

An Approach of Shopping in 21st Century: Online Shopping

Dr. Kavita Shrivastava*

*Assistant Professor, Department of Mathematics, S.N. Govt. Girls P.G. College, Shivaji Nagar Bhopal, Madhya Pradesh, INDIA.
E-Mail: kavitashri@yahoo.com

Abstract—The advent of the Internet as a shopping medium has enabled shoppers to gain shopping benefits such as convenience and time-saving, better information, and price savings. This paper aims to provide a better understanding of the benefits of Internet shopping by identifying and discussing the advantages of Internet shopping over traditional storefront shopping. It will also attempt to explore the nature of online shopping, what all problems it is facing and what measures can be taken to resolve them so that it can become a source of convenience and consumer satisfaction.

Keywords—Consumers; Internet; Online; Online Stores; Payment Modes; Shopping.

Abbreviations—Double Income Couples (DIC).

I. INTRODUCTION

COMPANIES are facing a tough competition in dynamic business scenario today. They are always looking for new avenues to increase contact with consumers and in for this they are leaving no stone unturned. Online shopping is the latest innovation of big business using the most advance facility of technology enhancement.

Nowadays, the concept "DIC" i.e. double income couples are becoming all the more prominent in India. After long working hours and increased distances to travel work place, they are not having enough time to spare for things like shopping. It seems drudgery to such people who return home after being sapped in the offices. They want to sue this time for other works like socializing, entertainment and at times just for recreation and rest.

Now the companies are trying to provide this section of society a convenient way of fulfilling their requirements of life in a most satisfying manner. They are offering them an all round shopping facility just a click away and that too at any time 24 x 7. Moreover, this is located in the virtual world and can be accessed any time when you are watching your favorite TV show or having a coffee break in the office. This easeful pleasure is the real essence of online shopping concept.

Online shopping is a new technology that has been created along with the development of the Internet. It is a convenient method of shopping which makes possible the availability of a vast array of products at your fingertips. You can choose the product of your liking as and when desired and have its delivery at your door step within reasonable time period. You are not only saving your time in exploring the goods of your choice from shop to shop in the market place

but also reducing your petrol bill and evading the headache, caused by irksome drives on noisy street to the market place. This spare time you can sweetly enjoy in the pursuit of your favorite hobbies and in flavored family gossips. In fact, time for amusing family chats can be doubled and much of the tense preoccupations of procuring domestic goods in the weekends can be minimized.

But online shopping also requires some precautions, both for sellers and buyers. Cyber thieves steal identities of shoppers and then exploit them by using their identity. This leads to a variety of problems, causing fraudulent credit card charges, opening new credit accounts, and misuse of current accounts. Despite this problem most of the people feel that this risk is worth taking because such negative incidents are very rare and it cannot overweighs the immense positive gains which internet shopping offers to sellers and buyers.

1.1. Meaning of Online Shopping

“Online shopping is the process through which consumers purchase products, goods and services over the Internet.”

As the name suggests, online shops are simply shops and stores available online. While it may also have a physical location, an online storefront is set up on a website that allows users to view and purchase products over the Internet. The most typical method of payment is through a credit card or through internet banking service. Individuals, firms and industries across the globe have found it beneficial to use least a portion of their business to be conducted as online stores.

II. NATURE OF ONLINE SHOPPING

Online Shopping in India is in its growing stages. However, more and more people are gaining confidence about purchasing products online. Online shopping is an easy and comfortable way of shopping for a large range of products. Initially, the customer base for online shopping was limited only to the rich class with high purchasing capacity. However, with the growth of purchasing power in expanding urban middle class, more and more people prefer to make purchases online. Improved purchasing power of this new consumer class has brought about a massive change in the online shopping trends. Online shopping allows people with a broad range of products in different categories. It also gives a chance to compare the same product with the others and also shows the best deal. In addition, the transportation is also easy because some websites also offer free shipping to other countries. We can also watch the changing location of his purchased item while in transportation, before it finally reaches us.

2.1. Benefits

Online shopping provides many benefits to the shopper and also to the business world at large. One of the biggest benefits to both the shopper and the business is that e-commerce allows people from anywhere in the world with internet access to make use of a particular store. This increases sales for the business and makes possible to get items from a store located far away in easy manner. Online shopping also allows customers to easily compare similar products and prices through visiting multiple online stores. Online shops give us the opportunity to shop 24 x 7 and also reward us with a 'no pollution' shopping.

Reasons why Consumers like Online Shopping

- Cheap: Online shopping and audition have cut down a lot of costs for manpower and transition. The saving form overhead expenses in return has helped keeping the price very cheap. From the consumers' point of view, if they don't have to go out for shopping, they can save a lot of money from transportation. For bargain-picking type consumers too, online shopping is the best choice.
- Convenient: There are no limits on time and places for online shopping. A smart consumer can search all the relative products via internet and review the comments of other internet consumers. Even more, they can find foreign products without boundaries. Besides, you don't have to go out and the products will be delivered to your places. Thus, for those who don't have time to go shopping and don't just want to go out for shopping, online shopping is more convenient and attractive.
- On sale and gift: While being cheap, online shopping is getting more attractive with on sale promotion and giving gifts at the same time.
- Shopping with no burden: Most consumers don't like aggressive salesmen and are afraid of buying inappropriate products. Online shopping can get rid of these troubles.

2.2. Common Components for a Successful Online Shopping

Four common components typically make up a successful online shop. First, the storefront readily appears before the customer where ever he is doing the shopping on website. The next component is that the shopping cart is also very similar to its physical counterpart. When a customer sees something he likes he can easily click an "add to shopping cart" button that will store the item in a digital shopping cart. In this way he can purchase multiple items at once in a single stroke. The next component is the payment process. This entails the buyer entering his credit card type and number and other personal information such as name and address. The final component is completion of sell when the order goes through and is either accepted or denied depending on the availability of funds in customer's bank account.

2.3. Method of Online Buying

Most of the online shopping websites have the same pattern, first you choose the category under which your item is listed, and then you can select the item that you are looking for and then add it to your shopping cart. If you want to buy other items, you click the "add to cart" button near them, and when you're finished you check out. After that you can see a list with everything that you have ordered, and the total amount that has to be paid. You can also remove items from your shopping cart if you want to do so. Payment is usually done by credit card or net banking. The buyer pays the price and then shop delivers the items to the buyer's home in a few days. The deal is perfectly safe.

2.4. Ways to Improve the Online Shopping

- Promote online presence
- Create customer confidence
- Enhance product find ability
- Enable customer's decision making
- Reduce shopping cart abandonment
- Keep registration short & optional
- Streamline checkout

III. PROBLEMS IT IS FACING

Online shopping has had a rather slow and unstable journey in India. It has not picked up as much as it should have primarily done due to the fact that internet access itself is quite low and the online shopping experience has been bad, to say the smallest amount. But online shopping in India is evolving fast and has great future prospect with growing awareness among the potential buyers –the urban middle class. Habitually, Indians are traditional in their approach to shopping. They want to touch and feel the products and test its features before buying anything. But the fact cannot be all together denied that in online shopping consumers are not at all at any risk. Chances of fraud are always there in online shopping than face-to-face transactions. Some main online Shopping System Problems are as follows:-

- No/Very few Product videos are added.
- No/Very few bargains; a bid system can be introduced where consumer can bargain.
- Does not disclose the packaging/manufacturing and expiry date of products.
- No/Very Few Return or Buy Back Guarantee
- Difficult to trace a site owner if cyber crime/financial fraud is conducted.
- Most of them also do not mention their contact numbers and official address etc.

IV. CONCLUSION

Online shopping has come up as a boon for all type of consumers and it has something or the other to offer everyone. Besides, it is highly convenient and time saving and to certain extent it is also cost cutting exercise as one need not to step out of his / her home for doing shopping. The main area of concern is the limited internet usage and language problem. A lot of stress needs to be given on these two parameters so that IT revolution can be of use to everyone in India. Only then it can be a success in true sense of terms. Otherwise, it will just end up being a style statement of few who, wants to be away from the crowd and then it will loosen its applicability in the real world.

Online shopping has become extremely popular over the last decade. Utilized mostly by the “Net- Generation”, this service is extremely convenient and amusing. Although, online shopping can be very convenient and beneficial there are also some potential problems that can arise. Consumers have been seen to exhibit different buying behaviors when shopping online than when they are shopping in a physical

store. This makes it imperative that retailers study the behaviors of consumers and make changes in order to remain profitable and successful.

Another potential problem that can arise from online shopping is addiction. The convenience of online shopping that can be seen as very beneficial, can also lead to an unhealthy addictive pattern of behavior. If the person does not seek help, this unhealthy pattern, can result in an online shopping addiction, causing more than financial damage. In the future, we can expect online stores to improve their technology tremendously, allowing for an easier and a more realistic shopping experience online. The technology of online shopping websites will continue to grow and, as a result, will expand the online shopping market and will keep benefiting thousands of consumers over the world.

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Dr. Kavita Shrivastava. At present Working as A.P. of Mathematics in Sarojini Naidu Govt. College, Bhopal (M.P.), India with teaching experience of 28 Years Highest Degree is Ph.D. from B.U. University Bhopal, M.P. Five Number of papers are published and Number of conference/ workshop attended are more than 10.