

# **An Overview on Online Shopping**

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**Abstract:** *Now days the life style of the people is different. People feel uncomfortable and time consuming for going crowded markets. So, E-Shopping is a boon as it saves lot of time. Online shopping is a process whereby consumers directly buy goods, services etc. from a seller without an intermediary service over the Internet. Shoppers can visit web stores from the comfort of their house and shop as by sitting in front of the computer. Online stores are usually available 24 hours a day and many consumers have internet access both at work and at home. So it is very convenient for them to shop Online. One of the most enticing factors about online shopping, particularly during holiday season is, it alleviates the need to wait in long lines or search from a store for a particular item. Variety of goods is available in online. So the researcher wants to know the preference of the consumers. So fifty respondents were met and data were collected regarding their preference towards shopping online.*

**Keywords:** E-commerce, online, retailers, shopping, websites, Internet, shopping, digital, commerce

## **I. INTRODUCTION**

Online shopping, also known as e-commerce, has transformed the way people buy and sell products and services. It's the process of purchasing goods or services over the internet, making it possible to shop from the comfort of one's home or virtually anywhere with an internet connection.

The concept of online shopping dates back to the early 1990s when the internet first became accessible to the public. The growth of online shopping can be attributed to several factors. Firstly, the convenience it offers, allowing consumers to browse and purchase products 24/7. Secondly, the vast selection of products available from various online retailers, often with the ability to compare prices easily. Additionally, the rise of secure payment methods and advanced security measures has bolstered consumer trust. Major players in online shopping include Amazon, eBay, and Alibaba, among others.

The industry has seen substantial growth year after year, and it has been further accelerated by the global COVID-19 pandemic, which led to a surge in online shopping as people sought to minimize in-person shopping.

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. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2020, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones.

Online shopping is the activity or action of buying products or services over the Internet. It means going online, landing on a seller's website, selecting something, and arranging for its delivery. The buyer either pays for the good or service online with a credit or debit card or upon delivery. In this article, the term 'online' means 'on the Internet.'

The term does not only include buying things online but also searching for them online. In other words, I may have been engaged in online shopping but did not buy anything. Online shopping has been around for about twenty-five years. It has grown in popularity significantly. Today, we can purchase nearly anything online. In fact, retail experts say that online shopping will soon overtake traditional shopping in monetary terms. Online shopping is part of E-Commerce, which stands for Electronic Commerce.

Online Shopping occurs when a customer buys through a digital platform. An example of such a platform is Bikerringshop.com, online biker ring store from Thailand. You don't have to live in this country to get one of the products this store sells. Global coverage is one of the major benefits of online shopping.

## **II. REVIEW OF LITERATURE**

Reviewing the entire literature on online shopping is a vast undertaking, but I can highlight some key points and findings from existing literature up to my last knowledge update in September 2021: Growth and Popularity: Numerous studies have highlighted the exponential growth of online shopping, driven by factors like convenience, a wide range of products, and competitive pricing.

Consumer Behavior: Research has delved into consumer behavior, such as the decision-making process, trust in online retailers, and the influence of reviews and recommendations. Security and Trust: Trust and security are crucial in online shopping. Studies have explored how factors like website design, secure payment methods, and online reviews influence consumers' trust in online stores. Mobile Commerce: The rise of smartphones has led to the growth of mobile commerce. Research examines the impact of mobile apps, responsive design, and user experience on mobile shoppers.

### **2.1 Objectives of the Research**

1. To study the concept of E – Commerce.
2. To understand the impact on E – Commerce of consumer buying decisions.

## **III. FINDINGS**

- Research: Always research the product you're interested in. Read reviews and compare prices on different websites.
- Check Reviews: Pay attention to customer reviews to get an idea of the product's quality and performance.
- Secure Websites: Ensure that the website you're shopping on is secure. Look for "https:///" in the URL and a padlock symbol.
- Read Return Policies: Familiarize yourself with the return and refund policies of the online store. This is important in case you need to return an item.
- Payment Security: Use secure payment methods, and be cautious about sharing personal or financial information.
- Check Shipping Costs: Consider shipping costs when comparing prices. Some websites offer free shipping, while others may be expensive.
- Size and Fit: When buying clothing or shoes, check the sizing guides and product descriptions to ensure a proper fit.
- Track Your Order: If available, use order tracking to monitor the status of your package.
- Coupon Codes: Look for coupon codes or discounts before making a purchase. Many websites offer these to save you money. Customer Service: Check if the online store has accessible customer service for any inquiries or issues.
- Warranty: If you're buying electronics or appliances, find out about the warranty and customer support for the product.
- Compare Prices: Compare prices on multiple websites to make sure you're getting the best deal.
- Customer Feedback: Consider the reputation of the online store itself. Some have better customer service and reliability than others.

## **IV. CONCLUSION**

Online shopping has revolutionized the way we shop, offering convenience, a wide variety of products, and competitive prices. However, it's essential to be cautious about online security and budgeting to avoid overspending. In conclusion, online shopping is a valuable tool when used responsibly, but it's vital to strike a balance between digital and in-person retail experiences for a well-rounded shopping approach.

As we focus on the costs of online shopping, it seems that online shopping is really detrimental for the environment. Online shopping brings us great convenience, but it also encourages irresponsible consumption habits like exploiting the advantages of free returns and expedited shipping. These add on to the existing pool of environmental problems that

we are dealing with – global warming, wastes and pollution. Therefore, we should change our attitude towards e-commerce – to be more responsible, less exploitative and more thoughtful for the environment.

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