Pros and Cons of Online Retail

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Abstract*: The Internet has become an essential part of our daily life, and companies realise that the Internet can be a shopping channel to reach existing and potential consumers. The emergence and rapid growth of the Internet and E-commerce has triggered many changes in our life. This new phenomenon has promised change, challenges and even a bright future, not only to consumers but also to companies, suppliers and middlemen. There are still many "ifs" and "buts" that we find people are whispering relating to its potentiality, impact and implications on business and social lives of all. Therefore, online retail should be encouraged towards all consumers Offline*

Keywords: Online Shopping, Internet, buyer, e-commerce.

I. INTRODUCTION

Online shopping or online retailing is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Online shopping is also known by many other names such as e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, and virtual store. An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping. The largest of these online retailing corporations are eBay and Amazon.com, both based in the United States. In India there are many chances towards the balance terms and conditions on the daily basis to maintain the firm to grow upwards gradually should not be any curious area having not be concerned at all.

There are various types of methodology to encourage retail

- Reduce the number of online e-commerce site
- Reduce and eliminate prices to attract towards offline shop
- We should give discounts on products.
- It's harmful to use prizes on products for consumers.

Pros of online retail:-Even though the notion of retailing online is not new, many retailers still do not operate an e-commerce website. There are many online retailing advantages and key benefits that retailers could harness by operating successful online retail stores. There are some key benefits that are hard to ignore, when it comes to online retailing. Selling online is just very efficient, has lower barriers to entry, streamlined communication, improved customer service, and so much more.

Cons of online retail:-The disadvantage of online shopping is attention span. Your shopper has little or none, unfortunately. While a customer can linger in a brick-and-mortar store for hours, allowing a retailer to leverage visual display to increase conversion, an online shopper can be on your site for a minute or less. That's not much time to increase the ticket.If you offer perks like free shipping, which online shoppers now look for and expect, you can also damage your margin.

Types of online retail:-

- Direct-to-Consumer (D2C)
- Business-to-Consumer (B2C)
- Business-to-Business (B2B)

What is online shopping?

The process of purchasing products online is said to be online shopping. It is part of e-commerce. It is increasing day by day. In online shopping, the buyer goes online to search for products on the seller's website and choose the product to

purchase. It is also possible to pay Cash on delivery or the buyer can pay online via the internet. The most popular online shopping websites are Amazon, Flipkart, Myntra, etc. It is easy to order the products to doorsteps just by a few taps without moving anywhere.In addition, due to Covid-19, 52% more users in the US shopped online. Whereas in the UK, there is a huge increment in online buyers as in march 2021 the number of consumers shopping online was 40% and the jumped to 75% in February 2021.

Now, start with our main topic, which is the advantages and limitations of online shopping.

II. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done systematically. "The procedures by which researchers go about their work of describing, explaining and predicting phenomena are called Methodology"

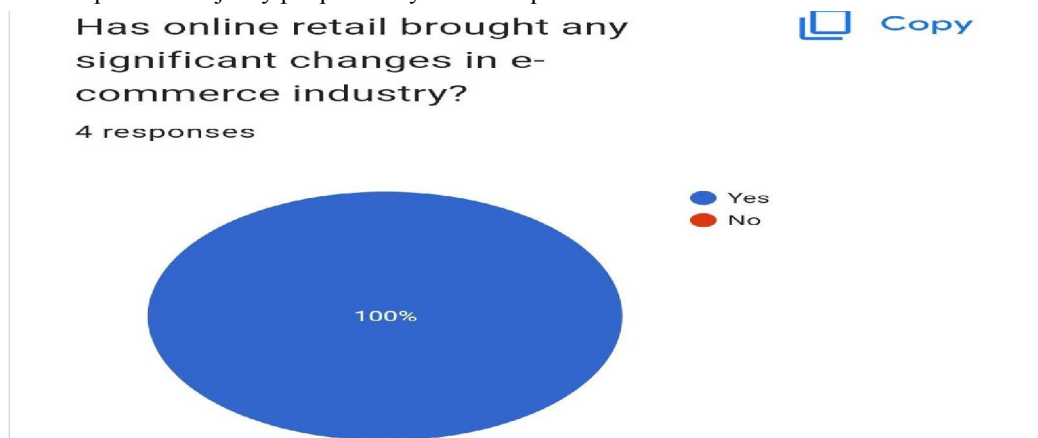There are two types of data collection method

- Primary data
- Secondary data

As per the above result majority people said yes to "Did online retail has got any disadvantage to the physical retail shop"
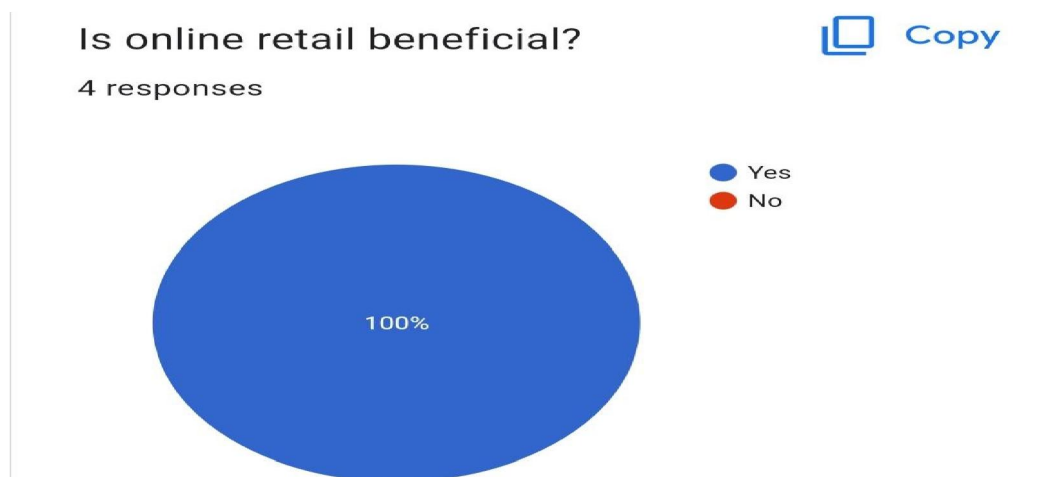
III. QUESTIONNAIRE

Q1- Has online retail brought any significant changes in e- commerce industry?

As per the above question majority people said yes to this question

Q2- Is online retail beneficial?

As per the above question majority people said yes to this question mostly say yes

Advantage of online shopping:-

- More Control
- Easy Price
- No Crowds
- No Sales

Disadvantaged of online shopping:-

- Spending too much online
- Returns can be complicated
- You don't what exactly are u getting
- Unfriendly, scammy Or complicated websites

Main content:-Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile app. In today's world online retail is very much popular, most of the people are very much dependent on the E-commerce Application. Because in offline stores the consumer buys the product get less discount as compared to online stores they get all lots of benefits as well as discount cash back. In offline stores we go to the store to get the purchase but in online scenarios they deliver the product at our doorstep. Without any charges.

IV CONCLUSION

The main conclusion is you should not rely on offline and online shopping, it's your own experience. There are benefits in both the shopping.. It's up to where you get the product. There are many hassle free junctions that are very much commodity. Today the number of people who shop online is comparatively high. The growing trend of online shopping has turned many people towards purchasing things online. However, many still prefer to go to physical shops to buy things. Among online shopping and offline shopping, people can choose the way that suits them better.This paper set out to discuss the merits and drawbacks of online shopping. It began by noting that online shopping is gaining popularity as more people make use of computers and the internet. The merits associated with online shopping were then discussed. The paper revealed that online shopping is convenient, offers greater variety, and enables the customer to get the best price for the products.

REFERENCES

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