companies and the turnaround strategies used by them. In spite of spending huge amount of money for promotions and providing heavy discounts to its consumers, they are not able to perform well. Invariably, all of the companies are encountering same issues of profitability and they became clueless in the part of turnaround their operations. They have tried to analyse the complications in the online shopping and provides suggestions for the companies to use appropriate turnaround strategies to convert their operations to profitable one.
2. **Kaur, Avneet & Sharma, Sarishma (2017)** in their study focus on the demographic profile of the customers and the impact of the same in online shopping. It states about the factors such as perception of customers which may act as a hurdle while shopping online. As for the data collection part, they opted for a structured schedule, where they collected information from 124 respondents and concluded that the main hurdles while shopping includes the lack of touch and feel of merchandise and shipping charges, delivery time, claims and warranty, shipped returns, delivery time, cyber thieves and feel of hacking.
3. **Aakriti, Saini (2017)** describes the online shopping experience or virtual experience as a crucial e-commerce marketing issue. Online customer is not only a shopper but is also a person who is familiar with the information technology so one can simply debate that the online experience is a more complex issue than the physical shopping experience. Author also talks about the web experience which is the total impression that the consumer carries about the online company resulting from their exposure to a variety of virtual marketing tools.
4. **Chauhan, Gauri and Jain, Ruchi (2017)** talks about the impact of demonetization on the online transactions. There has been a great turbulence in the Indian economy with the announcement of demonetization of Rs. 500 and Rs. 1000 notes. Demonetisation is a term used when there is act of stripping a currency unit of its status as legal tender.
5. **Punjani, Krunal (2017)** this paper talks about grocery shopping which is dominated by female consumers in the Indian market. Couple of decades ago, Indian consumers had the option of neighbourhood grocery and kirana shops to purchase the grocery from, with limited variety. However, today we have other options like Supermarkets, Mini marts, Specialty stores and even E-Grocers, that have increased the choice and added comfort and convenience to their lives.
6. **Allavi, Shirin (2012)** in the research paper “*CRM and CEM using business online communities*” focuses on studying the ability of online communities, as a channel to serve as an interface between organization and customer to help to contribute in the twin objectives of Customer relationship management & Customer Experience Management. It also discusses the limitations & scope of future work in the arena of using online communities for achieving the two above objectives.

7. **Maroto, Jesus (2005)** in the research paper “*Cross cultural Digital Marketing in the age of Globalization*” Focuses on the study of current practices with regard to translation of interactive marketing communications with regard to technologies and processes traditionally used in software localization, to analyze the experience and learning international marketers have had on TV and press advertising, to research the role of translation studies and its theories in the new field and eventually propose a prescriptive model that help e-communicators achieve cross cultural communication between specific markets.

Research Objectives

- To study the level of satisfaction of the customers with respect to purchase of online products from different E-Commerce Companies.
- To evaluate the product quality with respect to the products sold by these E-Commerce Companies.
- To study the customer’s rating on value for money with regards to E-Commerce companies and the products sold by them.
- To find out the customer’s perception on delivery of the products by the E-Commerce companies.

Research Hypothesis:

It is hypothesized that -

Ho- In terms of quality of the products maintained, there is no significant difference of preference among the three companies.

H1 – In terms of quality of the products maintained, there is a significant difference of preference among the three companies.

Data and Methodology

The following set of data and methodology is used for the study

- i) Variables : Satisfaction of the customers (Depended) and Quality of Services provided (Independent)
- ii) Design: Empirical and descriptive design
- iii) Sampling Technique: Stratified Random Sampling
- iv) Sample frame: 800 respondents (400 males and 400 females from the city of Mumbai)
- v) Scope of the Study: Mumbai city and Suburbs
- vi) Nature of data: Both primary and secondary
- vii) Tool of data collection: Structured questionnaire with closed ended questions.
- viii) Statistical Tool applied: Weighted Ranking Method

Results and Findings:

The main study to assess the satisfaction level of the customers with regards to the quality of the services and products provided by different e-commerce companies in the city of Mumbai was conducted with the help of total 800 customers ranging in the age group of 18 to 40 years. The results of the study can be analysed as follows:

1. Level of Satisfaction to the Customers for the Products

Category	Respondents					
	Amazon	Percentage	Flipkart	Percentage	Snapdeal	Percentage
Very Satisfied	142	45.66	86	27.65	31	9.97
Somewhat Satisfied	112	36.01	116	37.30	79	25.40
Neither Satisfied nor dissatisfied	29	9.32	42	13.50	88	28.30
Somewhat Dissatisfied	9	2.89	20	6.43	41	13.18
Very much dissatisfied	7	2.25	17	5.47	22	7.07
No Response	12	3.86	30	9.65	50	16.08
Total	311	100.00	311	100.00	311	100.00

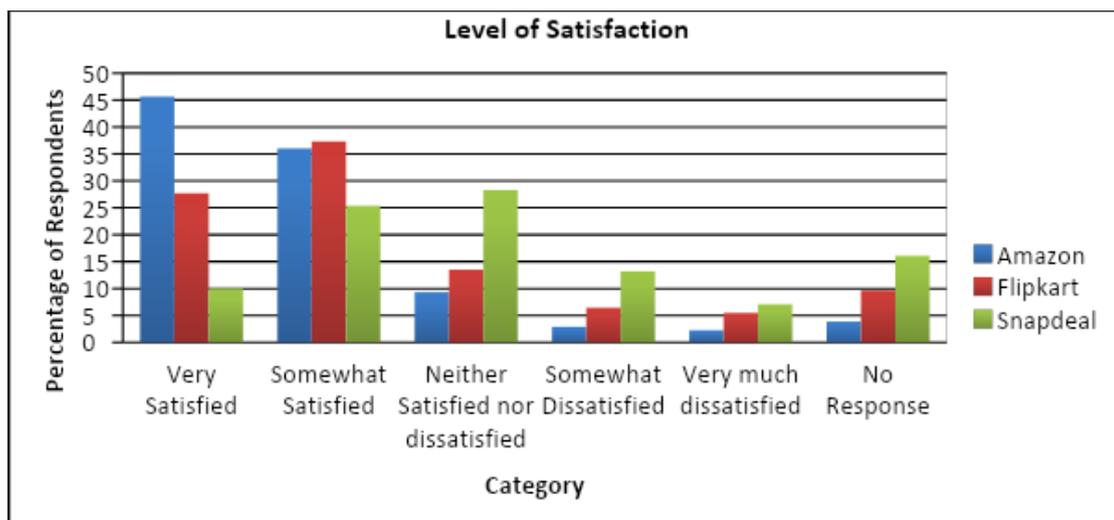


Figure 1: Graph showing level of satisfaction of the customers for the products purchased online from the online traders

Table 1 and figure 1 mentions the level of satisfaction of the customers about the online purchases and the quality of products supplied by the online players. Assessing the data it was noted that, nearly 45.65 percent of the respondents are very satisfied with the products supplied by Amazon, 36.01 percent respondents are somewhat satisfied, 9.32 percent are neither satisfied nor dissatisfied, 2.89 percent are somewhat dissatisfied and 2.25 percent are very much dissatisfied by the products from Amazon. Nearly 3.85 percent respondents failed to mark in this category.

While studying Flipkart it was seen that nearly 27.65 percent respondents are very satisfied with the products supplied by Flipkart, 37.29 percent respondents are somewhat satisfied, 13.50 percent are neither satisfied nor dissatisfied, 6.43 percent are somewhat dissatisfied and 5.46 percent are very much dissatisfied by the products from Flipkart. Nearly 9.64 percent respondents failed to mark in this category.

While assessing Snapdeal it was seen that nearly 9.96 percent respondents are very satisfied with the products supplied by Snapdeal, 25.40 percent respondents are somewhat satisfied, 28.29 percent are neither satisfied nor

dissatisfied, 13.18 percent are somewhat dissatisfied and 7.07 percent are very much dissatisfied by the products from Flipkart. Nearly 16.07 percent respondents failed to mark in this category.

The overall condition reflects that majority of the customers are satisfied by the products supplied by Amazon as compared to the other two players. When interviewed, the customers said that Amazon is very friendly to use, the prices are reasonable, the product quality is good and the products are delivered on time. Thus, this company is more trustworthy.

2. Product Description by the Customers

Category	Respondents					
	Amazon	Percentage	Flipkart	Percentage	Snapdeal	Percentage
Reliable	101	32.47	63	20.26	33	10.61
High Quality	52	16.72	58	18.65	32	10.29
Useful	76	24.44	59	18.97	74	23.79
Unique	5	1.61	19	6.11	9	2.89
Good for money value	36	11.58	55	17.68	29	9.32
Over Priced	5	1.61	4	1.29	20	6.43
Impracticable	1	0.32	0	0.00	6	1.93
Ineffective	1	0.32	1	0.32	3	0.96
Poor Quality	0	0.00	4	1.29	24	7.72
Unreliable	5	1.61	7	2.25	23	7.40
No Response	29	9.32	41	13.18	58	18.65
Total	311	100.00	311	100.00	311	100.00

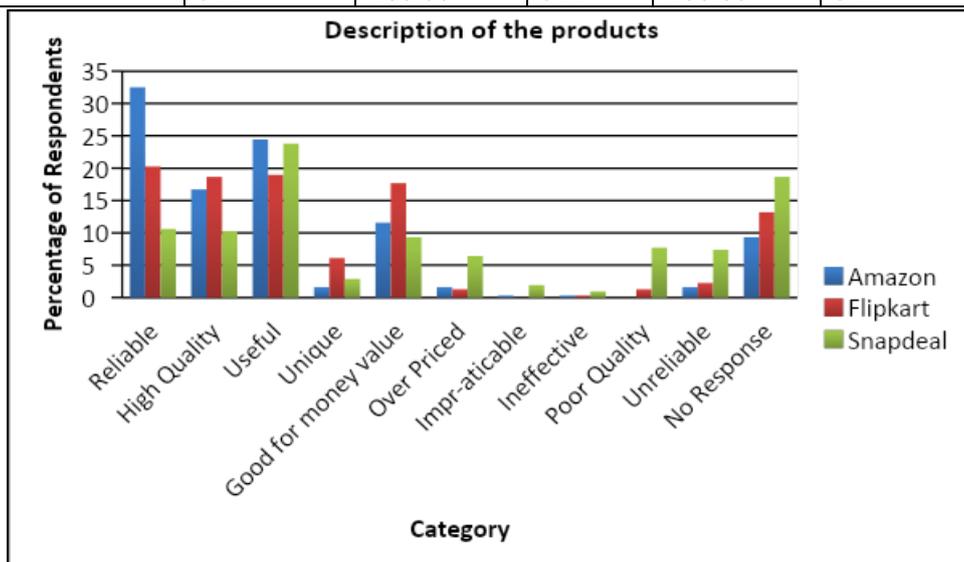


Figure 2: Graph showing the descriptions of the products as given by the customers for the products they purchased online

Table 2 and figure 2 reflect the description of the products given by the respondents. These qualities are both positive and negative. These parameters are based on the prices of the products, their quality, usefulness and so

on. The respondents were asked to mark only one quality per player. Thus, the total number was coming to 311. While studying Amazon it was seen that nearly 32.47 percent respondents felt that the products are very reliable, 16.72 percent felt that they are having high quality, 24.43 percent felt that they are very useful, 1.60 percent felt that they are unique from others, 11.57 percent felt that they the products are good for money. At the same time, some of the respondents have marked on negative scale also. Nearly 1.60 percent feels that they are overpriced, 0.30 percent feel that the products are impracticable, another 0.32 percent feel that they are ineffective, 1.60 percent respondents feel that Amazon is unreliable. While there are 9.30 percent respondents who have not replied to this question.

While assessing Flipkart it was seen that nearly 20.25 percent respondents said that they products from Flipkart are very reliable, 18.64 percent felt that they are of high quality, 18.97 percent of people feel that they are useful, 6.10 percent feel that they are unique and 17.68 percent respondents are of the opinion that they the products are good for money value. Similarly, some respondents have also marked the negative parameters where 1.28 percent respondents mentioned that they are overpriced, 0.32 percent respondents felt that they are ineffective, 1.28 percent respondents feel that they are of poor quality, 2.25 percent feel that they are unreliable and for this section 13.18 percent respondents have given no marking.

Similarly, the qualities for the products on Snapdeal were also assessed. According to the data, 10.61 percent respondents said that the products are reliable, 10.28 percent people said they are of high quality, 23.79 percent replied they are very useful, 2.89 percent respondents said that they are unique from other and 9.32 percent respondents said that they have good value for money. Similarly the negative qualities were also marked were 6.40 percent respondents said that they are overpriced, 1.92 percent respondents said that they are impracticable, 0.96 percent reported that they are ineffective, 7.71 percent respondents said that they are having poor quality, and 7.39 percent respondents mentioned that they are very unreliable. For this section, nearly 18.64 percent respondents have not given any response.

It needs to be noted by the companies that all the negative parameters, which the customers are getting acquainted with while using the products needs to be eliminated. If they fail to do so, the company will experience loss, as they will lose the customer base.

3. Products Capability in Meeting the Needs of the Customers

Table 3 - Meeting Needs						
Category	Respondents					
	Amazon	Percentage	Flipkart	Percentage	Snapdeal	percentage
Extremely well	89	28.62	52	16.72	29	9.32
Very Well	140	45.02	119	38.26	74	23.80
Somewhat well	51	16.40	71	22.83	92	29.58
Not so well	9	2.90	16	5.14	33	10.61
Not at all well	5	1.61	8	2.57	38	12.22
No Response	17	5.47	45	14.47	45	14.47
Total	311	100.00	311	100.00	311	100.00

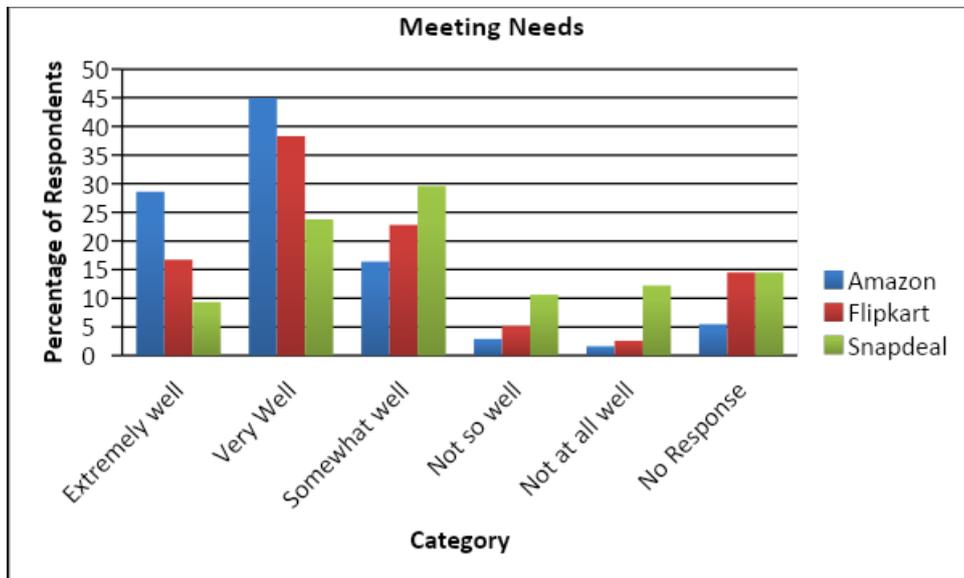


Figure 3: Graph showing the capability of the products delivered by the online traders in meeting the needs of the customers

Table 3 and figure 3 have assessed customer's views on whether the products from these players are meeting their needs. While assessing Amazon first, it was seen that nearly 28.61 percent respondents have said that these products are meeting the needs extremely well, 45.01 percent said that they are very well meeting the needs, nearly 16.39 percent respondents said that they are somewhat well, 2.89 percent respondents said that they are are not so well, and 1.60 percent said that they are not at all meeting the needs of the customers. In this section, nearly 5.46 percent respondents have not mentioned any response.

While studying Flipkart it was seen that nearly 16.72 percent respondents have mentioned that they are meeting the needs extremely well, 38.26 percent mentioned that they are very well meeting the needs of the customers, 22.82 percent respondents said that they are somewhat well in meeting the needs while 5.14 percent said that they are not so well and 2.57 percent respondents mentioned that they are not at all well in meeting the needs of the customers. Nearly 14.46 percent respondents failed to mark in this category.

Similarly while assessing the response on Snapdeal it was observed that only 9.32 percent respondents said that the products from Snapdeal are extremely well in meeting the needs of the customers, 23.79 percent are of the opinion that the products very well meet the needs of the customers and 29.58 percent respondents are having the opinion that they products are somewhat well in meeting the needs. Around 10.61 percent respondents mentioned that they are not so well in meeting and 12.21 percent reported that they do not meet the needs at all. There are around 14.46 percent respondents who have not marked their response in this category.

In the modern world, people, especially from urban areas, get very little time to make the retail purchases. They depend on online shopping. The companies can take due advantage of this phenomena

and increase their customer base. However, if the companies fail to meet the demands of the customers or if they fail to provide adequate services to the customers, the rival company will take advantage of the situation and capture the market in no time. From the above observations it can be inferred that Amazon is better in meeting the needs of the customers as compared to the other two online players.

a. Customer's Rating on Product Quality

Table 4 - Rating Quality of Products						
Category	Respondents					
	Amazon	Percentage	Flipkart	Percentage	Snapdeal	Percentage
Very High	70	22.51	39	12.54	19	6.11
High	136	43.73	115	36.98	61	19.61
Neither High nor low	86	27.65	92	29.58	108	34.73
Low	9	2.89	18	5.79	34	10.93
Very low	0	0.00	5	1.61	19	6.11
No Response	10	3.22	42	13.50	70	22.51
Total	311	100.00	311	100.00	311	100.00

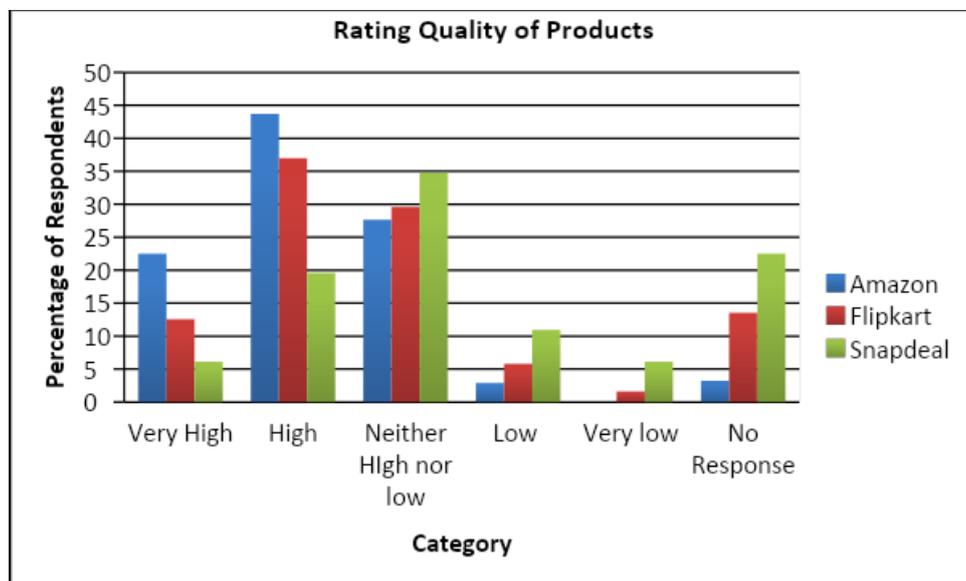


Figure 4: Graph showing customer rating the quality of products purchased online

Table 4 and figure 4 gives the rating of the quality of products. According to the data collected nearly 22.50 percent respondents are giving very high rating the products purchased from Amazon, 43.72 percent are giving high rating, 27.65 are giving neither high nor low, 2.89 percent are giving low, none are giving very low rating for the products. However, nearly 3.21 percent respondents have not answered this section.

Similarly, nearly 12.54 percent respondents are giving very high rating to the products purchased from Flipkart, 36.97 percent are giving high rating, 29.58 percent respondents are giving neither high nor

low rating, 5.78 percent are giving low rating 1.60 percent are giving very low rating to the Flipkart products. Nearly 13.5 percent respondents have not answered this section.

While studying Snapdeal it was seen that only 6.10 percent respondents have given very high rating to the products, 19.61 percent respondents have given high rating, 34.72 percent respondents have given neither high nor low rating, 10.93 percent respondents have given low rating, 6.10 percent respondents have given very low rating and 22.50 percent respondents have given no rating at all to the products purchased from Snapdeal .

In the growing era of online marketing, several online companies are emerging. Competition has grown over the period between these companies. To sustain in the market, it is necessary for the companies to maintain the quality of the products they deliver. Overall, it is noted that Snapdeal and Flipkart products are low on rating as compared to Amazon.

b. Customers Rating on Value for Money of the Products Purchased

Table 5 - Rating Value for Money of the Products						
Category	Respondents					
	Amazon	Percentage	Flipkart	Percentage	Snapdeal	Percentage
Excellent	97	31.19	57	18.33	40	12.86
Above Average	96	30.87	90	28.94	65	20.90
Average	95	30.55	98	31.51	95	30.55
Below Average	7	2.25	19	6.11	37	11.90
Poor	2	0.64	8	2.57	22	7.07
No Response	14	4.50	39	12.54	52	16.72
Total	311	100.00	311	100.00	311	100.00

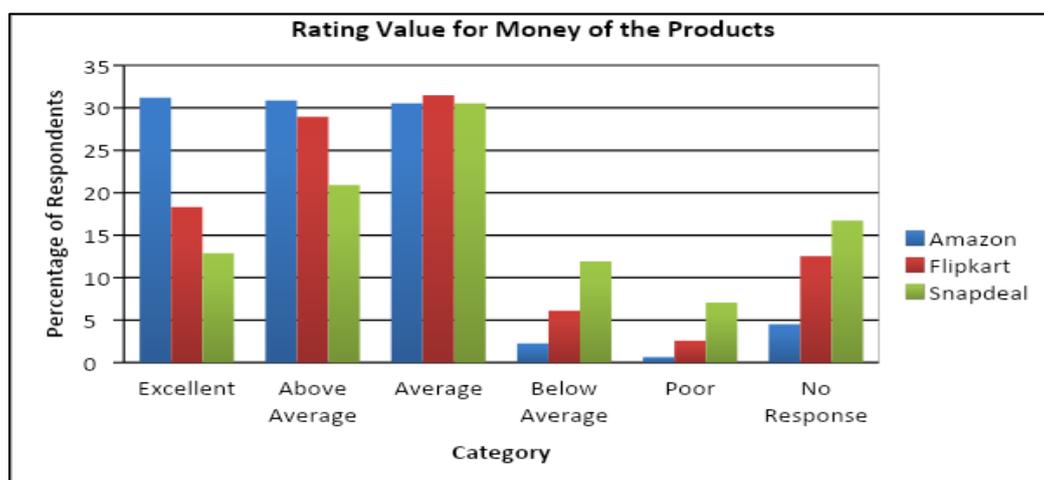


Figure 5: Graph showing the customer's rating for value for money for the products purchased online

Table 5 and figure 5 mentions about the rating value for money of the products. According to the data collected it is seen that nearly 31.18 percent respondents have given excellent rating for the money

value for the products purchased on Amazon, 30.86 percent have given above average rating, 30.54 percent have given average rating, 2.25 percent respondents have given below average rating, 0.64 percent respondents have given poor rating and there are around 4.50 percent respondents who have not answered this question at all.

Similarly while studying Flipkart it is seen that 18.32 percent have reported that products from Flipkart have excellent rating for the money value, 28.93 percent respondents have given above average rating, 31.51 percent have given average rating, 6.10 percent have given below average rating, and 2.57 percent have given poor rating to the products purchased from Flipkart. Nearly 12.54 percent respondents have not answered this section.

While studying Snapdeal it is seen that only 12.86 percent respondents have marked the money value on excellent rating for the products, 20.90 percent have given above average rating, 30.54 percent have given average rating, 11.89 percent have given below average rating, 7.07 percent respondents have given poor rating and around 16.72 percent respondents have not answered this section at all. The overall approach suggests the fact that Amazon stand higher rating for value of money of the products as compared to Flipkart and Snapdeal.

The most important component in the life of the people is money. It is very difficult to earn. The customers are of the view that they need the products which will be worth spending money on it. The value for money is highest among Amazon as compared to Flipkart and Snapdeal.

c. Delivery of the Packets without Damage

Category	Respondents					
	Amazon	Percentage	Flipkart	Percentage	Snapdeal	percentage
Very often	129	41.48	112	36.01	65	20.90
Often	75	24.11	71	22.83	75	24.11
Sometimes	35	11.25	42	13.50	69	22.19
Rarely	29	9.32	29	9.32	39	12.54
Never	28	9.00	28	9.00	29	9.32
No Response	15	4.82	29	9.32	34	10.93
Total	311	100.00	311	100.00	311	100.00

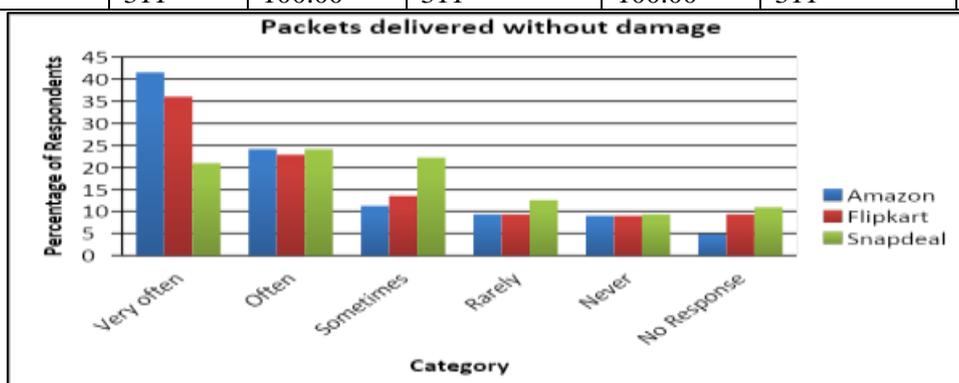


Figure 6: Graph showing the condition of packets delivered by the online trader

Table 6 and figure 6 reflects the delivery of packages to the customers by the players without any damage. When the customers were asked questions on this they opined that in case of Amazon very often they receive the packets without any damage (41.47 percent respondents), nearly 24.11 percent respondents said they receive it often without any damage, 11.25 percent said they receive it sometimes without damage, nearly 9.30 percent said they rarely receive the parcels without damage, 9.00 percent respondents opined that every time they receive the parcel with some or the other damage and 4.80 percent respondents have not marked their opinion on this particular category.

Similarly, assessing Flipkart it was seen that nearly 36.01 percent respondents are of the view that very often they receive the packets from Flipkart without any damage, 22.82 percent respondents believe that they often receive it without damage, 13.50 percent respondents said that they sometimes receive without damage, 9.30 percent said they in rare case they do receive the packets without damage, nearly 9.00 percent respondents said they never receive the parcels without damage and there are 9.30 percent respondents who have not marked in this particular category.

While studying Snapdeal it was seen that nearly 20.90 percent respondents believe that very often they receive the parcel without damage, 24.11 percent believe that often they receive, 22.18 percent believe that they receive it sometimes, 12.54 percent believe they receive it rarely and 9.30 percent believe they never receive the parcels from Snapdeal without damage. Every time they face some or the other problem. In this particular category, there are 10.93 percent respondents who have not given their opinion at all.

To test hypothesis one following table and calculations can be used-

Table 7 - Weighted Ranking Method for Rating Quality of Products

	Very High	High	Neither High nor low	Low	Very low	No Response	Weighted Score	Weighted Average	Rank
	6	5	4	3	2	1			
Amazon	70	136	86	9	0	10			
	420	680	344	27	0	10	1481	4.762	1
Flipkart	39	115	92	18	5	42			
	234	575	368	54	10	42	1283	4.125	2
Snapdeal	19	61	108	34	19	70			
	114	305	432	102	38	70	1061	3.412	3

The above tables gives the number of customers rating the quality of the products delivered by three online traders – Amazon, Flipkart and Snapdeal. The customers have rated the products from very high to very low and few of the customers have given no response to the question. Weights have been assigned to the rates as 6 (highest) for very high rating and 1 (lowest) for no response. With this the values (number of customers) in each category is multiplied to obtain the weighted score, which is then summed up for individual player. It was noted

that after dividing the weighted score by the total number of values (customers) in each rating category, the weighted average was obtained. This was then ranked.

It can thus be concluded that Amazon receives highest rank (1st), Flipkart (2nd) and Snapdeal (3rd). That is Amazon is delivering best quality products as compared to the other two. Thus, our hypothesis that in terms of quality of the products maintained, there is no significant difference of preference among the three companies can be rejected, accepting the Alternate hypothesis. Amazon company is preferred over the other two in terms of quality of products delivered.

Observations:

The study reveals that all the respondents are educated and are more aware of the digital platforms for making their purchases. The elder population depends directly or indirectly for making their purchases on the younger age group for making their purchases. People know about these platforms through advertisements, day to day communications with other people, surfing the internet, newspapers, etc. The online players are establishing their significance in the market arena. The tough competition between them has enabled them to serve the customer and satisfy them with good quality products. These players have influenced the customers by changing their attitude towards making purchases online.

During the study, it was found out that nowadays, people are more comfortable in buying the products online as they save up their time in retail shopping. All the necessary items are available online, ranging from day to day requirements to luxury products. It is having the same definition as that like shopping malls - "An Umbrella", everything is available under one roof. At the same time when the customers get to sit at one-place and view different products, comparison between different companies in terms of quality, price and discounts also becomes quite easy.

The present research has focused on three main players in digital marketing - Amazon, Flipkart and Snapdeal. It was seen that Amazon has influenced the customers on a larger scale on all the aspects as compared to its competitors. The influence is mostly through its reasonable price, quality, practicability, usefulness of the products and most important because of the discount offers it provides.

Conclusion:

The study is conducted in Mumbai. The results of the study reveal that people are aware of the digital channels. Mostly people prefer shopping clothing, accessories and shoes through digital platforms. Effective reach of advertisements for convenience goods will increase the sales of those goods through digital channels. The customers are satisfied with the products they bought through the digital channels. This is considered as a positive sign for the growth of digital platforms in customer purchase decisions. As this study is based only on the metropolitan customers, there remains scope for carrying similar study where a wider range of customers (including the semi urban and rural population) is also taken into consideration.

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