An Empirical Study of Customers Approach Towards Online Shopping.

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Abstract - *The Internet is a part of our life it is becoming more widely used, we can find or do everything via internet. The development of technology is growing rapidly because of the need for quick & accurate information. Nowadays many businesses are attempting to globalize their sales; the Internet becomes the platform for advertising and selling products or services worldwide.*

Online shopping websites allow people to sell and advertise their items or buy any things that they needed via website good example is Amazon, Flipkart. There are lots of advantages of online shopping such as lower price, selection, review, detailed information, time-saving, etc. but there are also some disadvantages such as security concerns, lack of full cost disclosure, privacy, fraud, etc.

I did a research survey through Google Form to find out which is mostly used website or application for online shopping. I prepared a Google for with around 11 questions and after that summarized the data to find out a conclusion.

1. INTRODUCTION

Online shopping has a good impact on the IT industry. To maintain these shopping websites there is a requirement of programmers such as analysis programmer, database administrator, web designer, security programmer, etc. it concludes that online shopping is giving more job opportunities. Many different e-shopping portals will race to provide the best service and lowest price; it gives more job opportunities to people for courier services.

The implications of online shopping towards society have some advantages and disadvantages. It depends on how people use it. If people use it in the right way, it will bring a lot of positive benefits.

Lower price and selection allows consumers able to quickly check deals for items with many different vendors. Consumers able to compares much different product's ,quality & price at a time. Online shopping is always getting cheaper prices as compared to retail stores because they do not have to pay the costs of running a shop and wages to salespeople and other running costs of a business. Other than that, for those who only have a limited budget and want to start their own business, it highly recommended starting from the online shopping website.

2. OBJECTIVE OF THE STUDY

1) To analyze the perspective of all age peoples towards online shopping.

2) To study the advantages and disadvantages of online shopping.

3) To find out which shopping website is generally used by peoples.

3. RESEARCH METHODOLOGY

1) Read articles based on online shopping.

2) Visited number of websites to find more information about online shopping.

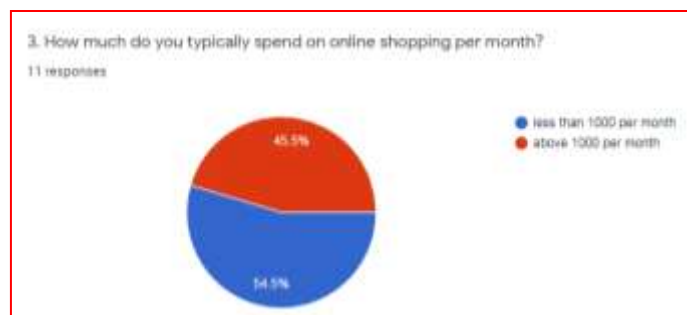3) Prepared a Google form containing a list of questions to gather information from peoples of all Age groups.

4. QUESTIONARY & ANALYSIS

+ As we can see there are 90.9 % people who do online shopping. Means there are many people who do online shopping.
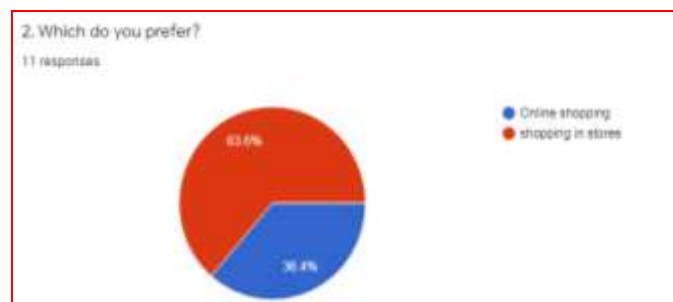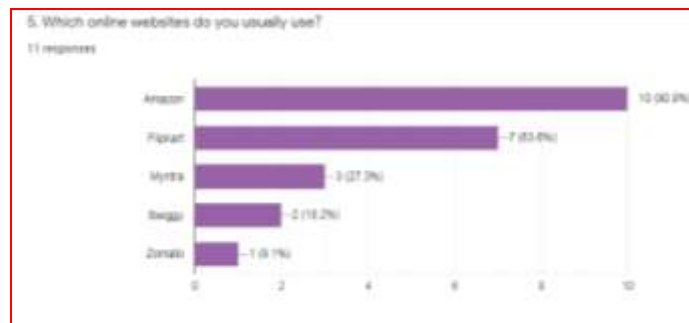

+ As we can see only 36.4 % peoples prefer online shopping and remaining 63.6 % peoples prefer shopping in stores.

+ Here we see that 54.5 % peoples spend less than 1000 RS. Per month for online Shopping and remaining 45.5% spend more than 1000 RS. Per month
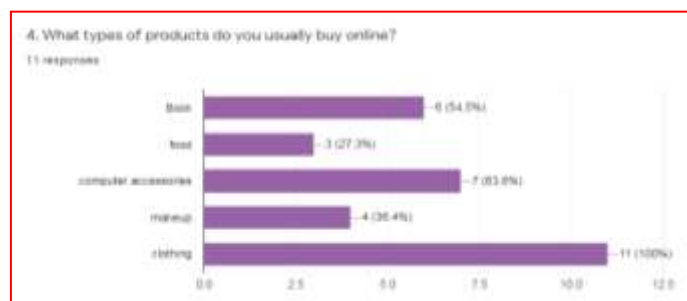

+ Here we can see maximum peoples do online shopping for Clothing.

• Here we can observe that 90.9 % peoples use Amazon website for online shopping.

• The main aspect behind these online shopping is peoples/customers get wider variety of things, cloths etc. also there are chances that some peoples prefer online shopping because there is no need to travel for the things they want.
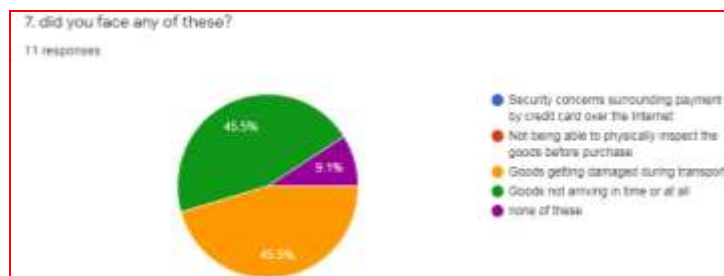
• We can see that many people prefer shopping at store because they mostly get the goods in damage condition or sometimes the goods are not arrived in time.
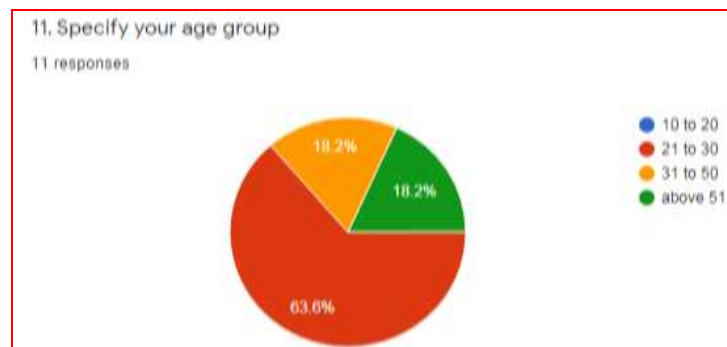
* Here we can observe that 90.9 % peoples are not comfortable in online shopping.
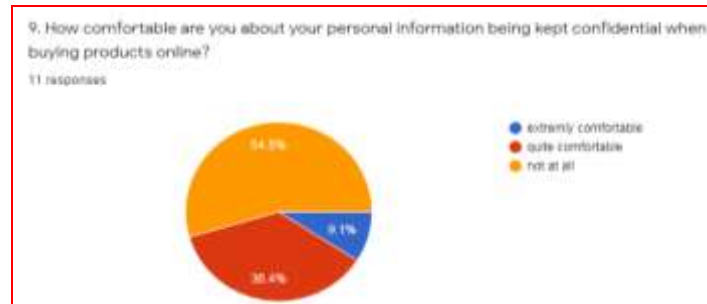
* We can see that there are many peoples who don't try online shopping because they are not comfortable about using their personal information such as credit or debit card & bank details, passwords etc.

* We can see that many people allow some websites to save their payment information.

* Here we can see that the age group belonging from 21 to 30 mostly does online shopping.

5. CONCLUSIONS

Online shopping is done by many peoples in India. Peoples are using some websites such as Amazon and Flipkart on daily basis. Online shopping is easily preferable because ease of use, accessibility, wider variety, low cost, no need for travelling.

In my research, I found Amazon is mostly used website for online shopping currently, because of its unique features, deals, wider variety peoples also do online shopping on Flipkart, Myntra and Swiggy.

In this research I observe that many people does online shopping but not comfortable with it because for data confidentiality, undeliverable goods , damaged goods etc. so they preferred shopping at store , these can be good for retail stores because retail stores invested in lots of goods so whenever the customer wants to buy some products from retail store they can ask for it and can check the products by own which does not take much time as compared to online shopping because in online shopping there is a possibility of damaged goods or undeliverable goods so maybe there is lot of wasting of time & also in rural shopping the impact of data confidentiality is reduced.

So here I conclude that online shopping is good but saving our confidential information is not secure. Anyone can use online shopping websites to get wider variety & better goods but sometimes what we order is not same as what we get so it creates a

problem whenever we want the goods at minimum time, otherwise it is easily replaceable or refundable which is good but these is more time consuming process. So whenever we have less time we can shop in stores.

REFERENCES

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