



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

Survey Research on Online Shopping and E-Commerce

Jatin Rajvaidya
BTech Student
Medicaps University
Indore, India

Jayesh Pathak
BTech Student
Medicaps University
Indore, India

Ishan Dalvi
BTech Student
Medicaps University
Indore, India

Madhur Atre
BTech Student
Medicaps University
Indore, India

Anusha Jain
Asst Professor
Medicaps University
Indore, India

Abstract— E-commerce also known as Internet commerce is defined as the Buying and selling of goods online that is on Internet. The payments and transactions also take place using internet only. Our survey research includes People's point of view of buying stuff Online. Views of a diversified group of people on the advantages and disadvantages of Shopping Online and How people view the future of E-commerce as an industry. Paper includes all the positives and negatives of Buying goods online.

Keywords— E-Commerce, Free Market, Open Economy

I. INTRODUCTION

E-Commerce as the word itself explains is the buying and selling of goods and services through the mode of internet. E-commerce means launching your business on Internet. A customer who wants to buy a particular good or service can easily go the website, choose what he wants and pay the concerned amount online as well. This enables a person to shop in the most hassle free manner. Any ecommerce website allows its customers to make payment through debit/credit card or even through Online Fund Transfer as well. The different kinds of ECommerce are 1- Business to Business(B2B), 2- Business to Customer(B2C), 3- Business to Government(B2G). Let's now talk about what basically facilitates Online Shopping or simply the things which play a major role in it : 1- Internet : The Internet revolution in India as well as in whole world has brought big changes in how business is done. It has almost become a part of human's life. Internet is everywhere. Internet is the major facilitator of E-Commerce as without it nothing is possible. 2- The Payment Gateways : Hassle free payments made by Credit cards and debit cards is a huge contributor in the growth of Ecommerce as people can easily on a click of a button, can pay for the goods they want. This is all possible due to Payment gateways which provide error free funds transfer. 3- Data Analytics : Data Analytics is defined as the scientific process in which data is transformed into insights for making good decisions. 4- Social Media : Social media do plays a huge role in terms of awareness and advertisements. More and more people

nowadays are connected to one or the other social media platforms which really spreads the word.

Ecommerce has really brought a paradigm change in terms of how business is being done in the world. Now even an art effect manufacturer sitting in some remote village of India is able to sell his products globally and there are many such stories regarding that. Buying goods online even offers more freedom to any consumer, as he has more choice, better prices and detailed description of each and every product available. In an open economy and free market, Consumer is the real king. He should get each and every possible choice and best prices. Online shopping does facilitates this.

II. SURVEY METHODOLOGY

We designed a survey that contained different questions related to Shopping Online and Ecommerce. The main aim through asking these questions was to get Point of View of a diversified group of people on Buying things online. What people think regarding this topic was the main aim. For this we designed an Online form and conducted this survey Online. Due to pandemic we conducted this survey online. The purpose of the survey was to cover people from varied age group and varied profession as well. The diversity in thought process of people is astonishing in a country like India. Every person is entitled to his views and opinion. That was the reason to have opinions from each and every strata of society. We tried to include as many questions as were possible. The Questionnaire included questions like :

- Name of the person
- Age group
- Profession
- His views on shopping online
- What he/she considers biggest advantages of ecommerce
- What he/she considers biggest disadvantages

- Whether he/she thinks of any threats to local markets after this boom in Online shopping
- What future beholds for Ecommerce in India and also around the world

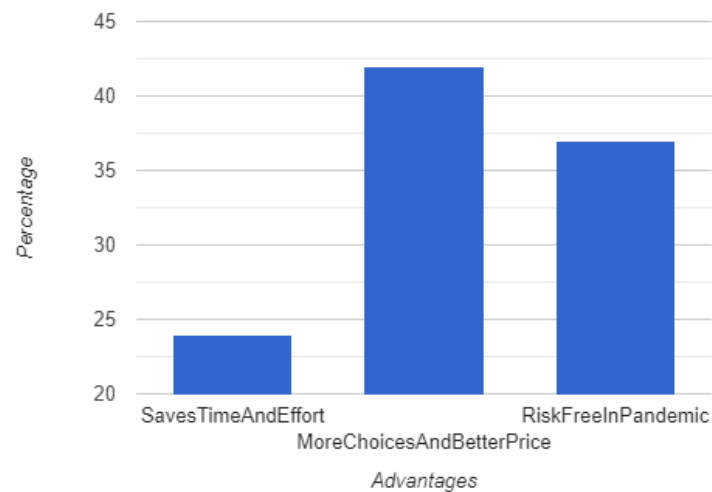
The responses we got from the sample audience were stored in excel sheets and thoroughly analyzed by us. The target audience were even given options in questions. So different people came with different answers in respective questions. A total of 800 people responded in our survey. We just sent the Survey form filling link to each and every group we were connected with. E it our University group or the family ones, we tried to garner views of everyone..By using different tools of data analysis like graphs and pie charts, we as a team came up with results and conclusions of the survey which are incorporated in upcoming section.

III. RESULTS

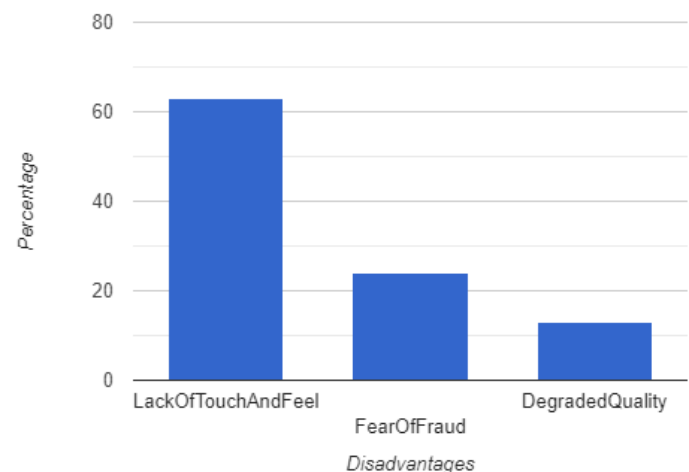
Out of approximately 800 responses that we got, 58% were male that is 464 and rest 336 were females. As we all know that shopping preferences does varies with gender to gender. Almost 48% of the people were from an age group of 20-25, as these are the millennial who are a kind of more active with Online shopping and all. 21% of the people were from an age group of 25-35, 11% from the age group of 35-40, 12% from the age group of 40-45 and rest were all 45+. Different people came up with really diversified answers. In our survey results we found almost 68% of the total people surveyed do love shopping online while 32% still have some apprehensions regarding online shopping. According to the responses almost 24% of the people consider Online shopping saves time and efforts as the biggest advantage of it. Almost 42% of the people consider that Online shopping provides them with more choices, and does provide them with best prices. 37% people believe that You are risk free in this corona virus era when you shop online and consider this as the biggest advantage. So the major proportion of the sample audience believes that Online shopping does provide you with more choices in each and every product category and at best possible prices. With advantages does comes some disadvantages as well. A humongous 63% people believe that Lack of touch and feel in especially merchandise shopping is the biggest disadvantage of shopping online. 24% people still feel there is a fear of frauds in online shopping and rest feel that problem of uncomfortable fits and sometimes degraded quality product being delivered remains as the biggest disadvantage of shopping online. If we divide the sample audience in age group category, it appears that more and more young people have higher inclination towards shopping online as everything can be processed at a simple click. While the older audience still relies on checking out the products at shop and then deciding whether to buy it or not. Also even profession wise the people working in big corporate houses who generally have less time as they are too busy are more inclined towards shopping stuff online which gives them a hassle free experience. Out of total audience surveyed, almost 36% of the people were students out of which 98% of them prefer to shop online. 39% of the people were having corporate jobs and out of them almost 87% prefer to shop online as it saves more time. Rest of them were self employed and out of them almost 66% consider shopping things online. The result of the question whether rise in ecommerce will finish local shops were astonishing. 71% of the lot believes that local vendors are here to stay while 29% of them believe that local vendors might erode in future. We also asked question regarding what people see the big positives coming out of the growing ecommerce in the country. Almost 31% of the people were of the view that it provides a big market. 24% of the people said that it provides fast response to Consumer trends and market demands. 42% of the people said Ecommerce provides more opportunities to sell which is in itself a huge plus.

All in all the responses we got provides us an holistic study of the buying pattern as well as why people are preferring Online shopping and why some are not. In an aim to better understand the survey results and how people have voted lets go through some of the graphs and charts which does provides us with a more detailed understanding of the survey.

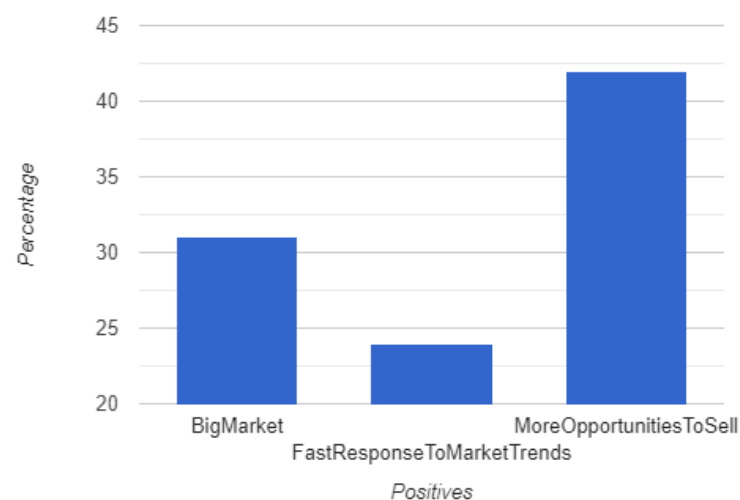
Advantages of online shopping



Disadvantages of online shopping



Positives from Ecommerce In India



IV. CONCLUSIONS

An emerging economy benefits a lot from the growing Ecommerce in the country. People finding it extremely easy and hassle free to order stuff online. From the findings of the survey we can conclude that Online shopping saving effort and time is a big factor contributing in growing numbers of ecommerce users. Having more number of choices and options is another major factor which attracts people towards shopping online. Shopping online has become more popular during these pandemic times we are living in. Ordering stuff without even stepping out of your door has become a trend now. Survey research also shows that there still are some apprehensions from the side of people regarding ecommerce and shopping online. Many of them still have fears regarding Online frauds while majority of the chunk feels that lack of feel and touch especially when you are buying apparels merchandise is the biggest disadvantage while shopping online. The future prospects of this research includes gaining people's opinions on what they think regarding the prospects of economic expansion of ecommerce as a sector in the economy of the nation.

V. ACKNOWLEDGEMENT

We would like to express our utmost gratitude towards esteemed guide Mrs Anusha Jain, Assistant Professor, Medicaps University. We also like to acknowledge the

constant support of Mrs Sakshi Yadav, Assistant Professor , Medicaps University who is our coordinator for her constant guidance and support throughout the survey and research. We would also like to thank the Faculties in Computer Science department for their constant support and motivation. In the end we also like to thank the people who happily and enthusiastically participated in our survey research , their responses helped us to draft the paper in most hassle free manner.

REFERENCES

- [1] Dr Shahid Amin Bhat, Keshav Kansana, and Jeniffur Majid, " A Review Paper on Ecommerce" https://www.researchgate.net/publication/304703920_, February 2016.
- [2] Blasio, GD(2008), "Urban Rural difference in internet usage and ecommerce" , Growth and change, 39.2 pp 341-367
- [3] Channa Nisha and Goele Sangeeta, "Future of ecommerce in India", International Journal of Computing and business research, ISSN(Online) 2229-6166
- [4] Chou,D.,C. and Chou,A.,Y. (2000), "The E-Commerce Revolution, A Guide to the Internet Revolution in Banking" information systems management, pp.51-57
- [5] D'silva,B., D'Silva,S., and Bhuptani,R.,S.,K.(2010), "Behavioral Aspect of Teenagers Towards Internet Banking: An empirical study", Indian journal of marketing, 40.10, pp.44-53

