



**A STUDY OF ONLINE SHOPPING AND CONSUMERS' SATISFACTION
IN MEHKAR TOWN**



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ABSTRACT

Today, online shopping is a fast growing phenomenon. Large numbers of customers shop online to buy goods and services, collect product information. Online shopping environments are playing an vital role in the relationship between producers and their customers. So, the customer's perches are mainly based on the inclement appearance such as pictures, images quality information and video clips of the product. Internet permits the 24/7 and 365 days availability of goods and services without cost. In 2018,an estimated 1.8 billion people worldwide purchase goods online. During the same year, global e-retail sale amounted to 2.8 trillion U.S. dollars and projection show a growth of up to 4.8 trillion U.S. dollars by 2021. Internet technologies create market places for customers to buy goods and services from online websites instead of traditional shopping. Online shopping is the process to buy the goods and

services directly where by the consumers. Many consumers choose online shopping because of the convenience. The importance of this satisfaction towards online shopping in Mehkar town .The data will be collected from 50 respondents through a questionnaire. The result of this study is that, the number of respondents satisfaction level is high.

KEYWORDS

Online shopping, consumers' satisfaction, goods and services, employment, internet