

Perception Towards Online Shopping – A Study of the Students of the R.K.Desai College

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Abstract:-

Due to rapid growth of technology, business organizations have switched over from the traditional method of selling goods to electronic method of selling goods. Business organizations use internet as a main vehicle to conduct commercial transactions.

In this research, the researcher has tried to study the perception of students towards online shopping. In this research, the benefits, various modes of online shopping have been studied.

The study starts with the brief introduction, Research objectives, analysis & interpretation & finally the conclusion.

The researcher has finally discussed the future scope of the online shopping in this study.

Keywords: Shopping cart, CAPTCHA, Paypal, OTP

I Introduction:-

Online Shopping is a form of electronic commerce whereby consumers directly buy goods or services from a seller over the internet without an intermediary service.

Top Online Shopping Websites:

- 1) eBay
- 2) FlipKart
- 3) Amazon
- 4) Junglee
- 5) Myntra
- 6) Jabong

Methods of Payment:-

- 1) Credit Card:- It is the most popular payment method. It is very easy for customer to pay.
- 2) Debit Card:- It is also called a bank card or check card. Most online merchants will accept debit card purchases.

- 3) Payment Websites:-Websites like PayPal & Google checkout offer a means of instant payment if both parties have an account with them.
- 4) PayPal :-It is an E_Commerce payment processing company owned by eBay.
- 5) Purchase Order :- A purchase order or P.O. is a request of agreement to be paid at a later date for an order placed.
- 6) Mobile Payments:- it is another option now a days for payment it is most popular using paytm you can done payment using mobile.
- 7) Bank Transfer:- it is a method for transferring cash from one bank account to another account.

Advantages of online shopping:

1) Convenience:

You can buy almost anything you could imagine without ever leaving your house.

2) Selection :-

Online stores are able to carry more selection than traditional stores. Online stores provide more information about items for sale as compare to traditional store.

3) Save Time & Travelling Cost :-

User can select the item from the house so need to travel or finding the items in market. Online shopping websites gives discounts to the customers also. It also give the facility of prize comparision.

4) No pressure for shopping :- Generally the physical stores the sales man try to influence the buyers to buy the products. There can be pressure , where as in online shopping no pressure for customers.

5) Availability :- It is available for 24 X 7

Disadvantages of online shopping:

1) Delay in Delivery:-

Long duration & lack of proper inventory management result in delays in shipment. Through the duration of selecting ,buying for an online product may not take more than 15 minute , but delivery about 1-3 weeks.

2) Lack of Touch & Feel of products

We can not touch the products so we can not check the quality of the product . we can not try so some times the quality of the material is not good as per picture.

3) Fake/Frauds in online shopping :-

The rate of cyber crime is increasing & customers credit card details & bank details have been misused also some of the websites are fake.

4) Lack of shopping experience :-

The traditional shopping experience provides fun, these type of fun is not available in online shopping.

5) **Duplication :-**

We can see only the picture not real products so duplication is possible.

VARIOUS CONCEPTS OF ONLINE SHOPPING:

What is CAPTCHA?

Completely Automated Public Turing Test to test computes that the operator of the computer is human being, it is mainly used as security check.

What is Shopping Cart?

Software used to make a site's product catalogue available for online ordering where visitor select, view, add or delete & purchase the product.

Shopping Cart can be an independent piece of software that visitors can use for storing selected items that they want to purchase. Visitor can add or delete the items from shopping cart as per their convenience. It basically displays the list of items that a visitor is purchasing & showing their payment details.

What is OTP? One Time Password generally used for making online payments. It is totally secure. OTP is sent to the mobile number of the user for verification of the visitor's identity. OTP is valid to use for a limited time so that it can't be misused by others.

II Research Methodology

Objectives:

- 1) To find out about the awareness among the youth regarding Online Shopping.
- 2) To find out about preventive measures taken by the youth while online Shopping.
- 3) To find out the most popular websites for student , that they use regularly for shopping.

Method of Data Collection:

Primary Data: Structured questionnaire

Secondary Data: Websites, Reference Books, Journal

Sampling:

- **Sampling technique:** Convenience Judgmental Non-Probabilistic sampling.
- **Sample Size:** 100 students of R.K.Desai Group of Colleges.
- **Sampling Cost:** The cost of 100 questionnaire.

Limitations of the study:

- i) Time period allotted to the research was short.
- ii) Only 100 students were surveyed of one college.

III.Data Analysis:

- 1) As per the first objective, 100% of the total students are aware about Online Shopping . 40% of the students are aware about FlipKart & Amazon ,30% of the total students are aware about Myntra , 20% of the total students are aware about eBay & Jabong ,& remaining 10% are aware about Junglee
- 2) As per the second objective, 80% of the total students take preventive measures before Online Shopping.
- 3) The third objective reveals that 80% of the total students have been used Online Shopping Websites for shopping. Most popular websites are FlipKart & Amazon.

IV Conclusions-

Now a days Technology increase and most of the students have android mobile .So using internet student can directly shop their products using online shopping. Most of the websites gives various payment options like of Cash on delivery so they get enough time to make the payment. Using online shopping they save time & it is very easy and fast process. Student can also compare the prize of the product very easily.

V Suggestion:-

- 1) Use strong password while payment of products
- 2) secure your computer
- 3) Secure your mobile device
- 4) Install the latest Antivirus software & update regularly
- 5) Protect your e_identity
- 6) Select Cash on delivery options.
- 7) Track your order
- 8) Always check product return policy.

VI Future of Online Shopping in India:

- 1) Not only student but most of the people used online Shopping.
- 2) It makes use of digital technology for managing the flow of information ,products and payment between consumer, site owners and suppliers.
- 3) It provides painless shopping.
- 4) In the near future, online shopping will take the place of the traditional shopping.

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