ONLINE SHOPPING

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INTRODUCTION

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. Online stores usually enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interact-enabled debit card, or a service such as PayPal. For physical products (e.g., paperback books or clothes), the e-tailer ships the products to the customer; for digital products, such as digital audio files of songs or software, the e-tailer usually sends the file to the customer over the Internet.

To make a purchase, online customers need internet access and a valid payment method like a credit card, debit card, or a service like PayPal.

For digital items like music files or software, the retailer typically sends the file via the internet. Major players in the online retail market include Alibaba, Amazon, and eBay.

WHY ONLINE SHOPPING IS GAINING POPULARITY

Following are some of the main reasons for online shopping to become popular

- Total shopping convenience:

These shops are available 24 hours a day and 7 days a week which Means customers can shop day or night while relaxing at his/ her home.

- Price comparisons:

Online shops do not require buildings with lots of facilities and other customer attractions which amount for huge sums. Since, with online shopping those expenses do not exist, companies can sell their goods at a much lower price than normal shops.

- No hurry:

Unless the website is down there is no close time for online shops, and customers can take any amount of time to do their shopping.

- Collectible and hard to find items:

Online shopping is helpful to find collectibles and hard to find items, due to the vast range of selection for goods online shops provides.

1.1 MEASURING CONSUMER PERCEPTION OF ONLINE SHOPPING CONVENIENCE:

- Convenience:

One of the greatest perks of online shopping is its sheer convenience. It offers the freedom to shop from any location at any time, completely eliminating the need to stand in long lines at brick-and-mortar stores. Online shopping is available 24/7 and requires just a single click. Plus, if you need to return or replace an item, you can do so without the hassle of physically going to a store.

- More Variety:

Online shopping brings together a vast array of products from numerous brands and sellers into one convenient platform, which wasn't achievable before. It also offers consumers the opportunity to purchase items from international brands. This significantly expands the range of choices available, allowing shoppers to enjoy a greater variety and diversity of products.

- Feedbacks:

Online shopping has revolutionized the way we make purchasing

decisions by providing access to other consumers' reviews and feedback. This feature allows shoppers to compare products and make informed choices based on the experiences and opinions of previous buyers. It adds a level of transparency and helps consumers distinguish between products more effectively before making a purchase.

- Easy Replacement:

  Online shopping simplifies the ordering process for consumers and also offers the benefit of easy returns with a full money-back guarantee.

1.2 STATEMENT OF THE PROBLEM:

Technological advancements have transformed people's lifestyles and shopping habits, leading many to prefer online shopping. This study aims to identify the perspectives and challenges faced by customers when shopping online.

1.3 SCOPE OF THE STUDY:

This study evaluates the effectiveness of online shopping by examining various issues related to purchasing goods online. The goal is to determine how effective and reliable these services are.

1.4 OBJECTIVES OF THE STUDY:

- To know the factors influencing to use online shopping.

- To know the security of shopping online.

- To know the necessary for an online shopping.

- The purpose of this study is to identify and understand the challenges that customers encounter while shopping online

1.5. LIMITATIONS OF THE STUDY

- Limited time is a major factor that hinders effective data collection."

- There may be inaccuracies in data collection because respondents can have biases.

- The reliability and accuracy of the analysis hinge on the respondents' honesty and openness in answering the questionnaire.

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE ON ONLINE SHOPPING:

PRIYANKA SHARMA (2017):

The research conducted on consumer behaviour towards online shopping in Bhiwani City, Haryana, aimed to understand how demographic factors influence online shopping, the preferences of consumers, and their satisfaction levels. The study tested the hypothesis that online shopping may not be reliable and trustworthy for consumers, gathering data from 100 respondents and analysing it using Excel and SPSS software. The findings revealed that the internet offers great potential for businesses by facilitating global connections. It was observed that individuals with annual incomes below ₹2,50,000 preferred cash on delivery, while those earning more favoured internet banking. Cash on delivery emerged as the most popular payment method among consumers. Additionally, people with annual incomes below ₹4,50,000 typically spent ₹1,500-3,000 per month on online shopping, whereas those earning more spent over ₹3,000. Product price was identified as the most influential factor in online purchases, with online shopping gaining popularity particularly among the younger generation. Flipkart was highlighted as the leading online shopping platform among respondents. However, concerns about payment security and privacy were noted as significant barriers, contributing to low levels of trust in online stores. The study concluded that sellers must develop strategies to enhance consumer trust in their platforms.

PAWAN KUMAR, KANCHAN (2017):

This research focused on the online shopping habits of students in Ludhiana, Punjab, India, aiming to understand their buying patterns and the factors influencing online shopping. The study involved 400 respondents and found that students are the primary group engaging in online shopping. Key factors considered by customers include product quality, delivery time, on-the-spot product checking, and return policies. Online shopping among Ludhiana students has grown positively, and demonetization has helped attract more customers.

SABAN KUMAR K.C, ARUN KUMAR TIMALSINA (2016):

This research focused on assessing customer attitudes towards online grocery shopping in Kathmandu Valley, involving 100 respondents from Kathmandu, Lalitpur, and Bhaktapur. The study used SPSS for data analysis and found that 86% of respondents were aware of online shopping, and 89% had a positive attitude towards online grocery shopping. It also revealed that 52% were aware of existing online portals. When shopping for vegetables and fruits online, respondents prioritized

freshness and delivery timing over the payment system and pricing.

A.T. JAGANATHAN, J. SURESH KUMAR, M. SAKTHIVEL, M. MOHANRAJ (2016):

This research focused on studying customer perception of online shopping in Namakkal district. It involved 150 respondents and used simple percentage analysis and ANOVA for data analysis. The findings revealed that consumer perception of online shopping varies among individuals and is influenced by factors like advertising, reviews, public relations, social media, and personal experiences. The study concluded that proper connectivity and increased exposure to online shopping are needed to improve customer satisfaction. It was also noted that students are more inclined towards online shopping compared to older individuals, highlighting the need for greater awareness among the elderly. Additionally, online transactions should be made flexible to better accommodate customer preferences.

LAKSHMI. S. (2016):

This research focused on consumer buying behaviour towards online shopping, exploring the importance of online shopping and how it relates to consumer behaviour. The study examined various factors that affect consumer behaviour, including personal, psychological, social, and cultural characteristics. Key influences on online shopping decisions were identified, such as motivations, convenience, price visibility, brand browsing, new designs, time-saving, website security, easy payment options, cash on delivery, and free home delivery. The study concluded that convenience and trust are the most critical factors for consumers when choosing to shop online. Interestingly, web design and delivery time were not as important. The younger generation tends to prefer online shopping due to the convenience of buying directly from the source, saving both time and money.

SONAL KALA (2015):

This research investigated how various characteristics of online shopping influence customer purchasing behaviour in India. The study involved 100 respondents (50 male and 50 female students) from Jaipur National University. Using an independent sample test for data analysis, the author concluded that consumers exhibit different buying behaviours online compared to physical retail stores. There was no significant difference between the responses of male and female students. Overall, respondents viewed online shopping positively.

R. SHANTHI, DESTI KANNAIAH (2015):

This research focused on understanding consumer perceptions of online shopping, specifically identifying the types of products purchased and factors influencing online buying behaviour. It involved 100 respondents from Madras University and Madras Christian College. The study found that younger people are more engaged in online shopping compared to older individuals. The most commonly purchased items online are books and tickets. Key factors influencing online shopping decisions include product price, security, guarantees, and warranties, followed by delivery time, privacy, company reputation, and product descriptions. Most respondents preferred shopping on Flipkart.

KALPANA MATHUR, ARTI SHARMA (2014):

This research examined the online shopping habits of consumers in India, focusing on identifying trends and growth factors. It involved 100 respondents, including businessmen, professionals, students, and employees, using tools like tables, percentages, chi-square tests, and ranking methods for data analysis. The study concluded that many people prefer online shopping because it is less time-consuming than visiting physical stores. The rise in internet usage and affordable mobile connections have driven the growth of online shopping. Discount coupons attract a wide range of consumers, regardless of their occupation. Additionally, the most popular payment method for online shopping is cash on delivery, regardless of income group.

RESEARCH METHODOLOGY

3.1 RESEARCH METHODOLOGY

Research methods refer to the techniques and tools used to investigate a subject or topic. Research methodology involves learning different techniques to conduct research and gaining the knowledge needed to perform tests, experiments, surveys, and critical analysis. Essentially, research is a systematic effort to gain new knowledge.

3.2 SOURCES OF THE DATA

This study utilized both primary and secondary data, gathering information from all available sources.

3.2.1 PRIMARY SOURSE:

A detailed and organized questionnaire was created and handed out to customers who shop online.

3.2.2 SECONDARY SOURCE:

The present research utilized secondary information from journals, magazines, and websites.

3.3 TOOLS USED FOR ANALYSIS

The collected data were analysed with the help of following tools:

- A questionnaire was utilized to gather data from the chosen sample group.

- The collected data was analysed using percentage analysis.

- The collected data will be organized into charts and graphs for presentation. These visual aids will then be analysed to draw conclusions.

3.3.1 QUESTIONNAIRE

A questionnaire is a tool used to gather responses to specific questions by having respondents fill out the form themselves.

3.3.2 STRUCTURE OF THE QUESTIONNAIRE

The questionnaire has a straightforward layout, designed to be easy and quick for participants to complete without any confusion. The questions and answer options are predetermined by me, based on general questions about the main topic. It includes multiple-choice questions, where respondents select one answer from several options, allowing for quick responses.

3.3.3 PERCENTAGE ANALYSIS

A percentage frequency distribution shows the percentage of occurrences for each data point or group of data points. It's useful for expressing the relative frequency of survey responses and other data. Formula for percentage analysis:

(Value/Total value) *100

3.4

PERIOD OF THE STUDY:

The study took place from February 2022 to May 2022.

3.5 SAMPLING DESIGN:

The study focused solely on customers who shop online. It used a convenient random sampling technique to select 107 customers at random.

DATA ANALYSIS AND INTEPRETATION

4.1 PERCENTAGE ANALYSIS
TABLE NO:4.1 AGE WISE CLASSIFICATION

AGE	NO.OF. RESPONSES	PERCENTAGE %
Below 18	12	11.2
18-25	90	84.1
26-35	2	1.9
Above 35	3	2.8
Total	107	100

CHART NO 4.1. AGE
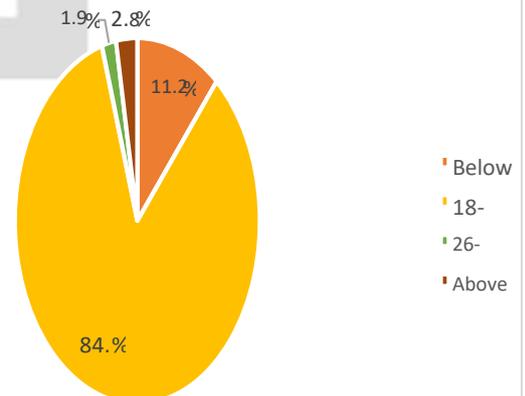
INTEERPERTATION

Out of 107 respondents in the study, 84.1% were aged 18-25 years, 11.2% were below 18 years, 2.8% were over 35 years, and 1.9% were aged 26-35 years.

INFERENCE

Therefore, most of the respondents fall within the 18-25 age group.

GENDER	NO. OF. RESPONSES	PERCENTAGE %
Male	10	9.3
Female	97	90.7
Total	107	100

INTERPRETATION

The table reveals that among the 107 respondents, 90.7% are female and 9.3% are male.

INFERENCE

Therefore, most of the respondents are female.

TABLE NO:4.3 OCCUPATION WISE CLASSIFICATION

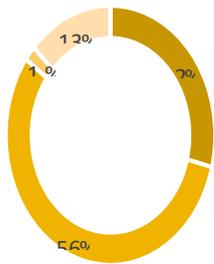| OCCUPATION	NO.OF. RESPONSES	PERCENTAGE %
Student	31	29
Under graduate	60	56.1
Post graduate	2	1.9
Employee	14	13.1
Total	107	100

CHART NO 4.3

TABLE NO:4.2 GENDER WISE CLASSIFICATION

Amazon	Global e-commerce giant with a vast product range
Flipkart	Leading Indian online shopping site
Alibaba	Major online marketplace for wholesale products
Snapdeal	Indian e-commerce site offering diverse products
Myntra	Popular for fashion and lifestyle products
JioMart	Indian online grocery and essentials platform

INTERPRITATION

The table indicates that out of 107 respondents, 56.1% are students, 29% are undergraduates, 13.1% are employees, and 1.9% are postgraduates.

INFERENCE

Therefore, the majority of respondents are undergraduates.

TABLE NO:4.4 WEBSITES DO YOU PREFER FOR ONLINE SHOPPING

INTERPERATION

The latest online shopping statistics reveal significant trends in the e-commerce sector. Global online retail sales are projected to reach a staggering $6.3 trillion by 2025, reflecting the immense growth and potential of online shopping. Currently, approximately 2.71 billion people worldwide engage in online shopping, highlighting its widespread adoption. In the United States alone, around 273.49

million people shopped online in 2024. Leading the charge in online retail, Amazon and Alibaba continue to dominate the market with their impressive sales figures. These statistics underscore the ever-increasing prominence of online shopping on a global scale.

INFERENCE

Hence majority of the respondents are shopping in amazon.

TABLE NO:4.5 THE REASONS FOR ONLINE SHOPPING

	NO.OF. RESPONSES	PERCENTAGE %
Save money	25	32.7
Save time	45	41.9
Convenient	40	37.4
Range and availability of products	35	32.7
Other	8	7.5

INTERPRETATION

The table shows that out of 107 respondents, 44.1% shop online to save time, 37.4% find it convenient, 32.7% appreciate the range and availability of products, 27.1% do it to save money, and 7.5% have other reasons.

INFERENCE

Therefore, the majority of respondents chose saving time as their primary reason for shopping online.

TABLE NO:4.6 MEDIUM PREFERED FOR ONLINE SHOPPING

PREFERED MEDIUM	NO.OF. RESPONSES	PERCENTAGE %
Laptop/pc	10	9.3
Smart phone	90	83.9
Tablet	7	6.5
Total	107	100

CHART NO 4.6

INTERPRETATION

The table indicates that among 107 respondents, 87.9% prefer using smartphones for online shopping, 7.5% prefer laptops/PCs, and 4.7% prefer tablets.

INFERENCE

Therefore, the majority of respondents prefer smartphones as their medium for online shopping

TABLE NO:4.10 HOW DO YOU LIKE TO DO ONLINE SHOPPING

OPTIONS	NO.OF. RESPONSES	PERCENTAGE %
Trough e-shopping websites or browser	20	18.7
Through e-shopping app	87	81.3
Total	107	100

CHART NO 4.10. HOW DO YOU LIKE TO DO ONLINE SHOPPING

INTERPRETATION

The table indicates that among 170 respondents, 84.1% prefer to shop online using e-shopping apps, while 15.9% prefer using e-shopping websites or browsers.

CONCLUSION

A successful webstore is not just about having an attractive website with advanced features; it also focuses on building strong relationships with customers while making money. This demonstrates the company's values and commitment to its customers through effective communication on the website. Customer needs and expectations vary based on factors such as age, gender, experience, and culture. More experienced online users tend to focus on variables that directly impact their shopping tasks. To boost online purchases, businesses need to invest significant time and money in defining, designing, developing, implementing, testing, and maintaining the webstore. Staying successful in online business requires responding to customer emails, addressing their problems, and always being honest with them.

Technology has greatly improved over the years, enhancing the online shopping experience and will continue to do so. With the rapid growth of products and brands, some believe that online shopping will eventually surpass in-store shopping. While this has happened in certain areas, there is still a demand for physical stores where customers feel more comfortable seeing and touching the products they buy. Online shopping has created a more informed consumer who can easily compare products without spending much time. Additionally, it has opened opportunities for many small retailers who couldn't afford the high costs of owning physical stores. Overall, online shopping has benefited both consumers and sellers.

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