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| Title | The Antecedents of Female Customers’ Satisfaction with  Online Shopping: An Empirical Study in Bangladesh |
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| Abstract |
| With the increasing diffusion of ICTs, more specifically the Internet,  the global business community is rapidly moving towards Business-to-Business  (B2B) e-Commerce. With the ever increasing popularity of electronic commerce,  the evaluation of women customer satisfaction is now an emerging factor. The  various models of customer satisfaction that the researchers have appropriate  for Cyber shopping stores. So we did a survey on “women customer satisfaction  for online shopping in Bangladesh”. We did our survey on women of various  occupations. We sort out six variables which play a vital role on women  customer satisfaction. They are – Web presentation, Product assortment, Time  of deliver, Payment policy, trustworthiness, and Product return policy. |
| Sustainable Development Goal(s) (SDG) |
| Example: Goal 8: Decent Work and Economic Growth |