



Consumer Awareness in Online Shopping System

KEYWORDS

shopping, online shopping, shopping cart system

P.R.Kousalya

Assistant Professor, Department of Corporate Secretaryship, Dr.N.G.P Arts and Science College, Coimbatore-48.

T.Mohan

Assistant Professor, Department of Corporate Secretaryship, PSG College of Arts and Science, Coimbatore-14.

D.Revathi

Research scholar, Department of Corporate Secretaryship, NGP Arts and Science College, Coimbatore-48

ABSTRACT *The Internet has become an essential part of our daily life, and companies realise that the Internet can be a shopping channel to reach existing and potential consumers. With this consensus Online Shopping as a whole has rapidly grown. The biggest surprise is that clothing is one of the top categories purchased online. Freedman argues that this is not surprising at all because, clothing sales has always been a top category in the catalogue channel, so naturally the Internet channel should be no exceptions. This dissertation includes a literature review giving background information of Online Apparel Shopping. Producing information of the modern E-shopper. Investigating and choosing a suitable lifecycle model and developing a web site prototype. Furthermore, evaluating the finished product whether aim has been achieved.*

Introduction

The act of purchasing products 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 item.

Customers

Online customers must have access to a computer and a method of payment. Generally, higher levels of education, income, and occupation of the head of the household correspond to more favorable perceptions of shopping online. Also, increased exposure to technology increases the probability of developing favorable attitudes towards new shopping channels. In a December 2011 study Equation Research found that 87% of tablet users made an online transaction with their tablet device during the early holiday shopping season.

Shopping

A retailer or shop is a business that presents a selection of goods or services and offers to sell them to customers for money or other goods. Shopping is an activity in which a customer browses the available goods or services presented by one or more retailers with the intent to purchase a suitable selection of them. In some contexts it may be considered a leisure activity as well as an economic one. The shopping experience can range from delightful to terrible, based on a variety of factors including how the customer is treated, convenience, and mood. The shopping experience can also be influenced by other shoppers. For example, research from a field experiment found that male and female shoppers who were accidentally touched from behind by other shoppers left a store earlier than people who had not been touched and evaluated brands more negatively, resulting in the Accidental Interpersonal Touch effect.

Online shopping

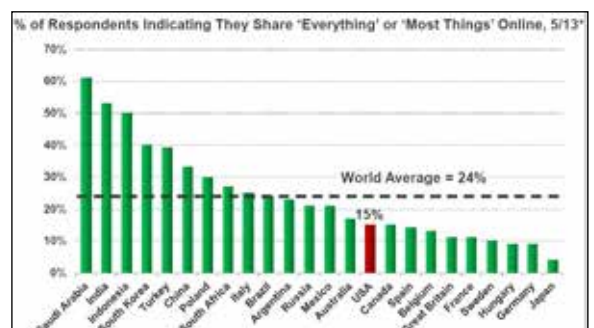
Like many online auction websites, many websites allow small businesses to create and maintain online shops (ecommerce online shopping carts), without the complexity that involved in purchasing and developing an expensive stand-alone ecommerce software solutions.

Design

Customers are attracted to online shopping not only because of the high level of convenience, but also because of the broader selection, competitive pricing, and greater access to information. Business organizations seek to offer online shopping because it is much lower cost compared to bricks and mortar stores, offers access to a world wide market, increases customer value and builds sustainable capabilities.

The benefits of online shopping

From the buyer's perspective also e-commerce offers a lot of tangible advantages. For example, reduction in buyer's sorting out time, better buyer decisions, less time is spent in resolving invoice and order discrepancies and finally increased opportunities for buying alternative products. Moreover, consumers can enjoy online shopping for 24 hour per day. This is because e-commerce is open for 365 days and never close even for a minute. E-commerce also expanded geographic reach because consumers can purchase any goods and services anytime at everywhere. Hence, online shopping is more environmental friendly compare to purchase in store because consumers can just fulfill his desires just with a click of mouse without going out from house by taking any transportation.



Payment

Online shoppers commonly use a credit card to make payments. However, some systems enable users to create accounts and pay by alternative means, such as:

- Billing to mobile phones and landlines.
- Cash on delivery (C.O.D., offered by very few online

stores)

- Cheque/ Check
- Debit card
- Direct debit in some countries
- Electronic money of various types
- Gift cards
- Postal money order
- Wire transfer/delivery on payment
- Invoice, especially popular in some markets/countries, such as Switzerland

Some sites will not accept international credit cards. Some require both the purchaser's billing address and shipping address to be in the same country in which the site does its business. Other sites allow customers from any country to send gifts anywhere. The financial part of a transaction might be processed in real time (for example, letting the consumer know their credit card was declined before they log off), or might be done later as part of the fulfillment process.

Product delivery

The payment has been accepted the goods or services can be delivered in the following ways.

- Downloading: This is the method often used for digital media products such as software, music, movies, or images.
- Drop shipping: The order is passed to the manufacturer or third-party distributor, who ships the item directly to the consumer, bypassing the retailer's physical location to save time, money, and space.
- Printing out, provision of a code for, or emailing of such items as admission tickets and scrip (e.g., gift certificates and coupons). The tickets, codes, or coupons may be redeemed at the appropriate physical or online premises and their content reviewed to verify their eligibility (e.g., assurances that the right of admission or use is redeemed at the correct time and place, for the correct dollar amount, and for the correct number of uses).
- Shipping: The product is shipped to the customer's address or that of a customer-designated third party.

Consumer needs and expectations

A successful web store is not just a good looking website with dynamic technical features, listed in many search engines. In addition to disseminating information, it is about building relationships and making money. Businesses often attempt to adopt online shopping techniques without understanding them and/or without a sound business model, producing web stores that support the organizations' culture and brand name without satisfying consumer's expectations. User-centered design is critical. Understanding the customer's wants and needs and living up to promises gives the customer a reason to come back and meeting their expectations gives them a reason to stay. It is important that the website communicates to the customer that the company cares about them.

Customer needs and expectations are not the same for all customers. Age, gender, experience, culture are all important factors. For example, Japanese cultural norms may lead users there to feel privacy is especially critical on shopping sites and emotional involvement is highly important on financial pensions sites. Users with more online experience focus more on the variables that directly influence the task, while novice users focus on understanding the information.

To increase online purchases, businesses must expend significant time and money to define, design, develop, test, implement, and maintain the webstore. It is easier to lose a customer than to gain one and even "top-rated" sites will not succeed if the organization fails to practice common etiquette such as returning e-mails in a timely fashion, notifying customers of problems, being honest, and being good stewards of the customers' data. Because it is important to eliminate mistakes and be more appealing to online shop-

pers, many webshop designers study research on consumer expectations.

FACILITIES:

Easy access to consumer reviews: It's easy to access consumer reviews for pretty much any product you can think of online, which makes for more informed purchases.

No pressure sales: We've all been awkwardly propositioned by eager salespeople. You don't have to put up with that online.

Are there disadvantages? Let's look at a few that might deter some customers from buying goods online:

You can't try things on. If you're buying a clothing item, you don't have the ability to feel the material, try it on, and see how it's made. Unless you know your measurements and are familiar with the brand of clothing offered, this could end up being a bad experience.

You can't talk to someone immediately. If you have a question about what you're looking at, you probably will have to wait at least 24 hours to get a question answered (however, many sites have "instant chat" enabled that take care of this issue).

Privacy and security: Privacy and security are legitimate concerns for any online shopper, but there are precautions you can take to make sure your transaction is a safe one. For example, paying attention to HTTPS protocols, installing free spyware removal tools, knowing how to identify online scams and hoaxes, surfing anonymously, and keeping your Web usage private are all smart ways to address any privacy and security issues.

No More Driving

With gas prices in some areas of California inching toward five dollars a gallon, it's no wonder that people are thinking twice about getting into their SUVs and heading to the stores. An online shopping mall allows you to get all of the gifts you need with a few clicks of your mouse - without ever starting up the engine.

Ultimate Convenience

With an online shopping mall, you never have to worry about the crowds on a Saturday morning, gunning for a parking spot, or where you're going to leave the kids so you can buy their holiday gifts. By definition, an online store is open 24 hours a day, seven days a week. You can shop after the kids have gone to bed, you can shop in your pajamas and bunny slippers, or you can shop at peak times with the knowledge that you're not standing in line at a checkout counter. It can't get more convenient than that! . a problem when it comes to finding a parking place nearby where you want to shop and going back to your vehicle later loaded with shopping bags.

conclusion:

online shopping access to online shopping has truly revolutionized and influenced our society as a whole. This use of technology has opened new doors and opportunities that enable for a more convenient lifestyle today. Variety, quick service and reduced prices were three significant ways in which online shopping influenced people from all over the world. However, this concept of online shopping led to the possibilities of fraud and privacy conflicts. Unfortunately, it has shown that it is possible for criminals to manipulate the system and access personal information. Luckily, today with the latest features of technology, measures are being taken in order to stop hackers and criminals from inappropriately accessing private databases. Through privacy and security policies, website designers are doing their best to put an end to this unethical practice. By doing so, society will continue to depend upon online shopping, which will allow it to remain a tremendous success in the future.

REFERENCE

[1]Michael Miller, Bargain Hunter's Secrets to Online Shopping | [2] Lisa Price, Jonathan Price, 'The Best of Online Shopping: The Prices' Guide to Fast and Easy Shopping on the Web' | [3] Ian Daniel, 'E-commerce Get It Right! Essential Step-by-Step Guide for Selling & Marketing Products Online. Insider Secrets, Key Strategies & Practical Tips - Simplified for Start-Ups & Small Businesses | [4] Preston. Gralla, 'The Complete Idiot's Guide to Online Shopping | [5] Jill T. Freeze, 'Savvy Online Shopping (Eu-Independent)' | [6] Various online shopping websites. | [7] indiamicrofinance.com/india-internet-statistics-2011 | [8]businessdictionary.com/definition/online-shopping.