

Analysis and Study on Consumer Satisfaction and Delight with E- Commerce Online Shopping Portal

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Abstract: *In the era of globalization electronic marketing is a great revolution. Over the last decade maximum business organizations are running with technological change. Online shopping or marketing is the use of technology (i.e., computer) for better marketing performance and retailers are devising strategies to meet the demand of online shoppers; they are busy in studying consumer behavior in the field of online shopping, to see the consumer attitudes towards online shopping. Therefore we have also decided to study consumer's attitudes towards online shopping and specifically studying the factors influencing consumers to shop online.*

Keywords: Online Shopping, Consumer Behavior, Attitude, Influencing Consumers, Marketing Performance, Retailers