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| Title | The Antecedents of Female Customers’ Satisfaction withOnline 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. Thevarious models of customer satisfaction that the researchers have appropriatefor Cyber shopping stores. So we did a survey on “women customer satisfactionfor online shopping in Bangladesh”. We did our survey on women of variousoccupations. We sort out six variables which play a vital role on womencustomer satisfaction. They are – Web presentation, Product assortment, Timeof deliver, Payment policy, trustworthiness, and Product return policy. |
| Sustainable Development Goal(s) (SDG) |
| Example: Goal 8: Decent Work and Economic Growth |