

## **Abstract**

Electronic business, electronic commerce and electronic banking, which were recognized in the mid- 1990s, have altered one's attitude towards organizations and have shaped a key change in various aspects of human life and organizational performance. Not so long ago, India and International e-commerce, in an attempt to draw customers and boost their satisfaction to maintain their productivity and efficiency, have taken many steps in the field of electronic services. This research was intended to discuss the relationship between each of the independent variables (accessibility, privacy, customer perceived value, trust, attitude) and satisfaction in Bangalore, India and Bangkok, Thailand for snapdeal.com and lazada.com respectively. The population of the study was in total of 420 respondents - 210 respondents each from Bangalore and Bangkok who experienced the electronic services from these online shopping websites in the period of nine months. These respondents were selected from two districts each in Bangalore and in Bangkok.

The results showed that all the independent variables (accessibility, privacy, customer perceived value, trust and attitude) had a significant relationship with satisfaction for snapdeal.com in India and for lazada.com in Thailand. The findings indicated that trust had the most significant relationship with satisfaction for Indians and customer perceived value for Thais. Moreover, this insight would help snapdeal.com and lazada.com managers, marketers and planners to understand better the wants and needs of snapdeal.com and lazada.com customers and to achieve a more customer- based e-services of these two companies.