Online Shopping: A Future Market

Laxmi Jangid[1], Shruti Mishra[2], Himanshu Mathur[3], Sandeep Songara[4]

Assistant Professor, Department of Commerce and Management, Jayoti Vidyapeeth Woman's University, Jaipur[1,2,3,4]

Abstract: Nowadays Consumers are preferred to shop online rather than traditional way to shop manually. Many organizations have switched the method of traditional way to online. Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet Different companies provides their goods and services to the customer through ecommerce. This study has been done to get in-depth knowledge of online shopping, its future scope and problem for online shopping. This study found that online shopping is increasing day by day but on the other hand there some issue which negatively affect the online shopping like lack of knowledge, cyber crime and unawareness about online working.

Keywords: Online Shopping, Digital Payment, Cyber Security

I. INTRODUCTION

Nowadays Consumers are preferred to shop online rather than traditional way to shop manually. Many organizations have switched the method of traditional way to online. Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet Different companies provides their goods and services to the customer through ecommerce. Online shopping is which consumers buy goods and services through electronic form over the internet. People saves their time to shop over the internet .Online shopping works as a cost reduction system, as organization have no need to pay rent, labour and other expenses related to physical existence and lower operating cost results in lower price to customer.

Online shopping provides number of benefits which are as follows-
1. Affordable prices
2. Home Delivery
3. Feature and price comparison
4. Convenience
5. Less Time Consuming
6. More Discount offers
7. Varity of goods and services
8. Impulse options
9. Different Payment modes
10. Huge Market Coverage
11. Reviews of other customer

Problems in Online Shopping
1. Lack of shopping experience
2. No Timely Deliver
3. Warranty & Guarantee issues
4. Delivering wrong & damaged products
5. Security issues
6. Failure of digital payment mode
7. Extra charges
8. Issues Related to quality
9. Deficiency in after sales service
10. Failed to receive the product

II.   REVIEW OF LITERATURE

1.   Sivasakthi (2015) Found that use of technology provide new opportunities and more easy going lifestyle to the consumers. Online shopping provides easy way of shopping andcan save time, money and helpful to get all information within a second.
2.   Vanitha (2016) conducted a study with 100 respondents and found out that proper awareness & trust regarding the online shopping can be built, by reducing the level of security issue.

3.   Muthumani (2017) disclosed that the objective of online shopping is to provide goods at right time, at right place and to right person and these three things should be given proper attention. He also resulted that most of the consumer have positive attitude towards online shopping.

4.   Sivanesan (2017) disclosed that online shopping offers varieties of product and services to the consumers. Online shopping facilitated the customers to compare the price quotes by various vendors and they choose the best one.

5.   Ankur (2018) The author has used Exploratory Factor Analysis to analyze the factor that have significant impact on customer buying behaviour during online purchase. He has examined 20 factors and tried to find out their impact on buying behaviour by the means of a self-designed questionnaire. He found that Customer benefits, Fast economic and secured purchase, Trend with technology, Easy availability were showing significant impact on consumer buying behaviour.

III.   RESEARCH METHODOLOGY

This study is basically descriptive in nature. In its essence, descriptive studies are used to describe various aspects of the phenomenon. In its popular format, descriptive research is used to describe characteristics and/or behaviour of sample population. The objective of this study is to study the future prospects of online shopping

IV.   CONCLUSION

Technology has significant impact on economy of nation over the years to provide consumers a better opportunity for online shopping experience and will continue for years to come. With the fast growth of various products and brands, people have speculated that online shopping will overtake in-store shopping.   While this has been the case in some areas, there is still requirement for brick and mortar stores in market areas where the consumer feels more comfortable seeing and touching the product being bought. However, the availability of online shopping has produced a more knowledgeable customer that can shop around with relative ease without wasting of time. Online shopping has opened up various doors to many small retailers that would never be in business if they had to incur the high cost of owning a brick and mortar store. At the end, it has been a win-win situation for both consumer and sellers.On the other hand, online shopping has one negative point which is related to its digital payment. Some time there may be chance of fraud while using digital payment mode. So, this thing should be taken into consideration.

V.   SUGGESTIONS

- Make sure your site loads quickly, whether on a computer or a mobile device. The site should be open within a second without any loading or browsing.
- Focus on navigation – auto search detection functionality work properly.
- Remember that a good photo can be worth a thousand words (and maybe a thousand dollars), so the products you providing must be attractive to capture the eye of customer.
- Content should be fully expressive to let the customer know about what they are going for.
- Include customer reviews. Customer feedback is very important for the provider and for the other consumers about the product quality.
- Use color psychology. Attractive website catches the customer eye to surf again and again.
- Delivery of the product with an exact date or time should be mentioned clearly.
- Make it easy for customers to contact you, 24x7 contact facilities should be available to the customer, easily detect the account information, and get a quote or sign up for email, easy useable functionality.

REFERENCES

[1]. Sivasakthi (2015), "A study on customer satisfaction towards online shopping",
[2]. International journal of Applied Research, Vol.1, Issue 8, Pp.489 -495
[3]. Vanitha (2016), "Study of common problems faced by customers in online shopping", International Journal of Current Research and Modern Education, Vol. 1, issue 1, pp 651 -656
[4]. Muthumani (2017), "Problems faced by customers of online shopping", International Journal of Science Technology and Management, Vol. 6, Issue 2, pp.152 – 159
[5]. Sivanesan (2017), "A study on problems faced by customers in online shopping",International Journal of Research in Management and Business Studies, Vol. 4, Issue 3, pp. 22 -25.
[6]. www.online shopping problems.