

# 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

## I. INTRODUCTION

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. These platforms provide various payment options, including credit and debit cards, net-banking, cash on delivery, and digital wallets like Pay-tm and Mobikwik. To ensure a safe and secure online shopping experience, it's essential to use trusted websites, check product reviews and seller ratings use strong passwords, and monitor bank statements for suspicious transactions. Overall, online shopping in India has revolutionized the way people shop, providing a convenient, varied and cost-effective way to purchase products and services. With the right precautions and knowledge, Indians can enjoy a seamless online shopping experience.

## II. REVIEW OF RELATED LITERATURE

The review of related literature provides a comprehensive examination of existing research on online shopping, highlighting key findings, trends, and gaps in current knowledge. This review aims to synthesize the existing body of



literature, providing a foundation for understanding the complex dynamics of online shopping and informing the research project's objectives.

By analyzing previous studies, this review will explore various aspects of online shopping, including consumer behavior, technological advancements, and emerging business models. There view will also identify areas where further research is needed, providing a framework for the current study's methodology and analysis.

Therefore, review of related literature will serve as a critical component of the research project, ensuring that the study is grounded in existing knowledge and contributes meaningfully to the field of online shopping.

**Balbir Singh (2018)**, Consumer Behavior Towards online shopping-A study of district Kangra in Himachal Pradesh, Journal of commerce and management, ISSN-2394-6342, Vol-5, Issue-1, Dec.2018 The study reveals that online shopping has become popular among the young generation consumer (73.33%) mainly students (93.33%) between the age group of 20-30 years.

The research study also indicates that a consumer decided to purchase online because of the factor like saving, price effective, anywhere-anytime, cost-effective and broad category availability.

**Lokesh Aggarwal and Dimple (2020)**, A study on consumer behavior and perceived benefits towards online shopping, XXI Annual International conference proceeding, ISBN -978-81-6606-2-1, PP-243 Jan2020, the study examine the major benefits perceived by the respondent and awareness level of consumer towards online shopping are highly important. The variables are better customer care, more discount, easy navigation, delivery time etc.

The study show that consumer order the product from e-commerce like-amazon, flipkart, home shop 18, first cry, myntra, paytm and jabong etc.

**K. Komalavalli and S. Dhanalakshami (2022)**, A study on online shopping behavior for apparel among the working women in and around Chennai, Svadhyaya International Journal of Transdisciplinary research and development, ISSN-2583-1739, Vol-2(2) pp-43-50 Dec.2022, the study reveals that women are more active in shopping than men as women enjoy apparel shopping they feel that it is more attractive than others as they actively plan on browsing as part of their experience. Therefore, it evaluate that women shoppers are mostly attracted by the updated fashion collections at one point, latest trendy design and material with colorful image. It also reveals that shoppers are more comfortable with the technology for usage of the internet and devices like mobile, laptops and desktops for purchase.

**M.N. Parkasha (2023)**, consumer buying behavior towards online shopping: an empirical study on madikeri city, Karnataka, India, International Journal of management , vol-14, issue-3, pp-36-44, ISSN-0976-6502, the study reveals that respondent shop mostly online shopping as compared to offline, number of purchase made is once in a month, through electronic gadget. It was also found that online shopping is cheaper than the offline shopping and the product quality is also good in online shopping.

**Krupali Jani and Dhaval Vyas (2024)**, consumer behavior in online shopping: A study of Rajkot City", The International Journal of commerce and management, ISSN-2583-1682, Vol-4, Issue-1, June 2024, the study explain that maximum youth in Rajkot buy things online because of the reasons for the price, delivery, time and convenience. The study examine the factor like age-wise distribution, gender, profession of the consumers, frequency of the buying, method of payment and method of working.

### Statement of the problem

The present study has taken the title of "Online shopping an insight from Consumer of Deomali, Tirap district of Arunachal Pradesh: Opportunities and challenge. Seeing that the market of deomali sub-division has access to online delivery system and many consumers are using the modern technology and internet facility for ordering the online products. While going through their online shopping, it is found that there are pros and cons of shopping through website and other apps available in markets. For this purpose the study has undertaken to know the opportunities and challenges in online shopping of the study area.

### Objectives of the study

The following are the objectives of the present study:



- To identify the opportunity of consumer of the study area while shopping online.
- To explore the major challenges faced by the consumer during online shopping.
- To recommend & suggestions for enhancing the online shopping experience.

#### **Research Questions**

- How often do you shop online?
- What devices do you use for online shopping?
- Preferred online shopping platforms: What types of products do you purchase primarily?
- Are you concerned about the security of your financial information when shopping online?
- What challenges do you face while shopping online?
- Have you ever abandoned an online shopping cart?
- How satisfied are you with your overall online shopping experience?
- Do you trust online reviews and ratings when making a purchase decision?
- Would you recommend online shopping to your peers?
- What improvements would you like to see in online shopping platforms?

#### **Limitation of the study**

The scope of study has been limited to the following;

1. The study is confined among the Consumer of Deomali town of Tirap district.
2. The study is limited to 120 sample respondents randomly selected from the consumers of the study area.
3. The data collected was done during two(2) months & year i.e- June and July 2025.

### **III. METHODOLOGY OF THE STUDY**

The present paper is descriptive in nature. It is based on qualitative data and quantitative collected from both primary and secondary sources. Primary Data were acquired from online structure questionnaire, personal interviews and contacting with the sample respondents i.e. consumers shopping online in deomali sub-division. On the other hand, secondary sources consist of information obtained from published articles, journals, magazines, office documents, and online materials. For the present study a total of 120 consumers were selected as a sample for the study. This sample includes consumers from different background.. The sample were collected in them month and year of June to July 2025.

### **IV. DATA ANALYSIS AND INTERPRETATION**

The statistical analysis of data with reference to research objectives and questions that were formulated and the interpretations are made to come up with a productive result. The present research was proposed to study “Online shopping an insight from Consumer of Deomali, Tirap district of Arunachal Pradesh: Opportunities and challenge”. Therefore the study tries the level best by taking the variables wisely and come up with a proper findings and solutions.

#### **1. Frequency of online shopping**

The study was done on the selected samples of 120 Consumers of Deomali sub-division to study the frequency of online shopping. The results of the on this regard are given in the table 1. below-

Table1.:showing the frequency of online purchases

Particulars	Percentage of Consumers
Frequently	30%
Occasionally	45%
Rarely	25%

Source:- field survey



### Interpretation

The table shows that out of 120 respondents, 30% of the consumers are frequently purchasing online, 45% of the students are occasionally purchasing online, and the remaining 25% are rarely purchasing online. This shows that out of the total respondents all of them are in touch with online shopping activities from time to time.

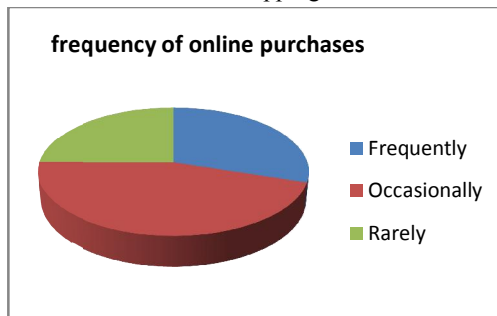


Figure 2. showing the frequency of online purchases

### 2. Most preferred platform

The study is to identify the most preferred platform for online shopping by the consumers of Deomali sub division of Arunachal Pradesh. This analysis shows out of various online shopping platforms which are the most preferred platforms by the consumer. The result of the analysis is shown below in the given table 2.

Table 2.: showing the most preferred online shopping platforms

Particulars	Percentage of Consumer
Amazon	5.9%
Flipkart	58.8%
Myntra	11.8%
Others	23.5%

Source: Field survey

### Interpretation

The above table 2 shows the most preferred platforms of online shopping by the consumer of deomali sub-division of Tirap district. In the table 2 it is observed that 5.9% of the consumers prefer amazon, 58.8% prefer flipkart, 11.8% prefer myntra and the remaining 23.5% prefer other platforms for online shopping such as ajio, Snapdeal, Meesho, FirstCry, OLX, Jabong.Com etc. It is learned that the most preferred platform for online shopping is Flipkart.

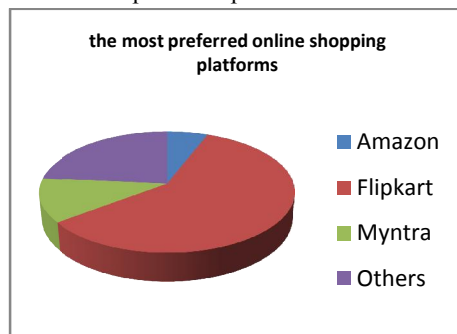


Fig.2 the most preferred online shopping platforms



### 3. Challenges Faced

The analysis is done to study the challenges in online shopping faced by the consumers Deomali, sub-division of Tirap district, Arunachal Pradesh. The results of the analysis is given in the table 3 below

Table 3: showing the challenges faced in online shopping

Particulars	Percentage of Consumers
Delays in delivery	5.9%
Poor product quality	88.4%
Difficulty in return and refunds	11.8%

Source: Field survey

### Interpretation

The above table 3 shows that how much of a challenge in online shopping is faced by the consumers. It is learned that the most challenges faced in online shopping is the product quality with 88.4% of respondents are dealing with poor products and remaining are Difficulty in return and refunds (11.8%) and Delays in delivery (5.9%).



Fig.3 showing the challenges faced in online shopping

### 4. Improvements needed in Online Shopping

The analysis is to study the desirable improvements by the consumers Deomali, to be implemented in online shopping. The study also shows which part of online shopping is most problematic and needs improvement. The results of the analysis is given in the below table 4

Table 4: showing the improvements needed in online shopping

Particulars	Percentage of Consumers
Faster delivery service	17.7%
Better product quality	64.7%
Clearer product descriptions	17.6%

Source: Field survey

### Interpretation

The table shows how much of the improvements are desired by the consumers of Deomali sub-division in online shopping. The study shows that 17.7% of the consumers would like a faster delivery service, 17.6% of the consumers would like clearer product descriptions and 64.7% of the respondents would like better product quality. It is learned that the most improvement needed in online shopping is to better the product quality.





Fig.4 showing the improvements needed in online shopping

## V. FINDINGS, SUGGESTIONS AND CONCLUSION

### Findings of the study

1. Most of the consumer/respondents shop online occasionally, and their preferred online shopping platform is Amazon, largely due to its reliability. The trustworthiness of Amazon's services, including its efficient delivery system and customer support, has earned it a loyal customer base among themselves.
2. Clothing is the most frequently purchased item online by today's consumers. This is likely due to the wider angle of clothing options available on e-commerce platforms, as well as the convenience of being able to browse and compare different styles and prices from the comfort of their own homes.
3. Convenience is the leading reason why respondents choose to shop online. With busy schedules and limited time, consumers appreciate the ability to shop at any time and from any location, without having to physically visit stores. Online shopping also allows them to avoid the hassle of traffic, parking, and long lines.
4. Despite the many benefits of online shopping, the respondents have reported some issues with their experiences. Delayed deliveries and quality mismatches are the most commonly reported problems, which can be frustrating and disappointing for consumers who are expecting to receive their purchases quickly and in good condition.

### Suggestions

1. Online retailers should prioritize improving their logistics in remote areas, such as Deomali, to ensure that customers in these regions have access to timely and efficient delivery services. This is crucial in expanding the reach of e-commerce and making it more inclusive.
2. To build trust with customers, online retailers must provide clearer product descriptions and ensure the reliability of customer reviews. Accurate product information helps customers make informed purchasing decisions, while genuine reviews from other customers can significantly influence their buying behavior.
3. Simplifying return and refund procedures is another key step in enhancing customer trust. By making it easier for customers to return or exchange products that do not meet their expectations, online retailers can reduce the risk associated with online shopping and encourage customers to make purchases with confidence.
4. Finally, conducting awareness programs on safe online transactions is essential in educating customers about the potential risks associated with online shopping and how to mitigate them. By promoting best practices for secure online transactions, online retailers can help protect their customers' sensitive information and foster a safer online shopping environment.

### Conclusion

In conclusion, online shopping has become an integral part of the lives of consumers /respondents of deomali sub-division of tirap district of Arunachal Pradesh,. However, despite its convenience, online shopping is not without its challenges, including delayed deliveries and quality mismatches. To address these issues and enhance the overall online shopping experience, online retailers must take several steps. These include improving logistics in remote areas,





providing clearer product descriptions and reliable customer reviews, simplifying return and refund procedures, and conducting awareness programs on safe online transactions. By implementing these measures, online retailers can build trust with their customers, reduce the risks associated with online shopping, and create a more inclusive and secure e-commerce environment.

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