

Online Shopping an Insights from Consumer of Deomali, Tirap District of Arunachal Pradesh: “Opportunities and Challenges”

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Abstract: *Online shopping in India has become increasingly popular, offering a convenient and varied way to purchase products and services. With numerous e-commerce platforms to choose from, Indians can browse, compare, and buy products from the comfort of their homes. The rise of online shopping has brought about a significant shift in the way people shop, providing unparalleled convenience and accessibility. Whether you're looking for electronics, fashion, home and kitchen essentials, or beauty and personal care products, online shopping platforms have got you covered. Platforms like Snap deal, Amazon India, and Flip-kart have emerged as leaders in the Indian e-commerce market, offering a wide range of products and services. This study investigates the opportunities and challenges faced by of Consumer of Deomali sub division of Tirap district of Arunachal Pradesh in online shopping. Using a structured questionnaire, data were collected from 120 respondents as a sample. The findings reveal that consumer of the study area avail the opportunity and prefer online shopping due to convenience, product variety, discounts and other factors. However, major challenges include delayed delivery, lack of trust, and payment issues. The study suggests measures to enhance user satisfaction and trust in online platforms.*

Keywords: Online Shopping, Opportunity, Challenges, Consumer, E-Commerce

