

ONLINE SHOPPING IN PRESENT SCENARIO: A BOON OR CURSE

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ABSTRACT

Online shopping or e-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. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. The act of purchasing or services over the Internet. Online shopping has grown in popularity over the years, mainly because people find it convenient and easy to bargain shop from the comfort of their home or office. One of the most enticing factor about online shopping, particularly during a holiday season, is it alleviates the need to wait in long lines or search from store to store for a particular items. This research paper is based on online shopping in current scenario it is a boon or curse. The research paper is based on information collected from primary and secondary sources after the detailed study. An attempt has been made to present comprehensive analysis of online shopping. A good number of respondents showed their interest regarding online shopping.

Keywords: *Analysis, Boon, Curse, Methodology, Scenario.*

I. INTRODUCTION

1.1 Traditional Shopping

Imagine going to a store, think of your favorite store in the nearest mall to where you live. You get into the store, slowly walking from rack to rack, checking out the display, putting a dress over your body and trying to check out your reflection on one of the nearby full-view mirrors that are placed all around the store. You move on to the next display rack, and probably make another selection and do the same thing you did earlier. This is what traditional shopping is about. Having the ability to physically choose and check out what an item or product is like, would look like, and what its features are. This is why some consumers still prefer the traditional type of shopping over online shopping because for one, it allows them to meticulously check out an item. Some consumers are not quite certain with their own size, sometimes fitting a size that would normally be bigger or smaller than their actual size. So in retrospect, while online shopping has not just numerous benefits and advantages as explained by many online consumers as well as studies and surveys, there are still conventional shoppers who like to check out the product that they are interested in buying.

1.2 Online Shopping

Simply put, it is any form of sale that is done over the internet. Shopping has certainly gotten a new definition since the arrival of the internet. Because of what the internet has to offer, that is, any person or company from any part of the world who is able to post and sell goods on the internet via a website is able to sell. What's more, any consumer does not have to worry about having to find means to exchange monetary paper because not just

online banking is made available; the consumer is given the option to pay through different payment methods. These days, it is even easier to find the most difficult of all products, by easily typing in the product or item that you are looking for. One doesn't have to worry about location because logistic companies are also joining the bandwagon, so to speak, and helps in making sure that their products would be available to any and all destinations in the world. In fact, there are more and more advantages and benefits to online shopping and why people choose to do this type of shopping over traditional shopping.

1.3 Online Vs. Traditional Shopping

Shopping is probably one of the oldest terms used to talk about what we have all been doing over the years, if possible, eras. Then again, in ancient times, the terms that would have been used would be 'trading' or 'bartering' and probably even 'market.'

1.4 Statement of the Problem

What has traditional shopping have to offer now that the internet has opened up a wider and more enticing market to the current consumers.

1.5 Objective of the Study

The major objective of this study is to understand for the respondents online shopping it is an advantage or curse.

To uncover the problems they face while selecting online shopping.

To understand their shopping mode.

To come up with solutions to minimize the problems faced by them.

II. RESEARCH METHODOLOGY

The sources of data used in this research are primary as well as secondary data.

Primary Data: Primary data is original data collected by a person for the purpose of some research .In this study, the primary data is collected from respondents with the help of a questionnaire. The respondents were requested to answer the questions in their questionnaire and their responses were recorded. The questionnaire was prepared keeping in the mind the objectives of the research.

The research paper is based on information collected from primary sources. After the detailed study, an attempt has been made to present comprehensive analysis of the respondents view about online shopping. In collecting requisite data and information regarding the topic selected, I approached the respondents at Jhunjhunu and observed the impact of online shopping.

Secondary Data: Secondary Data is the data which is readily available in various sources such as Magazines, journals, books, internet etc.

Research Tool: Questionnaire is the tool used in this study. Questionnaire is a set of questions to be asked to the respondent. It also contains suitable spaces where answers can be recorded.

Research Method: A survey was conducted to collect the data .The data hence collected was analyzed and the findings were collected.

Sample size: 100 respondents

Samples design: were taken on the basis of convenience

Sampling Method: The data was collected through structured questionnaire which consisted of 12 questions with multiple choice answers. The respondents choose one option which they felt was the right answer or at least closest to the right answer.

Research Period: Research was done over a period of 1 month

Research Instrument This work was carried out through self administered questionnaires.

Various sites of online shopping as follows-

Amazon.in is operated by Amazon Seller Services Private Ltd, an affiliate of Amazon.com, Inc. (NASDAQ: AMZN). Amazon.com, Inc. is a Fortune 500 company based in Seattle, that opened on the World Wide Web in July 1995; and today offers Earth's Biggest Selection. Amazon and its affiliates operate websites, including www.amazon.com, www.amazon.co.uk, www.amazon.de, www.amazon.co.jp, www.amazon.fr, www.amazon.ca, www.amazon.cn, www.amazon.it, www.amazon.es and www.amazon.com.br. As used herein, "Amazon.com", "we", "our" and similar terms include Amazon.com, Inc., and its subsidiaries, unless the context indicates otherwise.

Products on amazon.in range from; Books, Music, Movies & TV shows; the Kindle family of E-Readers, Tablets and eBooks; Computers & Accessories; Mobiles & Accessories; Cameras & Photography; Portable Media Players; Toys & Games; Video Games; Baby Products; Personal Care Appliances; Health Care Devices; Gourmet & Specialty Foods; Pet Supplies; Clothing & Accessories; Sunglasses; Watches; Fashion; Precious Jewellery; Shoes; Handbags & Clutches; Luggage & Bags; Home & Kitchen; Beauty; Luxury Beauty; Sports, Fitness & Outdoors, Health & Personal Care products, Musical Instruments & Professional Audio, Office and Stationery Products and e-Gift Cards. It is still "Day 1" and Amazon.in is relentlessly focused on expanding selection and raising the bar for customer experience in India.

In Feb 2012, Amazon Seller Services made its foray into the Indian market with the launch of Junglee.com, enabling retailers in India to advertise their products for free to millions of Indian shoppers and drive targeted traffic to their stores. With the introduction of the Amazon.in marketplace and launch of two new programmes – 'Sell on Amazon' and 'Fulfilment by Amazon' – sellers across India now have access to unlimited and free 'virtual shelf space' and a scalable, pay-as-you-go fulfilment and customer service offerings.

Jabong.com is a young and vibrant company that aims to provide good quality branded products. Jabong.com caters to the fashion needs of men, women and kids across footwear, apparel, jewellery and accessories. At Jabong.com we strive to achieve the highest level of "Customer Satisfaction" possible. Our cutting edge E-commerce platform, highly experienced buying team, agile warehouse systems and state of the art customer care centre provides customer with:

- Broader selection of products
- Superior buying experience
- On-time delivery of products
- Quick resolution of any concerns

Launched in February 2010, **Snapdeal.com** is India's largest e-commerce marketplace. Snapdeal provides a platform for vendors across the country to connect with millions of customers. Our online shopping platform has the widest assortment of products from thousands of national, international and regional brands across diverse categories like Mobiles, Laptops, Cameras, Appliances, Women's Apparel, Men's Apparel, Watches, Home &

Kitchen, Automotive and Health. Grab your favorite products at best prices and save the one thing that matters most to you-"Your, Money".

Snapdeal.com has a network of more than 50000 Merchants/Brands, and has over 20 million members (which is 1 out of every 6 internet users in the country) and caters to the shopping needs of customers across 4000+ towns and cities

Naaptol.com is one of India's leading online shopping websites that hosts a variety of products from hundreds of different brands. At Naaptol, we have always understood the value of your hard earned money and this is for the reason why we withstand with you in the company of bulky discounts to satisfy your shopping needs on every go. No matter what your cravings are, we have almost everything that you might fall in need for.

We have a whole lot of all the latest and in-fashion gears and accessories to enhance your everyday shopping experience. At Naaptol, we understand that your needs may be endless and that's how we have slated ourselves to match with almost every needs of yours. Like you, we too have a keen eye over the best products and 100% customer satisfaction, which is however, our craving.

Ever since the **online shopping** has taken off, we have modulated ourselves to offer you nothing but the best and with our best in class service, we promise to get through you no matter where you live. There is always a Naaptolite knocking at your doorstep in pursuit of your happy shopping experience with us. We strictly don't believe in making tall promises or building castles in the air, but what we really believe is our quality service should always be a reason enough to make you smile. After all, we know how delighted it feels when you save some additional bucks on your shopping.

Online shopping in India

is a growing phenomenon and we have taken utmost care to offer you with simple checkouts that are just couple of clicks away from you. Moreover, the ISO certification that we have earned for our quality makes us stand apart from our peers and close to you. Encapsulating all your needs to a digital cart, your shopping quest will always be high on smiles and less on banks.

Discover fashion at **Yebhi.com**, your one-stop shop for fashion. Get all the online fashion stores, all the coupons and prices on one site. Thousands of designs in shoes and clothing from Flipkart, Myntra, Jabong, Amazon, Snapdeal and many more. Why go everywhere, when the world of fashion is now at Yebhi.

Get the best discounts and the latest coupons, plus get extra cash back when you shop via Yebhi. Save more and even more. Use cash back to buy vouchers and exclusive deals on Yebhi.

Find new stores, trending merchandise and create your collections. All this and more, on your favorite online fashion store, Yebhi.com.

Flipkart is an Indian E-Commerce company established in 2007 by Sachin Bansal and Binny Bansal. It operates exclusively in India, with headquarters at Bangalore, Karnataka. Wikipedia

1. **Customer service:** 080 4940 0000
2. **Founded:** September 5, 2007
3. **CEO:** Sachin Bansal
4. **Founders:** Sachin Bansal, Binny Bansal

Flipkart is a leading destination for online shopping in India, offering some of the best prices and a completely hassle-free experience with options of paying through Cash on Delivery, Debit Card, Credit Card and Net Banking processed through secure and trusted gateways. Now shop for your favorite books, apparel, footwear,

lifestyle accessories, baby care products, toys, posters, sports and fitness, mobile phones, laptops, cameras, movies, music, health and beauty, televisions, refrigerators, air-conditioners, washing machines, MP3 players and products from a host of other categories available. Some of the top selling electronic brands on the website are Samsung, HTC, Nokia, Dell, HP, Sony, Canon, Nikon, LG, Toshiba, Philips, Braun, Bajaj and Morphy Richards. Browse through our cool lifestyle accessories, apparel and footwear brands featured on our site with expert descriptions to help you arrive at the right buying decision. Flipkart also offers free home delivery for many of our products along with easy EMI options. Get the best prices and the best online shopping experience every time, guaranteed.

eBay Inc. (stylized **ebay**) is an American multinational corporation and e-commerce company, providing consumer-to-consumer & business-to-consumer sales services via Internet. It is headquartered in San Jose, California, United States. eBay was founded by Pierre Omidyar in 1995, and became a notable success story of the dot-com bubble; it is a multi-billion dollar business with operations localized in over thirty countries.

OLX (OnLine eXchange) operates as a national online classifieds marketplace for used goods such as furniture, musical instruments, sporting goods, cars, kids and baby items, motorcycles, cameras, mobile phones, property and much more. It is accessible through the internet and through native apps on smartphones. OLX has a presence in over 106 countries with offices and local operations in Angola, Argentina, Bangladesh, Brazil, India, Indonesia, Portugal, Poland, Peru, Romania, Hungary, Bulgaria, Panama, Switzerland, South Africa, Kenya, Nigeria, Thailand, Philippines, Pakistan, Ghana and others.^[1]

Originally founded in March 2006 by Internet entrepreneurs Fabrice Grinda and A.C.F

HomeShop18 is an online and on-air retail and distribution venture of Network 18 Group, India. HomeShop18 was launched on 9 April 2008 as India's first 24-hour Home Shopping TV channel, where anchors performed live demonstration of products on sale similar to HSN or QVC in USA. The television channel established HomeShop18's foothold in Indian retail because of high television penetration. Later, as the internet reach grew all over the country, HomeShop18 launched www.homeshop18.com which was ranked as the No. 5 most trafficked Ecommerce portal in India by Comscore in July 2013. **FreeKaaMaal** is India's largest bargain hunting site where you will find online deals, discount coupons, promo codes, lowest price items and much more.

III. QUESTIONNAIRE & GRAPH & FIGURES

3.1 Questionnaire

Q-1 Your preference of products while shopping.

Home Appliances Appare Grocery Mobile & Accessories

Q-2 Your frequency of shopping.

Weekly Bi-Monthly Monthly Window shopping

Q-3 Your ways of shopping.

Unorganized Organized online other sources

Q-4 Important factor you feel while shopping.

Satisfaction Value for money Payment flexibility Durability

Q-5 Preferred mode of payment while shopping.

Cash Credit card Debit card Cash on delivery

Q-6 Your expectation regarding delivery of the product.

Hand to hand within seven days with in fifteen days 2-4 weeks

Q-7 While shopping and purchase of a product, which factor seems most important to you.

Friend's Opinion Past experience Advertisement Direct marketing

Q-8 Your Monthly income (RS).

Upto 10,000 Above 10,000

Q-9 Your age.

20-30 30-40

Q-10 Your gender.

Male Female

Q-11 Your Occupation.

Part time full time

Q-12 your opinion regarding online shopping.

Not satisfactory Satisfactory Good First preference

Name- _____ Area _____ City _____

3.2 Graphs

Q-1 your preference of products while shopping

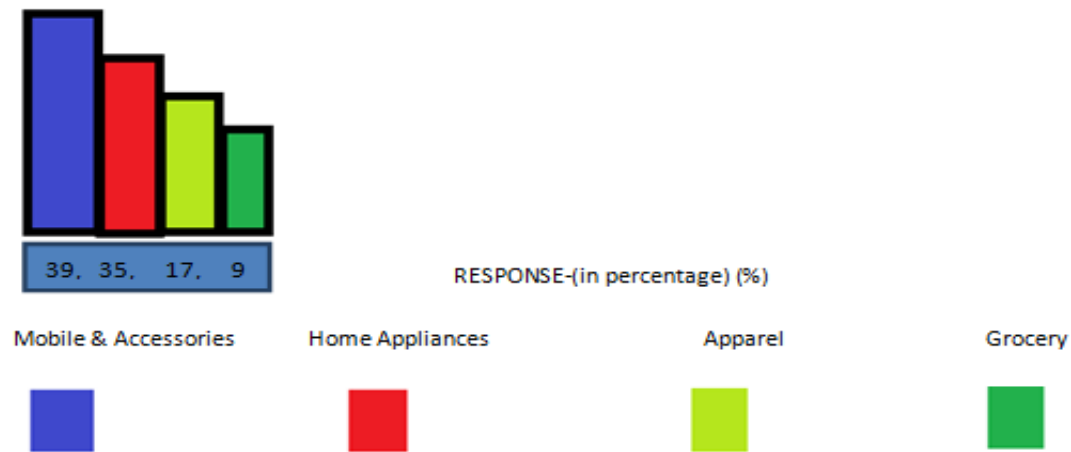


Fig.1: Analysis: Respondents liked Mobile & Accessories as their first preference while shopping 39% then home appliances 35%, apparel 17% & least liked grocery 9 %.

Q-2 Your frequency of shopping.

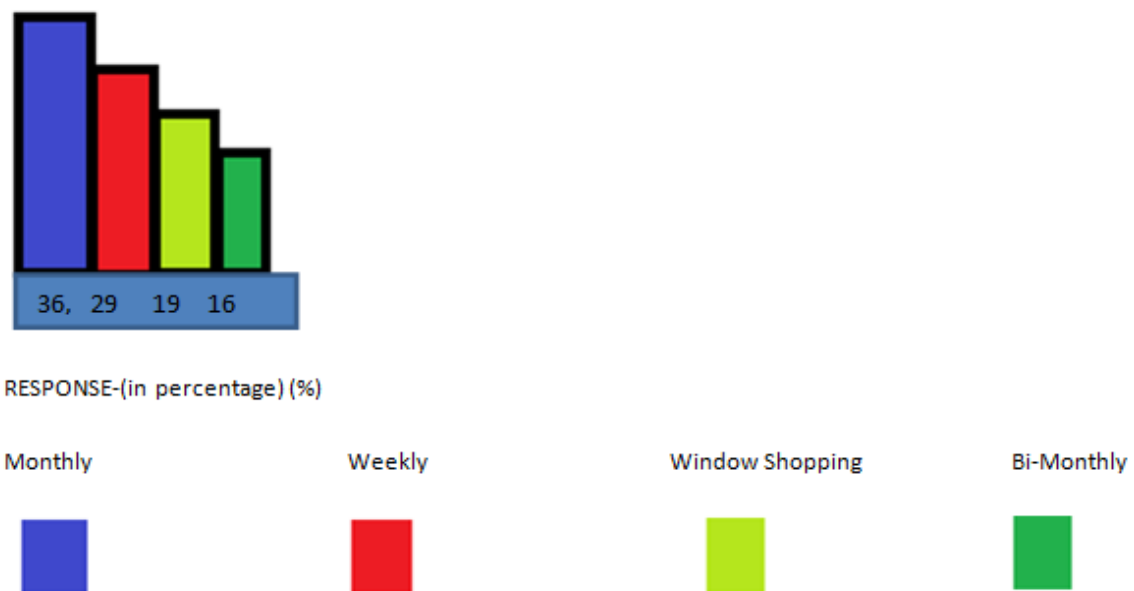


Fig. 2: Analysis: Respondents showed monthly as a frequency of shopping 36 %,weekly 29%,window shopping 19%,bi-monthly 16 %.

Q-3 Your ways of shopping.

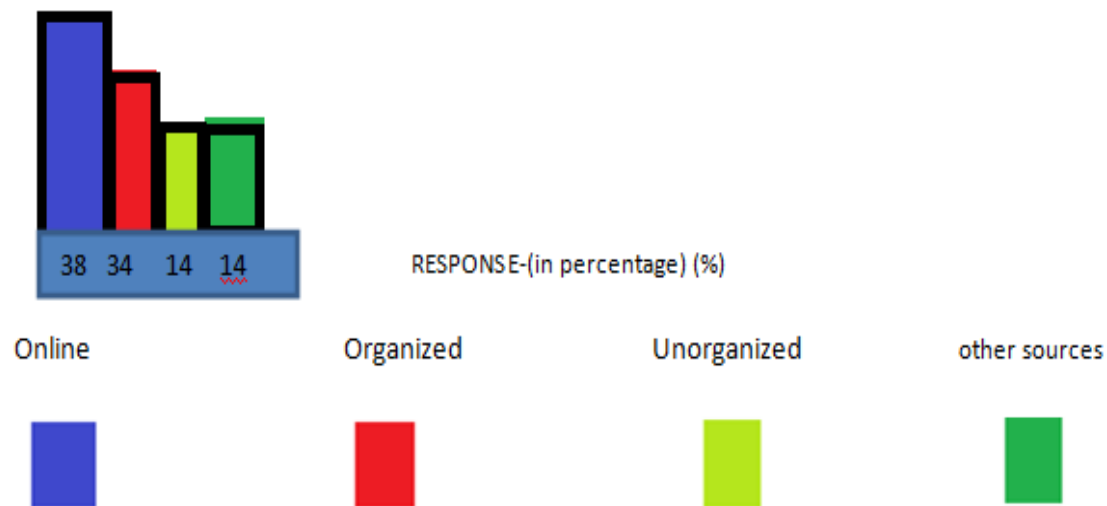


Fig. 3: Analysis: Respondents shopped from online 38%, organized from retail outlets 34%, unorganized 14% & from other sources 14%.

Q-4 Important factor you feel while shopping.

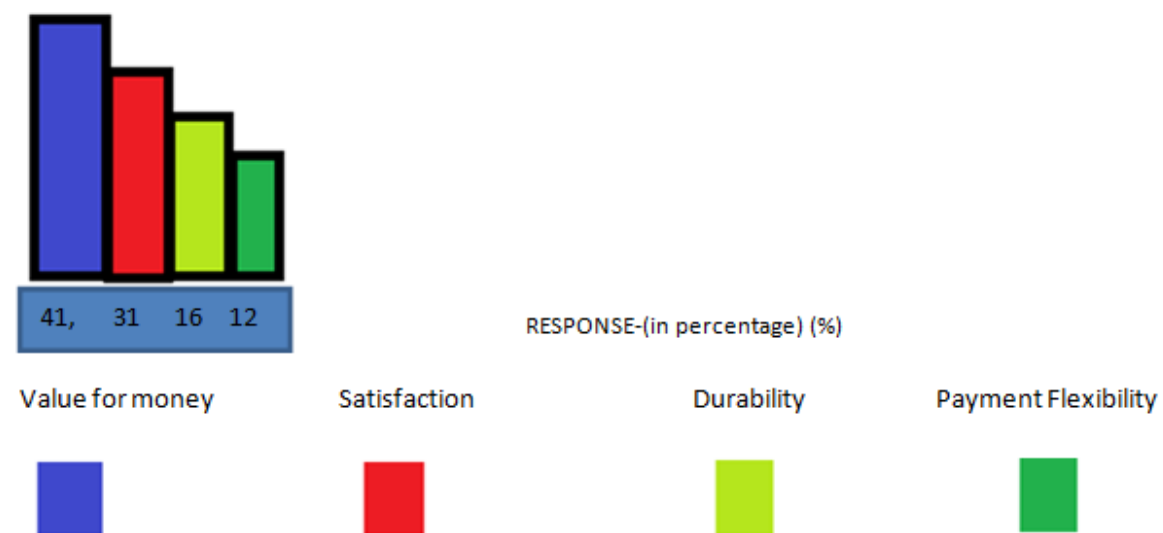


Fig.4: Analysis: Respondents felt important factor while shopping firstly was Value for money 41 %, satisfaction 31%, and durability 16 % & at last payment flexibility 12 %.

Q-5 Preferred mode of payment while shopping

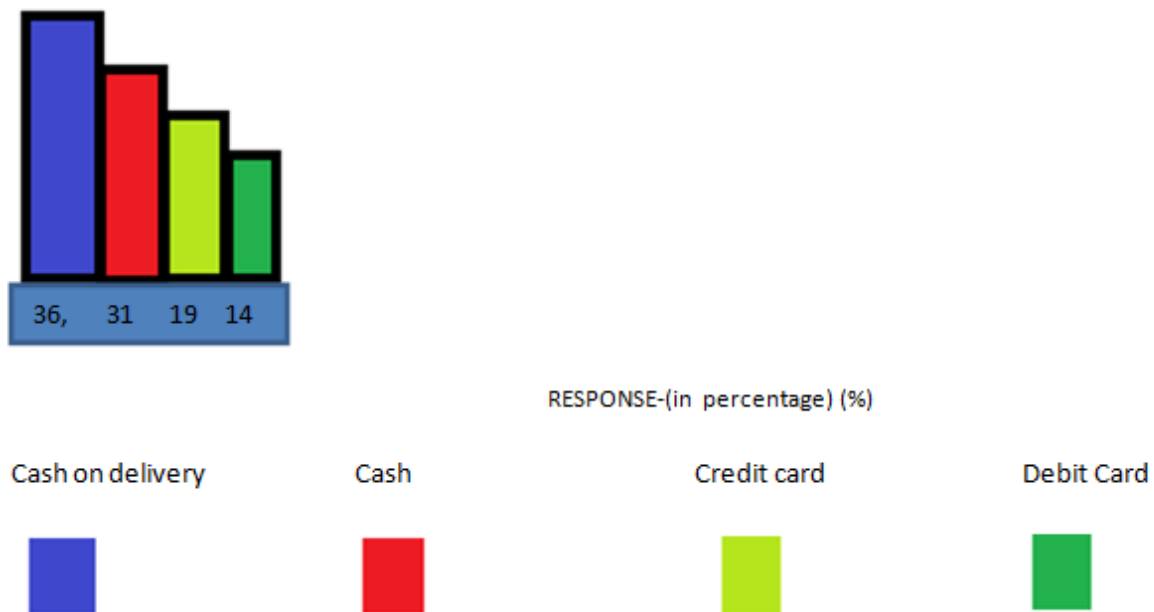


Fig. 5: Analysis: Respondents liked 36% to cash on delivery mode of payment while shopping ,cash 31%,credit card 19%,debit card 14 %.

Q-6 your expectation regarding delivery of the product.



Fig.6: Analysis: Respondents first expectation regarding delivery of the product was hand to hand 63%, within 7 days 28%, 2-4 weeks 6%, within 15 days 3 %.

Q-7 while shopping and purchase of a product, which factor seems most important to you.

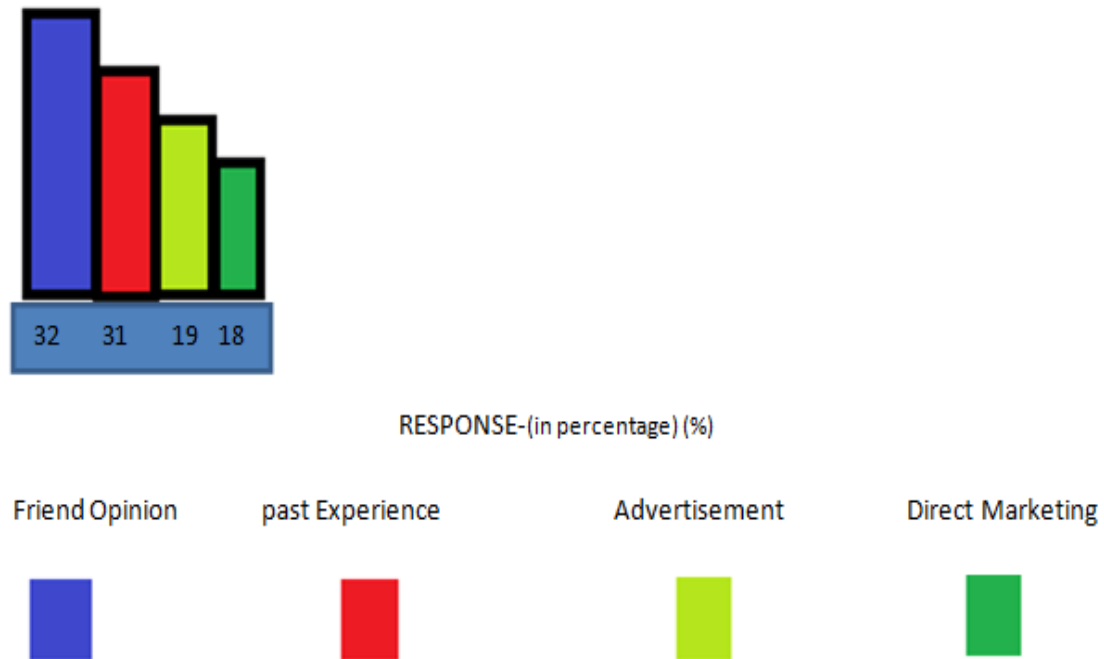


Fig.7: Analysis: While shopping and purchase of a product for respondents friend opinion 32% was important, past experience 31%, advertisement 19%, direct marketing 18%.

Q-8 Your Monthly income (RS).

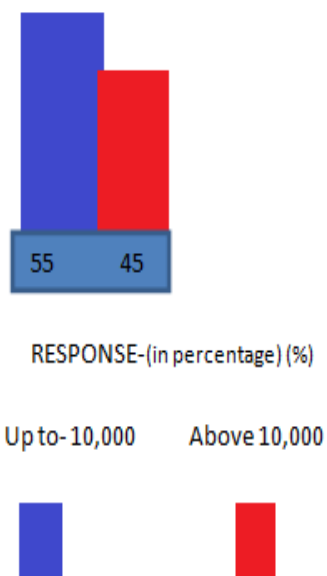


Fig. 8: Analysis: Respondents monthly income Up to -10,000 in rupees was 55% & above 10,000 rupees 45%.

Q-9 Your age.

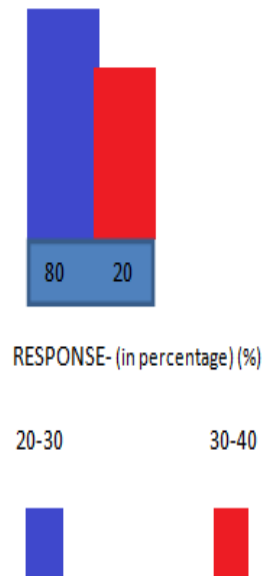


Fig. 9: Analysis Respondents age 20-30 was 80% & 30-40 was 20 %.

Q-10 Your gender.

Q-11 Your Occupation

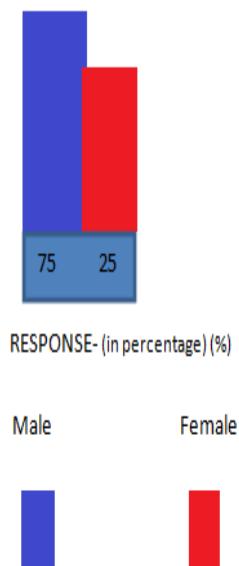


Fig. 10: Analysis: Respondents of male gender % was 75 & female 25 % it showed that male gender as comparison to female done more online shopping.

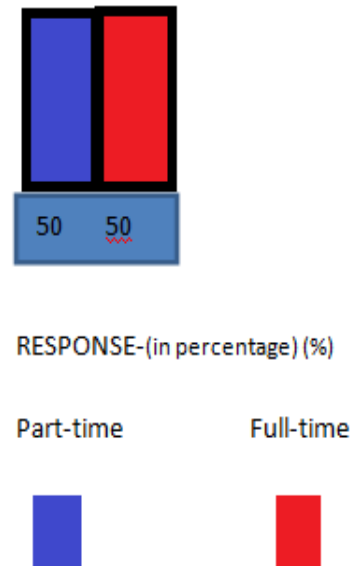


Fig. 11: Analysis: Respondents occupation of part time job & full time job was 50-50%.

Q-12 your opinion regarding online shopping.

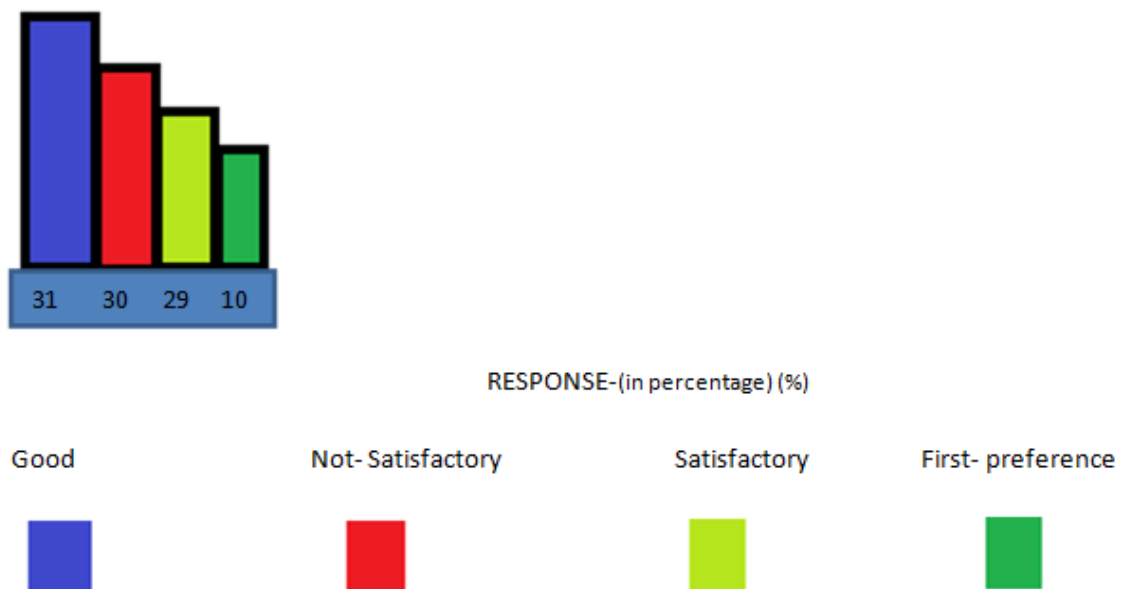


Fig. 12: Analysis: Respondents opinion regarding online shopping was good of 31%, not satisfactory 30%, satisfactory 29%, first preference 10 %

IV. CONCLUSION

Online shopping has given any and all types of consumers the ability of being able to buy anything, that is, any type of item or product, regardless of where its location is in any part of the world. What's more, the consumer does not have to leave the confines of his house or current location to be able to own and purchase the merchandise, item, or product that he wants. Traditional shopping still allows for more ground to the consumer in terms of being able to physically check out and even try out the merchandise that he wants. So if they have certain peculiarities, quirks, or habits that you, as a consumer, would have, no matter what type of shopping you choose, whether you would go for online shopping or traditional shopping, the bottom line is that they would always be able to find the best means to whatever suits them in both the money factor and the need or want factor. On the other hand online shopping having some curse for the respondents

The online shopping sites do not provide fix time of delivery. These generally mention within 15 days of order for national delivery and 30 days for international delivery. But, actually it takes more than the estimated time in most of the cases for delivery of heavy products.

Respondents might be charged with high shipping cost for delivery of items like furniture, heavy electrical appliances and lots more.

Respondents do not have the option of testing the product before its delivery. The product might have some faults.

Respondents can only see the visuals of product online but not the actual product. What is shown in the picture might not be similar to what delivered to you.

Advantage

Respondents can search the exact product which they are searching for.

There are heavy discounts on online products.

Respondents can find variety of option at one place.

Respondents need not to go anywhere for shopping. They can easily shop while sitting at home.

Respondents can get the cheapest deal for the product online

Limitation

Although this study was conducted with the aim of providing accurate and authentic information, the research is subject of a few practice constraints that constitute the limitations of the study.

The sample is limited to 100 respondents only.

Convenience methods of sampling have been used which may lead to bias.

The interaction with the respondents was limited due to their work.

The study is limited to respondents in JHUNJHUNU city only.

Suggestions

Respondents should make aware about the online shopping.

They should try and understand online shopping.

Respondents who are depressed or stressed out can be counseled

V.ACKNOWLEDGEMENT

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