



**Reserach Article**

**ONLINE SHOPPING**

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**ABSTRACT**

An online shopping system that permits a customer to submit online orders for items and/or services from a store that serves both walk-in customers and online customers. The online shopping system presents an online display of an order cut off time and an associated delivery window for items selected by the customer. The system accepts the customer's submission of a purchase order for the item in response to a time of submission being before the order cut off time. The online shopping system does not settle with a credit supplier of the customer until the item selected by the customer is picked from inventory but before it is delivered. Therefore, the customer can go online and make changes to the order. In addition, available service windows are presented to the customer as a function of customer selected order and service types and further, the order picking is assigned in accordance with a picker's preference. When ordering goods, many shopping systems provide a virtual shopping cart for holding items selected for purchase. Successive items selected for purchase are placed into the virtual shopping cart until a customer completes their shopping trip. Virtual shopping carts may be examined at any time, and their contents can be edited or deleted at the option of the customer. Once the customer decides to submit a purchase order, the customer may print the contents of the virtual shopping basket in order to obtain a hard copy record of the transaction.

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**INTRODUCTION**

Online shopping which is otherwise called as e-shopping which enables the consumer to purchase their desire product through the internet by the way of various shopping websites. When a customer chooses a product in online it gets delivered easily at his doorstep. Hence the customers time and physical effort is saved. Nowadays people don't spend an separate time for a shopping due to workloads so online shopping is an great advantage for work engaged people. Online shopping websites provides various payment options to the consumer which enables them to purchase an product anytime and anywhere.

Unlike other retail outlet or shops, shopping websites provides an wide range of varieties based on your requirement these websites provide filter options which searches the product for you based on your budget colour wise size and quality which makes the easy for purchaser.

**Alternate hypothesis**

Alternate hypothesis says about the positive point of view of online shopping the main aim of the marketing team in every private concerns is to attract the customers by the way of displaying pictures in an such a way that the it create interest in the minds of the customers.

So as customers we must be alert and think wisely before choosing to purchase an product. Though the refund formalities are long the product which is to be refunded are collected at our door step so our time and energy are saved. For instance if we purchase an product from retail store or outlet it is difficult for us to change because it required copies of bills and the product is checked twice or thrice to ensure whether the product is in good condition for resale and tag must not be removed in an purchased product these are the conditions raised by the sellers side this leads to the frustration and waste of physical energy time.

**RESEARCH METHODOLOGY**

**Primary data source**

A visit to the nearest boutique who is having a online shopping website ask about their Marketing techniques, discounts coupon codes and the transportation facilities used to deliver the product and what are the advantages provided after the sale of the product like refund option, exchange etc.

**Secondary data source**

The secondary data source for the present study is collected from online articles, journals, research papers, government records, and web details regarding this topic.

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## **Chapterization**

The first chapter is to show the differentiation between the online shopping in India and online shopping in other countries.

### **Online shopping in India**

Online shopping which is also called as electronic shopping or internet shopping which is trending and fast growing industry right now. When it was introduced in the year 2007 in India, people considered this as a complicated system but in the recent years, people learnt that it was an easy system to use and now it has become a trend that even grocery and perishable goods are available and delivered at doorstep. The mentality of Indian buyers or consumers is that they expect quality as well as the product must be cheap and if these expectations are fulfilled to a customer, he faces a great sense of satisfaction that he has managed to get a useful product to him at a lower price. The sellers usually promote their products through the way of advertising in TV posters, newspapers, and other mass media. In addition, the Indian customers expect after-sale service and in short, they require all-round satisfaction with a lower price.

### **Online shopping in China**

The better understanding about the consumers in China is that they don't spend much in an organisation. The mentality is that they spend lavishly on beauty and fashion accessories and beauty products because generally, the people have a beauty consciousness and that leads to the more sale of beauty products in China. The Chinese consumers' view on online shopping is that the older-aged people maintain their traditional habit of purchasing a product. The middle-aged Chinese people oscillate between the traditional and modern trends but due to the changing environment, the people also want to adapt to this environment by changing themselves to a modern environment. The young generation has become westernised and quality and brand-conscious.

### **Online shopping in America**

The technology has become so advanced in America and though it is a developed country, most of the people shop online. According to the recent research done by Pew Research Organisation, 8 out of 10 people in America shop products online and 5 out of 10 persons share their link of shopping websites. The basic information about the American consumer is that though they are financially stable, they hesitate to spend their money lavishly or too much on a certain product. Still, the consumers in America become loyal to their favourite brands instead of going to more cheaper options that are available near them. They are least concerned about their future financial position of their house. Though they are loyal to their brands, they are quite money-conscious that they spend only on discounts, coupon codes, gift vouchers. The largest moving product online is alcoholic beverages and personal care products, suggesting a higher end product in these two categories.

### **Online shopping in Germany**

E-shopping is showing robust growth in the country of Germany. Many internet offers provide a new way of retailers and sell to an international audience and enter previously unreachable. Online shopping is considered as important to them but when it comes to clothing and grocery, the people prefer to

buy in local shops and town centres. They experience a great sense of satisfaction when purchasing a product in a particular place. The consumers in Germany prefer home delivery while shopping online though it is connected to a store. 85% of people go to retail stores and touch the product physically before buying them online.

### **Online shopping in Sri Lanka**

The development of the internet in a country depends on the number of consumers who are opting or need such facilities if the necessity of internet is low, the amount of consumers the internet will not get developed in a country. A research says that the online purchasers are quite less when compared to other countries and the country is working to improve its technology. The fear about the credit card security, inability to touch and see the physical product, getting defective items or getting a different item which brings a negative attitude in the minds of the Sri Lankan online customers.

## **Chapter-2**

The second chapter gives us a brief explanation about the pros and cons of online shopping.

The convenience is the biggest advantage in online shopping. You can shop any products from your home. And there is no time limit because online shopping sites provide services round the clock and round the year. Though retail stores have various amenities like parking, gaming, cafes, restaurants, there is a great line being stagnant in a billing place, so this causes frustration to the purchasers, so this leads them to buy a limited product and hence it leads to some loss in the firm. But in online shopping, you can shop anywhere you want and it provides various modes of payments which became easy for the customers to purchase a product.

### **Better prices**

Online shopping sites provide us with great deals and offers during festival season, annual sale, monthly offers, and also weekly offers. The online sites provide us with the best price because the product reaches the hands of the consumer directly from the manufacturer with no intermediaries or middlemen involved in between. With addition to the offers, they also provide coupon codes and gift cards to the users of the particular app or the website. Hence, the travelling expense of the consumer is also saved. The consumer can even compare the price between various apps and choose the cheapest price for the product.

### **Wide range of products**

The online displays a variety of products. A particular product is displayed by the various number of sellers which differs in the colour, texture, and the nature of the cloth. You can even shop online from the retailers from any corner of the world. You can even see the current trends and fashion of various countries without any expenses. The stock will be available plentifully online. If not, the online shops ship it to the consumer at once when the stock is available.

### **Less expenses**

Every consumer always plans to opt a conventional shopping but that becomes impossible. The expenses will become more than he expected because the consumer gets attracted to things which indulge him to buy.

## *Online Shopping*

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This causes him extra expenses which he didn't want but he spends for his own comfort and relax feeling. So online shopping saves this kind of extra and miscellaneous expenses.

### ***Easy comparison***

Nowadays online shops provides an brief description about the product so it becomes easy for the consumer to compare the products and research about the products. This enables the consumer to get an clear idea about the product and to purchase the best product at the best or cheaper price.

### ***No compulsive shopping***

When a consumer goes to an retail shops or outlet the seller compels the consumer to buy an product and when he tries to promote an product the customer tend to buy the product and due to this he customer forgets his choice and buys the product because there is no alternate options to choose. During festival season retail shops usually provides offer so the consumers rush to buy the products so it becomes crowded so the consumer chooses the product which is available unlike of his likes and dislikes so online shopping eliminates this kind of difficulty and is there is no parking hassles.

### ***Better management***

Online sales representatives have better experience and knowledge about the field so they manage efficiently and they receive intensive training than the retail stores or shops. They often have more flexibility with decision making such as applying coupons, meeting competitor prices and expediting shipping at no extra charge and have have better understanding about the market conditions and expectation of the consumer so they launch the product in such a way so that they increase the amount of sales and hence gain profit.

### ***Cons of online shopping***

#### ***Trials not available***

Retail stores gives the facility to the customer to try the product before purchasing it but this cannot done in online shopping because they only display the products and there is no chance for any trails so this is the greatest disadvantage. If there is any defect there is refund options available but it takes really a long process to refund an purchased product.

#### ***No immediate services***

When there is any problem regarding the usage of the app or need any information about the product or any queries or needed an technical support there is no immediate service available the complaint can be raised anytime by the consumer but the time taken to resolve the problem is long.

#### ***Privacy and security***

Any transaction can be done by the purchaser only if the provide their basic details in the process of signing in. Since the world is advanced with the improvement of technology there is a lot of chance to misuse the development there are number of computer hackers in the world who can tak th details illegally from an system and misuse it so still the the online shopping sites does not provide security regarding the safety of the consumer information.

### ***Payment frauds***

Though the technology is improving day by day not all improvement are good. The online consumers have a fear towards paying through debit/credit there is chances of being hacked all the bank accounts details. Though we need to adapt to the technology there is always an fear towards the security of the bank details.

### ***Lack of shopping experience***

Due to online shopping the consumer does not get the chance to experience the traditional method of shopping like visiting to the retail stores exploring the environment of the stores looking at the interiors and spending shopping time with families this leads to the lack of quality time with the family and unable to experience the stores satisfaction of checking the product by touching it.

### ***No Bargaining options***

There is no chance for bargaining because the consumer cannot speak to the retailer because the there is no need for him to speak to the online consumer and if any query the consumer can opt help only from the app company. But in retail shops the consumer can ask the seller to provide concessions.

### ***Limitations***

1. Due to the time constriction the research was not upto to the mark
2. The resources were not enough.
3. Certain websites had authorised entry only so the information was less.

### ***Suggestions***

The opinion about online shopping is that the online shops can make more fast delivery to their consumers so that they gain more reputation to the company and gain more publicity amount the general public and the customer queries must be resolved in a short span of time. The online shops must give assurance to the consumer that their information are private and the shops can also guide the consumer regarding how to keep their accounts safe. The online shops in order to keep their reputation must launch the product according to the likes of the consumer but before that the shop must know whether the consumer is in the situation to buy the product and whether the consumer is financially stable to purchase their product.

### ***Findings***

The main aim of conducting the research is to create awareness among the online consumers to know about various aspects of online shopping and providing an brief description about advantage and disadvantages and what are the consumers advantage when the consumer is choosing to shop online and also about traditional shopping. The findings for this research is taken from an review from an boutique shop which has been considered as primary data source and the secondary data source which is taken from online reference books journals magazines and articles.

## **CONCLUSION**

Though the online shopping provides many concessions we the consumers must be beware of the frauds happening

through online. The consumer must take necessary steps to escape from the clutches of consumer exploitation. The basic steps can be as follows

- While enrolling the information in online to check whether there is privacy policy provided by the company.
- To check whether there is refund policy.
- Creating awareness to the public about consumer exploitation through camps and awareness.

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