

Table of Contents

1. Introduction	
1.1 Introduction.....	2
1.2 Project Overview.....	4
1.2.1 Ecommerce in India.....	4
1.2.2 Service Quality	6
1.2.3 E-Service Quality in Online Shopping	7
1.3 Objectives of the Study	7
2. Literature Review	8
3. Research Methodology.....	16
3.1 Purpose of the Research	17
3.2 Research Approach.....	17
3.3 Data Collection.....	18
3.4 Tools of Analysis	19
4. Data Analysis	20
4.1 Introduction.....	21
4.2 Data Analysis.....	21
4.3 Findings & Recommendations.....	40
4.4 Limitations of the Study	41
5. Bibliography/References.....	42