



STUDY ON ONLINE SHOPPING AMONGST THE YOUNG GENERATION IN INDIA

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ABSTRACT

INTRODUCTION: Online shopping is a form of electronic commerce which directly allows consumers to buy or access goods or services from a seller or service-provider over the Internet by using a web browser. Consumers can find a product of interest by visiting the website of the retailer directly or they can also search among alternative vendors using a shopping search engine, which displays the availability of the same product at different pricing at different e-retailers. As of 2016, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones. An online shop evokes physical analogy of buying goods or services at a regular "bricks-and-mortar" retailer or shopping center; this process is called business-to-consumer (B2C) online shopping. When an online shop is set up in order to enable businesses to buy from other businesses, the process is called business-to-business (B2B) online shopping. A typical online store enables a customer to browse the firm's range of goods and services, view photos or images of the products, along with information about the product features, specifications and prices. Online stores basically enable shoppers to use the "search" features to find specific models, products or brands. Online customers must have access to the Internet and a valid method of payment to complete an online transaction, such as a credit card, an Interac-enabled debit card, or a service such as PayPal. For physical products (e.g., paperback books or clothes), the e-retailer ships the products to the customer; for digital products, such as digital audio files of a software or songs, the e-retailer typically sends that particular file to the customer over the Internet.

KEYWORDS : Online store, shopping, e-retailer, transactions, choices, clothes.

OBJECTIVES OF THE STUDY:

- 1) To study the different trends involved in online shopping.
- 2) To sensitize the people about the various drawbacks of the system of online shopping, especially highlighting the threats involved while online shopping of clothes.
- 3) To analyze the most preferred online store/website among youngsters for shopping of clothes with justified reasons

RESEARCH METHODOLOGY:

The study is based on primary data, wherein the researcher surveys the most preferable online store/website for shopping of clothes among youngsters. For the said purpose, the researcher uses questionnaires with open ended and closed ended questions that were circulated among 253 youngsters, 122 of which were boys and the remaining girls.

Based on their justified choice of the youngsters involved in the survey, the researcher prepares statistical data and draws conclusions based on the results of the survey and statistics.

Findings of the Study:

With the help of the questionnaire, the researcher has the following findings on the concept of online shopping as:-

CRITERIA FOR IDEALISING AN ONLINE STORE FOR SHOPPING OF CLOTHES:

- 1) **GOOD COLLECTION:-** The variety and collection of the store should be able to serve to the edification of the people.
- 2) **COST EFFECTIVITY:-** However good the collection of the store may be, if the cost of the goods and services does not appeal to the buyers, the store may not run well. If the cost is too low, people may not be able to trust upon its quality. On the contrary, it should not be too high as well, that the buyers may not be able to afford the available goods and services. The prices should be just a little high than those of the market, so that the people should find the comfort of "shopping on the go" worthy.
- 3) **POPULARITY:-** The online store should hold a monopoly in the media and should be able to sustain its goodwill among the talks of the people. In this business, mouth-publicity and gaining momentum among the mass media is the strongest way to sustain and increase profits.

- 4) **SERVICE QUALITY:** Provided a good range and low cost of products, but the quality of service of the online store is not up to the mark it may definitely lead to its downfall.

FLAWS IN ONLINE SHOPPING TRANSACTIONS:-

- 1) **UNAVAILABILITY OF PRODUCTS:-** People prefer online shopping over physical market-hopping due to availability of various products at the same place, but if a website/online store has a huge display of products but tends to show an "unavailable" status of these, it not only affects the name and quality of that particular online store, but the field of online shopping in general.
- 2) **DELIVERY FLAWS :-** Late delivery of products, delivery of incorrect products or delivery of a consumer's products to a wrong place, are all the flaws related to shipping or delivery of online ordered products which increase the risk of online shopping.
- 3) **PRODUCT FAULTS:-** If the product that has been delivered is damaged, the standard of delivered products is not as per the one selected for purchase or there is uninformed replacement of ordered products instead of refund in case of emergencies, the consumer may feel kind of cheated and if the delivered product does not serve to the edification of the consumer, the might restrict himself to the "physical market-hopping" instead of online shopping.

Table 1.1 : Table showing browsing of popular sites amongst youngsters for online shopping

Name of the Sites	Boys(in %)	Girls(in %)
Amazon	73	92
Myntra	65	97
Fashion and You	05	88
Flipcart	93	56
Homeshop18	1	67
Snapdeal	86	85
Infibeam	45	48
localbanya	38	72
Paytm	100	100

Conclusion:

From the above study, the researcher concludes that online shopping is very convenient and easy mode of shopping but utmost care should be taken before shopping regarding fake sites, etc. Online shopping has made life easier and nowadays in the era of I.T, youngsters prefer online shopping than physical buying. The popular site amongst girls is myntra whereas amongst boys is flipcart whereas Paytm is the most popular site amongst both boys and girls as 100% of boys and girls use it.

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