"E- Commerce Trend "Online shopping"

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Abstract

E-commerce commonly known as Electronic commerce, In these type of industryThey are doing selling and buying of product or facility over electronic such as organizationsscheme as the Internet and other computer networks. In E- commerce include on such technologies as electronic funds transfer , mobile commerce, supply Internet marketing, chain management, , EDI (electronic data interchange), automated data collection system, online transaction processing, and inventory management systems. Modern electronic commerce typically uses the WWW at least at one point in the transaction's life-cycle. We fellow a particular system in online shopping, first you find a product which you want to purchase, than you place it in an online shopping cart. After done shopping and are ready to buy, at last you click a purchase button. You are then moved to a secure location to carry out online purchasing on the product. After the completing the transaction, you need to supply your shipping address and credit card number. These processes are the actions that are mentioned to as E Commerce.

Electronic commerce is generally considered to be the sales aspect of e-business. It also consists of the exchange of data to facilitate the financing and payment aspects of business transactions.

E-commerce can be divided into:

- *E-tailing or "virtual storefronts" on Web sites with online catalogs, sometimes gathered into a "virtual mall"*
- *The gathering and use of demographic data through Web contacts and social media*
- *Electronic Data Interchange (EDI), the business-to-business exchange of data*
- *E-mail and fax and their use as media for reaching prospects and established customers (for example, with newsletters)*
- *buying and selling in Business-to-business*
- *The security of business transactions*

Introduction

Today, the appearance and rapid growth of Internet and E-commerce has triggered off many changes inour life. This new phenomenon has alternative changes, challenges and even bright future, not only tocompaniesbut also to consumers, middleman and suppliers.

The assistances of e-commerce are well recognized: E-commerce facilitates consumers to save money and to choose among an increased range of products, especially when products arenot available nationally or locally. However, while the use of online shopping is emerging at national level, this is less so for cross-border sales. Because of the

irregular online Internal market, consumers may fail to take benefit of the increased choice and economy prices that e-Commerce can deliver. These conditions require a better considerate of Consumer experience with online shopping and related internet marketing and retailing Techniques in the retail sector. The Executive Agency for Health and Consumers, acting onbehalf of the Directorate General for Health and Consumers of the European Commission, therefore commissioned a consumer market study on the study of e-commerce and selling techniques and Internet marketing in the retail of goods. This study finds more differences between the behavior of frequent and irregularonline shoppers, and greater similarities between non online shoppers and occasional shoppers. Those consumers who shop online normally are more confident, and also shop more cross-border. While they do worry about issues such as delivery and Repaying goods, they also tend to be savvier on how to solve problems when they do follow. Therefore promising and developing online shopping at national level is Likely to increase cross-border shopping as well. Online shoppers use offline techniques to research products, such as going to shops, or revising mail order catalogues. In opposition, online sources, such as sellers' or Manufacturers' websites, online review or price comparison websites are used by Customers who make offline purchases. Among the BRIC Nations, India has been the wildest growing market adding over 18 million internet Users and growing at an annual rate of 41%. India is also among the top 3 fastest growing markets universal in the last 12 months.With the growth of 41% online users, India has seen a growth across demographic segments.75% of total users between the age group of 15-34 years. In july 2012, the female populationdistributed to almost 40% of total users. The chart below shows a demographic segmentationBased on age group and gender in India. E-Commerce in India has grown rapidly across both travel and retail in the last 12 months and has shown an above average growth compared to many categories online.Retal growth has been powered by several players getting funded, aggressive marketing and the consumer need and suitability to buy these products online.Online Purchasing, The technology structure for the exchange of data and the purchase of a product over the Internet. Online purchasing is a methods used in business-to-business ecommerce for Providing customers with an online method of giving an order, submitting a purchase order, or requesting aestimateprice.E-commerce has become general for many reasons. Customers can now shop 24 hours a day, 7 days a week. E-commerce transactions as compared to straight manual transactions can help to save about 5 to 10 percent of the transaction cost. To explain, according to Raghu Nagarajan, Vice-President of ICICI Bank, a traditional banking transaction cost about Rs. 43.50 whereas E-banking transaction is expected to cost only Rs.7.80 or even less.

Research Methodology

The research study was carried out to examine selected consumers' perception, expectations, uses and overall opinions and experiences regarding online buying of products/ services. The preliminary research and review of literature was carried out by referring articles and research papers on use and spread of online buying of product/ services. The primary data was collected

with the help of structured non-disguised questionnaire supported with personal interviews. Opinion taken 40 peoples.

- Collection of primary &secondary data.

- Analysis & tabulation method.

- Result

Area of Limitation:

I have chosen the research topic "E - Commerce Trend "Online shopping" Limitations have been identified in this study of Covered under the study. Knowledge about online shopping consumer View within Indore Area.

Hypothesis:

✓ The research has been conducted among internet users.
✓ The survey conducted among users and non-users of 'online shopping trend'
✓ Does online shopping is risky & unsafe.
✓ Conventional shopping is more effective in buying product

Data Analysis &Interpretation:

✓ The research has been conducted among internet users.

| Total	Internet Users Responded	Non Users	Internet User	Non-Internet
40	27	06	03	04

Table 1
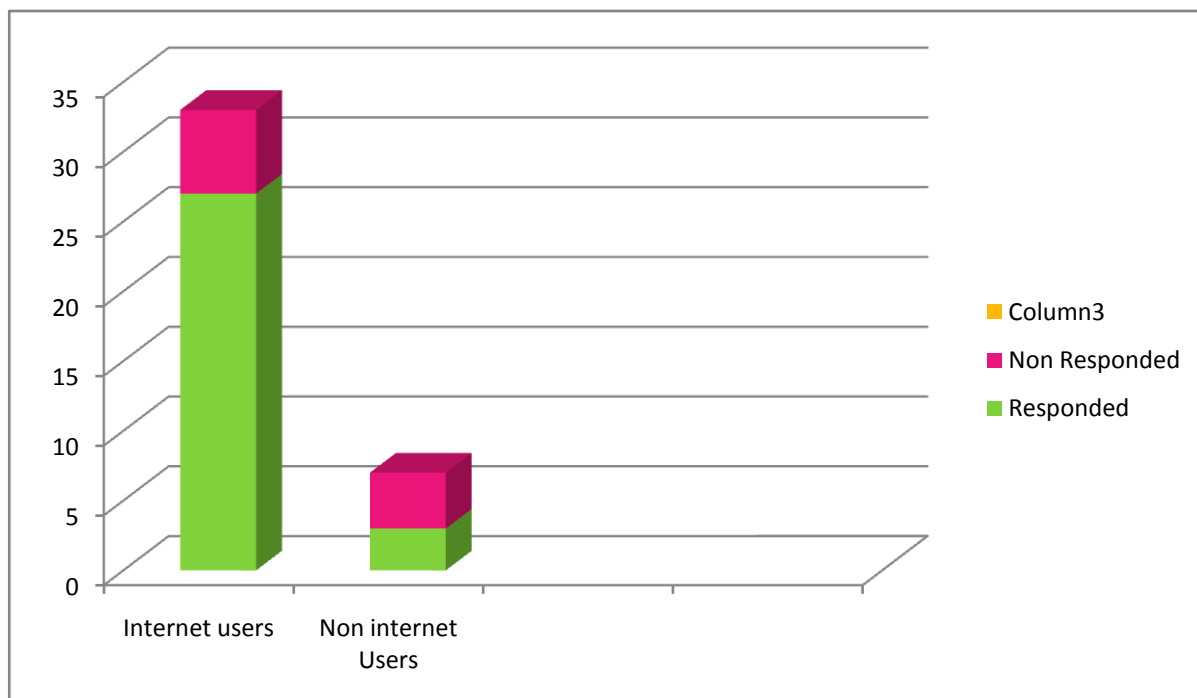
Graph 1

As per table and graph Internet users are 27 persons and 6 persons not responded for online shopping, Non internet users 07 person not interested in online shopping they Has to give preference traditional shopping.

The survey conducted among users and non users of 'online shopping trend'

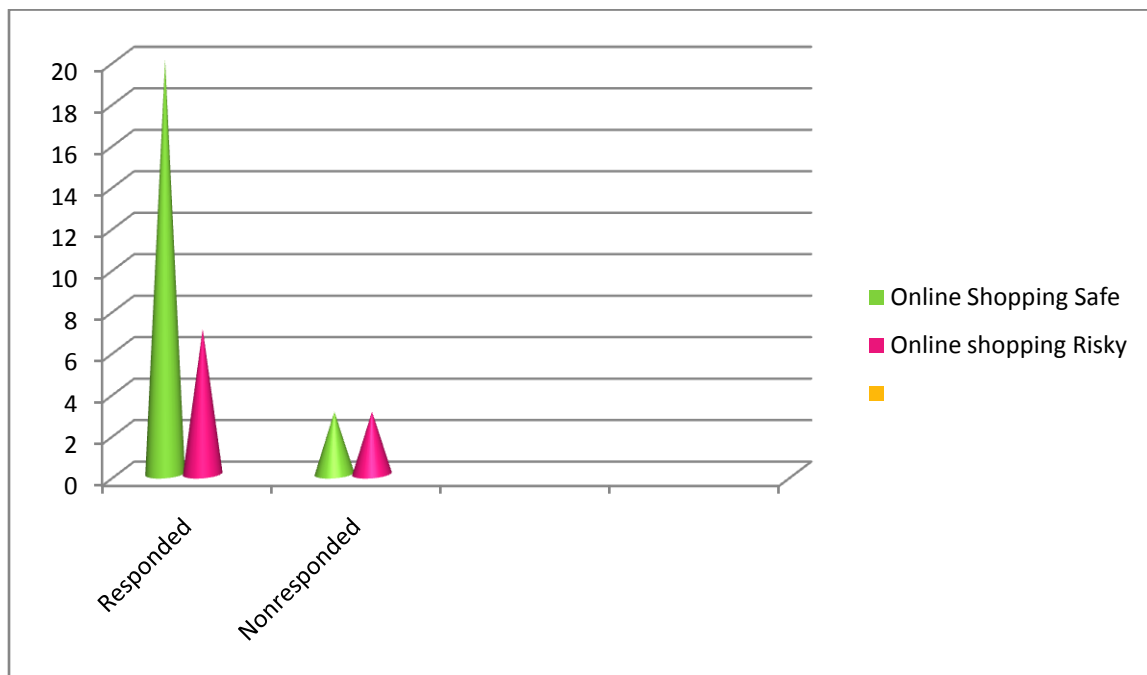| S. No	Online Shopping Trend Users	Online shopping Trend non users
1	33	07

Table 2
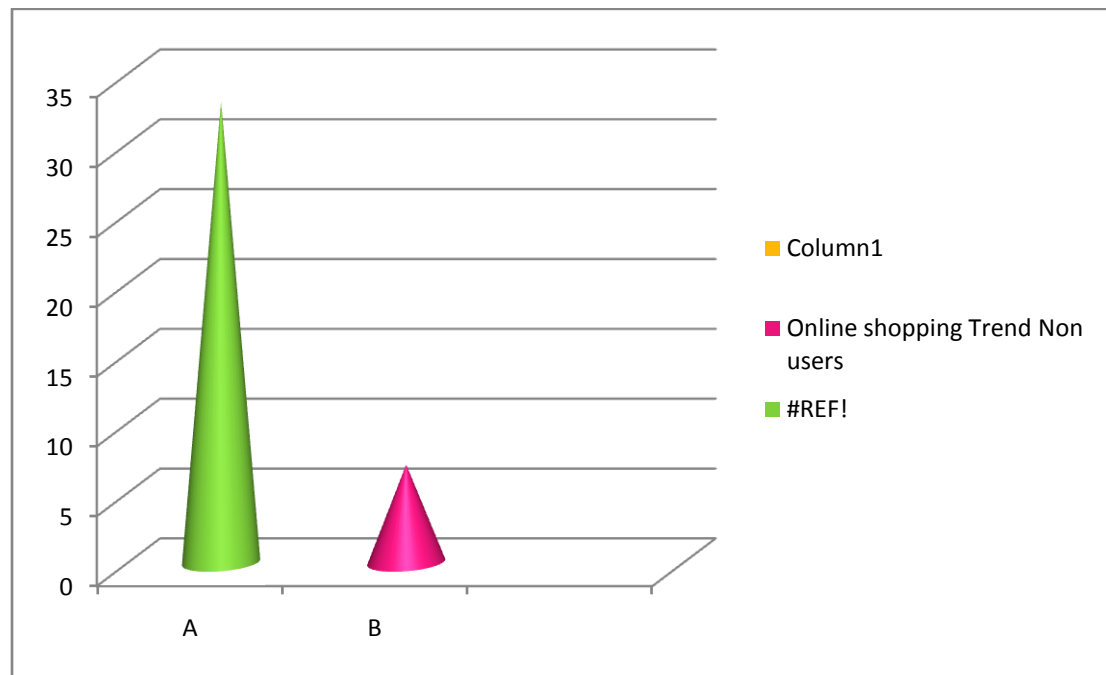
Graph 2

As per table and graph 33 persons used online shopping trend but 07 people not used online shopping trend. They are using traditionally shopping.

✓ Does online shopping is risky & unsafe.

| Total	Internet Users Online shopping is Safe		Internet Users Online shopping is risky	
	Responded	Non responded	Responded	Non responded
33	20	03	07	03

Table 3

Graph 3

As per graph and table total 33 persons uses online shopping trend use by internet but some people are not responding for online shopping tread

✓ Conventional shopping is more effective in buying product

Total	Online Shopping Trend Users	Online shopping Trend non users
40	16	24
	Table 4	

Conventional shopping Trend

- Online shopping trend users
- online shopping trend non users
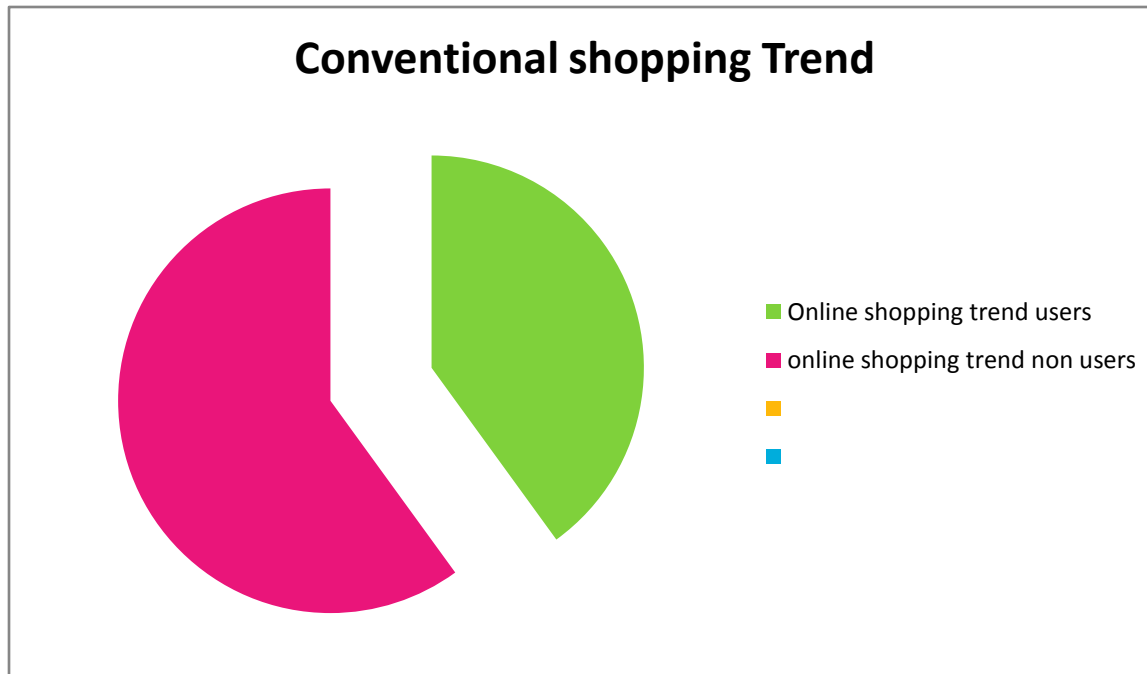
Graph 4

As per table and graph 16 people use online shopping but 24 people not use online shopping they are using traditional shopping because traditionally shopping is safe.

Major Finding the research study,

S.No.	Assumption	Compute Value	Result
01	There is no significant difference Between Consumers' use of the Internetor Downloading and Research services.& Internet or playing.	35%	Not significant
02	Ordered product and the supplied product are different	25%	Significant
03	Performance of product bought online is questionable	25%	Significant
04	Quality of products bought online is questionable	30%	Significant
05	Online buying is costlier	40%	Significant
06	Online buying is risky and unsafe	45%	Significant
07	Performance of product bought online is questionable	15%	Not significant

| 08 | Conventional shopping is best | 45% | Significant |
| 09 | Computer knowledge must | 85% | Significant |

Table 5

Interpretation:

➢ 42 per cent respondents reported the access of internet from the office, 33 per cent from home and 2 per cent accessed net from the Cyber Café.

➢ 58 per cent of the respondents started use of internet since last three years; 26 per cent for the last two years; 13 per cent since last one year and only 3 respondents reported use of internet since last 6 months.

➢ The most popular online service (93 per cent) was downloading of software followed with reading of online newspapers (81 per cent) and 58 per cent used the net for job search and placement services.

➢ 45 per cent of the respondents felt online buying more convenient. 31 per cent stated that they would buy online if the product is not available in regular shops and 21 per cent reported that they preferred online buying because products were offered with discounts.

➢ The popular products that were purchased online included books (68 per cent), Music Compact Disks (37per cent) and Web space or domain names (35 per cent).

➢ In all, 63 per cent of the respondents preferred to repay by Credit card, 24 per cent repaid cash on deliveryand only 6 per cent opted to repay through Net Banking. Only one respondent reported use of all the methods of repayment in online buying.

➢ Playing games, participating in contests, visit electronic libraries, read online newspapers and magazines, downloading software and music, watch movies and sports events, online stock trading, online tutorials, and job search.

➢ A list of 14 items viz., medicines, groceries, home furnishings, electronic goods, computer peripherals, and computers, web space or domain name, flowers, gift articles, clothes, cosmetics, jewelry, products, books,and music compact disks were presented to the respondents in order to find out its online buying.

Opinion for online buying products

➢ **Online ordered product and supplied product are different**, it was found that 69 per cent reported against it but only 4 per cent agreed to it. 27 per cent respondents did not express opinion on it.

- On **real life experience is more effective in buying products** or not, 34 per cent of the respondents disagreed, 47 per cent agreed and 19 per cent were undecided.
- The attempt to find out whether **online buying is costlier or not?** 70 per cent of the respondentsDisagreed, 13 per cent agreed and the remaining 17 per cent were undecided on it.
- Respondents' responses on whether **online buying is risky and unsafe?** The findings reflected that 46 per cent respondents rejected, and 30 per cent accepted it. 24 per cent were undecided to it.
- On the statement that **quality of the product bought online is questionable**, respondents provided favorable result because 62 per cent of them disagreed, 11 per cent agreed and 27 per cent were indifferent to it.

Conclusions:

It would be true to conclude that majority of the internet users were having positive attitude Towards online buying of products/services. There exists a need for developing awareness about consumers'rights and cyber laws. Marketers are required to educate consumers. It means they are understanding internet technology and other banking transaction It calls for developing a better distributionsystem for online products.Though at present online buyers in India are only in a negligible percentage compared to total conventionalbuyers, it is expected to grow substantially if better technology to assist online buying is being implemented.Companies should set-up a reliable and effective feedback system so that consumer can contact them atany time. It is necessary not only to create cyber laws to protect customers but also make them aware about it.Customers are not aware for online shopping trend they are using internet but mostly use downloading and net surfing.

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