

A STUDY ON CUSTOMER SATISFICATION TOWARDS ONLINE SHOPPING WITH REFERENCE TO RELIANCE RETAIL LIMITED IN CHENNAI CITY

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ABSTRACT

This study focuses on the impact of internet buying on client satisfaction at the business. Finding the effects of internet purchasing on business is the main goal of this research paper. In addition to this objective, the study report also seeks to ascertain how satisfied customers are with the companies' goods and services. The research study also sought to determine the impact that internet purchasing had on raising customer happiness. The study's findings make it clear that internet shopping benefits businesses by increasing their commercial opportunities and by enabling greater customer satisfaction within the framework of the firm.

KEYWORDS: Customer Satisfaction, Product, Online Shopping, Services, Customer Retension. Brand Loyalty

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