

Effects of Online Shopping

Bhawna Attreya*

PhD Scholar, Marketing Management, Maharaj Vinayak Global University, Rajasthan

Abstract – In the present time due to technical advancement the trend of online shopping is on air. Now the customers mostly prefer the purchase of products online rather than going to market.

Online shopping provides an ease to people to buy the products of their choice just sitting at home. They have no need to go to market.

But as every coin has two faces, online shopping has its own advantages and disadvantages.

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OBJECTIVE

So the purpose of this paper is to throw light on the effects of online shopping on consumers which are discussed below.

RESEARCH METHODOLOGY

The research is based on both primary and secondary data. Primary data was collected with the help of a well prepared questionnaire and the sources of secondary data are articles, journals, books published on the related topic which will be referred. The sample size of research is of 50 respondents.

INTERPRETATION

Positive Effects of Online Shopping

Online shopping is like a boon for the customers who have very less time to go to market or they are extremely busy due to their hectic jobs and other responsibilities.

After collecting the data from respondents and by the study of some journals, article and books about online shopping, it is found that online shopping provides following benefits to its customers-

1. Time Saving

The foremost benefit of online shopping is saving the time of customers which are extremely busy due to their hectic schedule or other activities of life.

A consumer has no need to go to market, to select and purchase the products there. The only thing a person needs for online shopping is to have an internet connection.

If a person has to make an immediate purchase for a particular product or gift and he has no time to go to market, if he is busy in office work he can make an immediate purchase of that product or gift online.

So the biggest benefit of online shopping is that, it is less time consuming than the traditional shopping.

2. Home Delivery

The next benefit of online shopping is home delivery of purchased products. Now a customer has no need to go outside the home. Even a person, who is not physically fit, can also purchase products just by sitting at home due to the facility of online shopping.

If a man is not physically well and he is not able to go to market for shopping but he has a keen desire to purchase products of his own choice, through online shopping he can purchase the products of his own choice by just viewing the products online and he has no need to go to market.

3. Saving of Cost

The next benefit of online shopping is saving of cost. As a customer has no need to go outside due to online shopping and it also provides the home delivery of purchased products, both these things reduce the cost of a customer involved in hiring rickshaw, auto etc. and cost of petrol, diesel for driving car or bike.

Sometimes online shopping provides products in fewer prices in comparison of products purchased from shopping malls.

4. Large Variety

Large variety is also a benefit of online shopping. There is availability of large variety online if a customer wants to buy a product after checking many units of a particular product such as garments, watches, footwear, jewellery designs etc.

Sometimes online shopping portals provide more variety than shopping malls. Thus online shopping satisfies its customers in better way.

A customer will have no dull feeling of selecting products only from a limited range of variety. Customers will have complete satisfaction as traditional shopping.

5. Easy Payment

The next benefit of online shopping is e- payment facilities.

Although in the present time in traditional shopping also e- payment facilities are available for customers but it is more valuable with the online shopping when a customer has no need to go outside the home when they are getting home delivery of their purchased products, an additional facility of e- payment makes the things more easy.

ADVERSE EFFECTS OF ONLINE SHOPPING

1. Fake Websites

The foremost disadvantage of online shopping is fake websites which are misused by the users to cheat customers financially or in any other way.

Such kind of websites sometimes takes order from purchaser and gets an immediate payment from them; later the purchaser never gets the delivery of their purchased products. So if there are so many benefits of online shopping, it has its disadvantages also.

2. Fake Products

It is also a big disadvantage of online shopping.

Some respondents shared their experience and told that they have received fake products after delivery. A respondent shared his personal experience that he received soap in the packet after making payment for an expensive mobile phone online. He tried to recover his money back online but nothing worked, so he got feared of cheating for the next time to shop online.

In the same way some other respondents also shared their experience of being cheated by receiving fake products.

3. Issue of Privacy Security

The next problem with online shopping is the issue of privacy security.

Due to e payment customers has to share their personal information like their-Name, Address, Email ID, Account number, IFSC code etc. These kinds of personal information of customers are used in a very wrong way by the fake websites. Such kind of fake websites can make any harm to the customers whether it is financial or other.

Some respondents have shared their experience being cheated by fake websites of online shopping and they had problems related to their accounts and cash. So later they had to open new bank accounts.

4. Limited Variety

It's true that sometimes online sellers provide more variety of products than the traditional shopping. But there are some respondents who told that sometimes websites provide very limited range of variety to customers to select the product. But when they made a purchase of the same product from a shopping mall, they found a large variety there.

5. Technical Problems

The next disadvantage of online shopping is technical problem.

Sometimes due to internet issues, system problem or any other technical problem customer and seller both have to suffer with transaction cancellation. Our respondents have shared that sometimes technical problem like slow speed of internet also creates a barrier in smooth online shopping.

6. Delivery Problems

Home delivery of products also creates some problems such as – late delivery, damaging of products on the way, receiving of fake products. But in traditional shopping such kind of problems does not arise because customers select and purchase the products on the spot.

7. Fear of Hackers

This is the biggest disadvantage of online shopping.

Now a days hackers are everywhere in the world and they misuse the personal information of people. When a customer shops online he or she has to share their personal information like-email ID, mobile number, account number etc. So the fear of hacking increases because sometimes hackers make fake websites of online shopping

and they succeed to get personal information of customers, later they use it for their mean purposes.

bhawna.attreya@gmail.com

So the issue of cyber security is also related with online shopping.

CONCLUSION

Thus after the above discussion it can be concluded that online shopping has two faces.

The first face enrich the customers with great benefits like-large variety , no need of going outside the home, easy payment etc. but with these benefits online shopping has its disadvantages also like – fear of hacking of personal information, fake websites etc.

So it is advised to customers that have joy of online shopping but be very careful for its adverse effects which are discussed above. Be aware of fake websites. The respondents have also suggested on the basis of their personal experience of online shopping that our government should formulate some more security policies with the help of technical experts to make online shopping fully secure for its customers. The respondents have different views to make online shopping more secure based on their personal experience.

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Corresponding Author

Bhawna Attreya*

PhD Scholar, Marketing Management, Maharaj Vinayak Global University, Rajasthan