

Chief Editor

Dr. A. Singaraj, M.A., M.Phil., Ph.D.

Editor

Mrs.M.Josephin Immaculate Ruba

EDITORIAL ADVISORS

1. Prof. Dr.Said I.Shalaby, MD,Ph.D.
Professor & Vice President
Tropical Medicine,
Hepatology & Gastroenterology, NRC,
Academy of Scientific Research and Technology,
Cairo, Egypt.
2. Dr. Mussie T. Tessema,
Associate Professor,
Department of Business Administration,
Winona State University, MN,
United States of America,
3. Dr. Mengsteab Tesfayohannes,
Associate Professor,
Department of Management,
Sigmund Weis School of Business,
Susquehanna University,
Selinsgrove, PENN,
United States of America,
4. Dr. Ahmed Sebihi
Associate Professor
Islamic Culture and Social Sciences (ICSS),
Department of General Education (DGE),
Gulf Medical University (GMU),
UAE.
5. Dr. Anne Maduka,
Assistant Professor,
Department of Economics,
Anambra State University,
Igbariam Campus,
Nigeria.
6. Dr. D.K. Awasthi, M.Sc., Ph.D.
Associate Professor
Department of Chemistry,
Sri J.N.P.G. College,
Charbagh, Lucknow,
Uttar Pradesh. India
7. Dr. Tirtharaj Bhoi, M.A, Ph.D,
Assistant Professor,
School of Social Science,
University of Jammu,
Jammu, Jammu & Kashmir, India.
8. Dr. Pradeep Kumar Choudhury,
Assistant Professor,
Institute for Studies in Industrial Development,
An ICSSR Research Institute,
New Delhi- 110070, India.
9. Dr. Gyanendra Awasthi, M.Sc., Ph.D., NET
Associate Professor & HOD
Department of Biochemistry,
Dolphin (PG) Institute of Biomedical & Natural
Sciences,
Dehradun, Uttarakhand, India.
10. Dr. C. Satapathy,
Director,
Amity Humanity Foundation,
Amity Business School, Bhubaneswar,
Orissa, India.



ISSN (Online): 2455-7838

SJIF Impact Factor : 6.093

EPRA International Journal of

Research & Development (IJRD)

Monthly Peer Reviewed & Indexed
International Online Journal

Volume: 4, Issue:2, February 2019



Published By
EPRA Publishing

CC License





ONLINE SHOPPING

G. Shalini

III B.Com (PA) – 'B', Dr. N. G. P Arts and Science College, Coimbatore, Tamil Nadu, India

K. Jayapriya

III B.Com (PA) – 'B', Dr. N. G. P Arts and Science College, Coimbatore, Tamil Nadu, India

S. Dhivyalakshmi

III B.Com (PA) – 'B', Dr. N. G. P Arts and Science College, Coimbatore, Tamil Nadu, India

ABSTRACT

Online shopping has become a new trend of shopping nowadays and is quickly becoming an important part of lifestyle. Due to wide spread internet access by people and e-commerce usage by traders, online shopping has seen a massive growth in recent years. Young people have been the majority shoppers online and thus this study finds out the attitude of youth towards online shopping. As with most online activities, there are definite tradeoffs in online shopping between convenience, cost savings, choice, and privacy. Shopping online is just like heading out to the store. You can buy all the same things from your home computer and can sometimes even get access to better sales. The results of the study highlighted that there is a significant relationship of online shopping with gender, internet literacy, and online product price. Similarly the study also highlighted that there is no significant relationship of online shopping with education and website usability.

KEYWORDS: *Online shopping, e-commerce and technology*

I. INTRODUCTION

Online shopping is the process whereby consumers directly buy goods or services from a seller in real-time, without an intermediary service, over the Internet. It is a form of electronic commerce. An online shop, e-shop, e-store, internet shop, webshop, webstore, online store, or virtual store evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or in a shopping centre. The process is called Business-to-Consumer (B2C) online shopping. This is the type of electronic commerce conducted by companies such as Amazon.com. When a business buys from another business it is called Business-to-Business (B2B) online shopping.

A large percentage of electronic commerce is conducted entirely in electronic form for virtual items such as access to premium content on a website, but mostly electronic commerce involves the transportation of physical items in some way. Online retailers are sometimes known as e-tailers and online retail is sometimes known as e-tail. Almost all big retailers are now electronically present on the World Wide Web.

II. HISTORY OF ONLINE SHOPPING

In 1990, Tim Berners-Lee created the first World Wide Web server and browser in UK. It opened for commercial use in 1991. From the 1990s onwards, electronic commerce would additionally include enterprise resource planning systems (ERP), data mining and data warehousing.

In 1994 other advances took place, such as online banking and the opening of an online pizza shop by Pizza Hut. During that same year, Netscape introduced SSL encryption of data transferred online, which has become essential for secure online shopping. Also in 1994, the German company Intershop introduced its first online shopping system. In 1995, Amazon launched its online shopping site, and in 1996, eBay appeared.

Originally, electronic commerce was identified as the facilitation of commercial transactions electronically, using technology such as Electronic Data Interchange (EDI) and Electronic Funds Transfer (EFT). These were both introduced in the late 1970s, allowing businesses to send commercial documents like purchase orders or invoices electronically. The growth and acceptance of credit cards, automated teller machines (ATM) and telephone banking in the 1980s were also forms of electronic commerce. Another form of e-commerce was the airline reservation system typified by Sabre in the USA and Travicom in the UK.

In 1990, Tim Berners-Lee invented the WorldWideWeb web browser and transformed an academic telecommunication network into a worldwide everyman everyday communication system called internet/www. Commercial enterprise on the Internet was strictly prohibited by NSF until 1995. Although the Internet became popular worldwide around 1994 with the adoption of Mosaic web browser, it took about five years to introduce security protocols and DSL allowing continual connection to the Internet.

By the end of 2000, many European and American business companies offered their services through the World Wide Web. Since then people began to associate a word "ecommerce" with the ability of purchasing various goods through the Internet using secure protocols and electronic payment services.

III. REVIEW OF LITERATURE

From the study of Pan (2007, p.5), the author cited from Engel, Blackwell and Miniard (1990), that defines purchasing intention as a psychological process of decision-making. According to Pan (2007), "purchasing decision process" is when the relevant information is searched by the consumers that are motivated by the fulfillment of demands according to personal experience and the external environment; then after accumulating a certain amount of information, they begin to evaluate and consider; and finally after comparison and judgement, they make the decision on certain products.

According to Monsuwe, Delleart and Ruyter (2004), there are five external factors to understand consumer's intention to purchase in the internet which is the consumer personality, situational factors, product characteristics, previous online

shopping experiences and the trust in online shopping.

IV. RESEARCH METHODOLOGY

There are two types of data, i.e., primary and secondary data. In this study the secondary data were collected through the magazines, websites, journals etc.

V. PAYMENT OPTIONS IN ONLINE SHOPPING

Online shoppers commonly use a credit card to make payments, however some systems enable users to create accounts and pay by alternative means, such as:

- Billing to mobile phones and landlines
- Cash on delivery (C.O.D., offered by very few online stores)
- Cheque
- Debit card
- Direct debit in some countries
- Electronic money of various types
- Gift cards
- Postal money order
- Wire transfer/delivery on payment

VI. BENEFITS OF ONLINE SHOPPING

Convenience

One of the biggest benefits of online shopping is that you can buy almost anything you could imagine without ever leaving your house. Online stores are open 24 hours a day and are accessible from any location with an Internet connection.

Selection

In general, online stores are able to carry more selection than traditional brick-and-mortar stores. Because online stores don't need to attractively display their items on shelves, they can keep a larger amount of inventory on hand.

Information

Product descriptions most often include a description from the manufacturer, another description from the vendor, specific technical and size details, reviews from professional magazines and journals, and reviews from people who have bought the product.

Price

Because online stores don't have to pay rent for a storefront in a nice part of town and tend to sell much larger quantities of goods, they can offer to sell products for a much lower price. Discounts online can be substantial—up to 25-50 percent off the suggested retail price.

VII. DISADVANTAGES OF ONLINE SHOPPING

Hands-On Inspection

One thing that online stores can't replace is the experience of actually seeing and touching the item you are considering buying.

Shipping

Some major online retailers now offer free shipping for their products, but many require you to meet a minimum order cost to qualify or only offer this incentive at certain times of year.

Wait Time

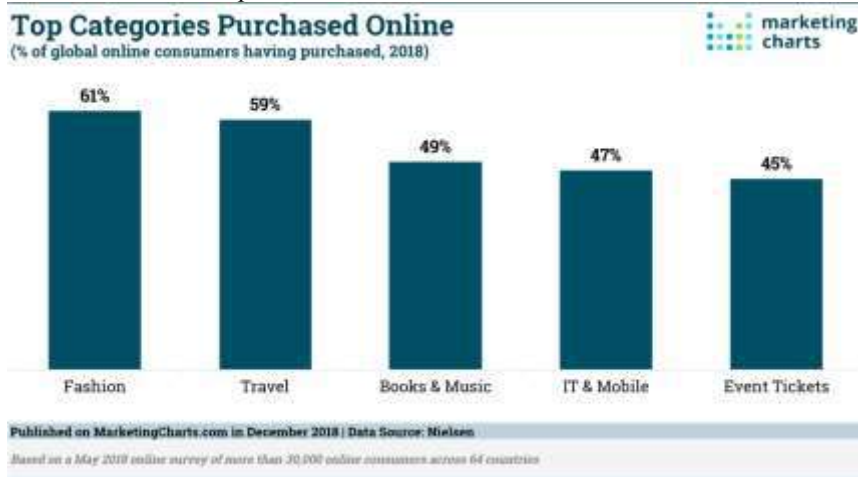
Waiting for your item to arrive is another downside of online shopping. One of the great pleasures of shopping at a store is the instant gratification. Especially if you are in a time crunch, then you may want to consider purchasing your item at a local retailer.

Privacy

When you shop online, you waive certain privacy rights to the online retailer. Online stores can track your purchases over time to give you more suggestions of things you might like to buy, send you e-mails with sale information, and, occasionally, sell your contact information to other companies.

VIII. CHART SHOWING CATEGORIES OF PRODUCTS PURCHASED ONLINE

The following chart is extracted from the source of Nielsen.com. The Nielsen Corporation, self-referentially known as The Nielsen Company, and formerly known as ACNielsen or AC Nielsen, is a global marketing research firm, with worldwide headquarters in New York City, United States. Regional headquarters for North America are located in Chicago. One of Nielsen's best known creations is the Nielsen ratings, an Audience measurement system that measures television, radio and newspaper audiences in their respective media markets.



A majority of online consumers around the world claim to buy entertainment (61%) and service (56%) categories more often online than in-store. And while fewer (38%) say they buy durables such as fashion, IT/mobile and electronics more often online, that still outweighs the share (22%) that buy them more in-store, according to a Nielsen study.

Overall, Fashion emerges as the category with the greatest online purchasing penetration, according to the survey of more than 30,000 online consumers across 64 countries. Some 61% of respondents reported buying in this category online in 2018, just ahead of the 59% who make Travel purchases online.

Rounding out the top 5 categories in terms of e-commerce penetration are Books & Music (49%), IT & Mobile (47%) and Event Tickets (45%)

IX. FINDINGS

The following are the findings of this study:

- Youngers whether it is male or female do prefer more online shopping than others
- Online shopping is growing in Indian culture because of the shift in modern culture
- The demographic factors like age, income, occupation, education and ability to use the

internet is having a significant association with online shopping.

- The social factors like occupation, income, influence of family and friends do have significant association with online shopping. Online consumers tends to be younger, better off and better educated.

X. CONCLUSION

In the past, consumers had sufficient time to visit shopping centers, searching for various products. Many consumers prefer bargaining and decide the purchases after physical examination of the commodities. The entire process can range from a few hours to weeks depending on the product, quantity, quality and source of purchase. Today there is radical change in the entire scenario. Everything in today's world is Internet oriented like Electronic Data Interchange, E-Mail, E-Business and E-Commerce. Online shopping is a vast growing technology. If it is properly utilized with assured safety and security for the transactions, it will thrive into a highly competitive and dynamic environment. In future, online shopping is bound to grow in a big way, given the growing youth population.

XI. REFERENCES

1. Mahadevan, Balasubramaniam. *Business models for Internet-based e-commerce: An anatomy*. California management review. 2000; 42(4):55-69.
2. Miyazaki, Anthony D, Ana Fernandez. *Consumer perceptions of privacy and security risks for online shopping*. Journal of Consumer affairs. 2001; 35(1):27-44.
3. Damanpour, Faramarz, Jamshid Ali Damanpour. *Ebusiness e-commerce evolution: perspective and strategy*. Managerial finance. 2001; 27(7):16-33.
4. Gunasekaran A et al. *E-commerce and its impact on operations management*. International journal of production economics. 2002; 75(1):185-197.