

Certificate from Institute

This is to certify that Dissertation Report on “*Customers’ Perception of E-service Quality in Online Shopping*” is a bona fide work carried out by Mr. Mayank Arora who is a student of MBA 2014-16 Batch. The project is submitted to Delhi School of Management, Delhi Technological University in partial fulfilment of the requirement for the award of degree of Masters of Business Administration.

Signature of Guide

Signature of Head (DSM)

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Seal of Head

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Declaration

I Mayank Arora, student of MBA 2014-16 of Delhi School of Management, Delhi Technological University, hereby declare that Dissertation report on “*Customers’ Perception of E-service Quality in Online Shopping*” submitted in partial fulfilment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This report is not being submitted to any other University for award of any Degree, Diploma and Fellowship.

(Mayank Arora)

Place:

Date:

Acknowledgement

I gratefully acknowledge my profound indebtedness towards my esteemed guide, **Dr. Vikas Gupta**, Assistant Professor, Delhi School of Management for his invaluable guidance, excellent supervision and constant encouragement during the entire duration of the project work. This project would never have been possible without his guidance and supervision.

Mayank Arora

Executive Summary

E-Commerce sector in India has seen exponential growth in the past few years and is here to stay for the years to come. Hence it is a vital for E-commerce giants to study the customer buying behaviour in detail to maintain their levels of profitability. Customer's perception is difficult to measure as it is highly subjective. A company might be having the best user interface but still a customer might not visit it due to less number of options or maybe due to unsecure payment gateway. There are certain things which a customer takes for granted in your website but its absence can lead to dissatisfaction. So, it is vital that e-commerce companies put a lot of emphasis on what customer's perceive as important as far as service quality is concerned.

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