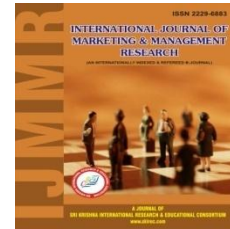




The Journal of Sri Krishna Research & Educational Consortium  
**INTERNATIONAL JOURNAL OF  
MARKETING AND  
MANAGEMENT RESEARCH**  
Internationally Indexed & Listed Referred e-Journal



## **CONSUMER SATISFACTION AND INTERNET SHOPPING: A LITERATURE REVIEW**

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### **ABSTRACT**

*Consumer satisfaction is extensively researched phenomenon as far as marketing discipline is concerned all over the world but very few studies have impact on application of marketing. Consumer satisfaction with Internet shopping has been conceptualized in a variety of ways. Studies in this area remain broad and appear relatively fragmented. In view of this, the purpose of this study is to propose a research outline that integrates both end-user computing satisfaction literature and service quality literature. This paper is an attempt to explicitly consider information quality, system quality, and service quality as the key dimensions of consumer satisfaction with Internet shopping. I believe the research outline and research propositions serve as salient guidelines for researchers with special reference to consumer satisfaction in internet shopping.*

**KEYWORDS:** *Internet Shopping, Consumer Satisfaction, Decision Making, Consumer Research.*