



Online shopping: Opportunities and threats

SHYJU. C. M

Alumni, MSM College, Kayamkulam, Kerala

KEYWORDS :

Introduction:

India is a big market and a developing economy. It is growing day to day. Development of Economy depends the development of Technology. It leads the revolution of E-commerce. One of the technologies which really brought information revolution in the society is Internet technology and is rightly regarded as the third wave of revolution after agricultural and industrial revolution. It leads to the development of E-commerce or online shopping. It facilitates new types of information based business process for reaching and interacting with customers like online advertising, marketing, online order taking and online customer service etc. It can also reduce cost in managing orders and interacting with a wide range of suppliers and trading partners.

How does online shopping work?

Online shopping is so easy. Go to the site on which you want to shop. Click on the item you want, click "add to basket" and then shop. Check that the web address in the browser starts with https (rather than http).

Enter your credit or debit card details. There will often be a few random characters on a display and you will be asked to enter those too. This is called 'Captcha' and it's a way of making sure you are a real person, not a piece of software designed to defraud. So you enter your details, complete your purchase and wait for your goods to arrive. It's a straight forward as that

Objectives of the study

- To study the scope of Online Shopping in India
- To study the merits and demerits of Online Shopping
- To suggest adequate measures to avoid the risk of online shopping

Methodology

The present study is based on the secondary data, mainly collected from various established journals and official websites.

Online Shopping: - Opportunities and threats

Opportunities

Though the number advantages are unavoidable, there are few disadvantages of Online Shopping in India.

- It is convenient and quick
- It can save your travelling time and money.
- Huge collections of goods are available.
- Checking availability of colours and size is easy.
- Easy to compare prices.
- No more waiting in queues for a trial.
- Cash on delivery and return policy.
- Free shipping.
- Ratings and reviews helps you to take a better decision.
- 24x7 availability.

Threats (Disadvantages)

- Can't guarantee the shape and size of the product.
- Less on Electronic items.
- Sometimes the products are fake.
- Cheating cases may be occurred.

- Can't see the quality of the product.

Conclusion

From the above review, it is clear that the Online Shopping/E-commerce will become an integral part of our life because of its convenient. Because of this merits thousands of customers do research about products and make purchases from thousand of different merchants. Now the online shopping industry is in a growing stage and will become no.1 in the coming years.

Reference

1. D.C.Fain and J.O.Pederson "Sponsored search: A brief history" .Bulletin of the American Society for Information Science and Technology.
2. J.Bernard and S.Simon "Bidding on the Buying funnel for sponsored search and keyword advertising", Journal of electronic commerce research.
3. E-business : Business solutions to overcome online shopping concerns – Kristen Esterline
4. A Day "A model of monitoring websites effectiveness" Internet research: Electronic Networking Applications and Policy.
5. Online shopping tactics By Susan.G.Holl
6. Introduction to E-commerce By Zheng Qin