INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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5. **ABSTRACT:** Abstract should be in **fully Italic printing**, ranging between **150** to **300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. *Abbreviations must be mentioned in full*.

6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.

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INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESIS (ES)

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

LIMITATIONS

SCOPE FOR FURTHER RESEARCH

REFERENCES

APPENDIX/ANNEXURE

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- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.

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- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

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E-SHOPPING – A MILE STONE IN SUSTAINABLE DEVELOPMENT

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ABSTRACT

An online shopping system that permits a customer to submit online orders for items and / or services from a store that serves both walk in customers and online customers. The online shopping system presents an online display of an order cut off time and an associated delivery window for items selected by the customer. The system accepts the customer's submission of a purchase order for the item in response to a time submission being before the order cut off time. The online shopping system does not settle with a credit supplier of the customer until the item selected by the customer is picked from inventory but before it is delivered. Therefore, the customer can go online and make changes to the order. In addition, available service windows are presented to the customer as a function of customer selected order and service types and further, the order picking is assigned in accordance with a picker's preference. When ordering goods, many shopping systems provide a virtual shopping cart for holding items selected for purchase. Successive items selected for purchase are placed into the virtual shopping cart until a customer completes their shopping trip. Virtual shopping carts may be examined at any time and their contents can be edited or deleted at the option of the customer. Once the customer decides to submit a purchase order, the customer may print the contents of the virtual shopping basket in order to obtain a hard copy record of the transaction.

KEYWORDS

e-shopping, process in order management, process in buying.

JEL CODE

M31

INTRODUCTION

Till a few years ago, business mainly relied on physical stores to promote and sell their products or services. Many business organizations opened branches in various locations in order to enhance their customer base. It was proving to be very difficult for them to move from local to national level. Only big organizations had the capacity to move from national level to global level.

Due to advancement of technology, businesses came up with a new method called "**ONLINE SHOPPING"** which would allow potential customers to order their merchandise without having to travel long distances. The changing needs and preferences of customers, change in technologies and the desire of the business organizations to make good revenues and to improve the customer base led to the evolution and existence of online shopping.

MEANING

Online shopping is shopping while online or while on the internet. Online shopping provides many choices to consumers than the traditional bricks-and-mortar retail stores. A lot of shoppers are using the internet now-a-days as internet provides a lot of advantages to shoppers. It saves time and enables them to avoid crowd. Certain products are substantially cheaper and allow customers to purchase product from anywhere, anytime in the world. An excellent example is pizza hut which provides the option to consumers to order pizzas through online.

Online shopping also enables consumers to chat with service agent when they have queries while shopping on the internet. There are **customer support representatives** to attend the customers and they chat with them in case they need some urgent information or help.

Online shopping provides customer care by answering their queries, sending e-mail after purchase and follow up after the post purchase. Consumers can also visit websites if they have any clarification with the product usage or performance. The website of Toyota is a good example that provides adequate information to customers and enables them to get the required information quickly and easily.

Online businesses enable users to create accounts and pay by alternative means such as: debit card, cheque, postal money order, money bookers and wire transfer, to make payments.

Most of the businesses are going online to reach maximum customers. It is important to take every measure to make the website a hit among the customers. Design online store with best experience and better functionality. Online store should ride high on usability and functionality to convert maximum visitors into customers.

OBJECTIVES OF THE STUDY

1. To study the online market buyers and the sellers who are playful in selling the commodities through online.
2. To know the progress of online shopping.
3. To know the level of satisfaction of online buyers.
4. To study the need for online shopping.
5. To provide information to the beneficiaries of online shopping.

RESEARCH METHODOLOGY

This research paper is a conceptual paper and prepared on secondary data. Secondary data are collected from various sources like Research journals, Bòoks, Periodicals and websites. Hence hypothesis and testing is not adopted.

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ONLINE SHOPPING METHODS

There are few online shopping methods which are as follows:

➢ Consumers pay online and consume online (e.g. online gaming softwares, music etc.,)
➢ Consume online and pay offline (e.g. matrimonial ads etc.,)
➢ Contact and pay online and consume offline (e.g. Travel, books, clothes, electronic goods).

ONLINE SHOPPING PROCESS

The step by step online shopping processes at e-bay is given below for the benefit of the students:

➢ Open www.ebay.co.in
➢ Register your details by clicking register command located in the upper left section.
➢ Fill out the form and select password.
➢ Once registered, you could login to the website in order to purchase items.
➢ Now upon logging in, search for the item of your choice.
➢ Mostly, there would be a number of sellers selling the same product. It is wise to choose a dealer who has a pay pal option which is denoted by **'P'**
➢ Pay pal is a service where there is security for the product you buy. The way it works is that the seller who has pay pal option has to deposit a certain amount with EBay in order to sell his product. In case of unresolved issue with the buyer, you could complain to eBay and eBay would refund the money he had deposited. So, pay pal option is a must.
➢ Now that you have selected a seller you can buy through a few different ways.
➢ Bidding – you could bid for items by placing your bid. Your bid has to be a little bit more than the current bid price or the base price set by the seller. There is a time frame for the bidding, at the end of the time period, if you the highest bidder, then you will be notified by email and you could furnish your credit card details and purchase the item.
➢ Buy it now is an option where you could buy an item at the quoted price before the bidding finishes.
➢ You could pay through cheques and direct debit. It is essential to read through the conditions before buying.
➢ Sometimes for costly items you can pay monthly, that option would be indicated by 0%EMI.
➢ While searching, you could narrow your results by setting the various filters located in the left hand side of your eBay screen.
➢ You could review the seller by looking at the feedback he has received from customers which should be available on his profile.
➢ If the seller is located nearby, then you could send and email to the seller for personal pick up thereby reducing the postal changes.
➢ Most products come with a separate delivery cost, so it is essential that you factor in the location of the product.

ONLINE SHOPPERS

According to recent survey on e-commerce, we (Indians) are the third largest online shoppers world wide, next to Turks and Irish.

Nelson Global online survey released its report as 84% of online shoppers from India using credit cards for their transactions. The survey disclosed that more than 85% of internet users in the world were purchasing goods or services through online.

'Bruce Paul' said that books, electronic items and clothes were mostly bought over the net. The top 10 online retailers are e-Bay, Amazon, Target, Wal-mart, Best Buy, Circuit City, Sears, ToysRUs, Overstock.com and JCpenney.

The survey noted that an estimate of 627 million had shopped online globally and within two years, this number has increased by almost 40% to 875 million.

During 2016, online shopping was increased by 83% and about 77% of adults think and advice that the online spending will increase this year. April 12, 2016 a survey conducted by American Express and Nielsen to gain consumer insight on online buying habits and 98% of Indians voted for online shopping.

According to total retail survey 2017, 24000 shoppers surveyed in 29 territories and 56% of them are shopped at Amazon.com.

India is the only country uses credit cards,e-wallets, debit card and bank transfers equally, the survey said. "Click – and – Collect" is the policy of e-shopping and now it becomes the common practice. 40% of global online shoppers used internet and in the previous year it was 28%. In US alone, this option is exercised by 46% this year and it was 27% in the last year.

The report produced by the latest mastercard online shopping survey, more than four-fifth of Indians access the internet for shopping and three fourth of them uses mobile phones for their purchases. 72.1% Indians feel secured on shopping through online.

ADVANTAGES OF ONLINE SHOPPING

Due to rapid growth of technology, business organizations have switched over from the traditional method of selling goods to electronic method of selling goods. Business organizations used internet as a main vehicle to conduct commercial transactions. Online stores do not have space constraints and a wide variety of products can be displayed on websites. It helps the analytical buyers to purchase a product after a good search. Following are the main advantages:

(i) **CONVENIENCE:** Customers can purchase items from the comfort of their own homes or work place. Shopping is made easier and convenient for the customer through internet. It is also easy to cancel the transactions.

Top 6 reasons given by shoppers in buying through internet

• Saves time and efforts
• Convenience of shopping at home
• Wide variety / range of products are available
• Good discounts / lower prices
• Get detailed information of the product
• We can compare various models / brands

(ii) **NO PRESSURE SHOPPING:** Generally, in physical stores, the sales representatives try to influence the buyers to buy the product. There can be some kind of pressure, whereas the customers are not pressurized in any way in online stores.

(iii) **SAVES TIME**: Customers do not have to stand in queues in cash counters to pay for the products that have been purchased by them. They can shop from their home or work place and do not have to spend time for traveling. The customers can also look for the products that are required by them by entering the key words or using search engines.

(iv) **COMPARISONS:** Companies display the whole range of products offered by them to attract customers with different tastes and needs. This enables the buyers to choose from a variety of models after comparing the finish, features and price of the products on display. Sometimes, price comparisons are also available online.

(v) **AVAILABILITY:** The mail is open on 365 x24x7. So, time does not act a barrier whereas the vendors and buyers are.

(vi) **TRACKING:** Online comsumers can track the order status and delivery status tracking of shipping is also available.

(vii) **SAVES MONEY:** To attract customers to shop online, e-tailers and marketers offer discounts to the customers. Due to elimination of maintenance, real-estate cost, the retailers are able to sell the products with attractive discounts through online. Sometimes, large online shopping sites offer store comparison.

DISADVANTAGES

Online shopping is depending upon the availability of internet. Some people also fear that they might get addicted to online shopping. The major disadvantages of online shopping are as follows:

(i) **DELAY IN DELIVERY**: Long duration and lack of proper inventory management result in delays in shipment. Though the duration of selecting, buying and paying for an online product may not take more than 15 minutes; the delivery of the product to customer's doorstep takes about 1-3 weeks. This frustrates the customer and prevents them from shopping online.

(ii) **Lack of significant discounts**: Physical stores offer discounts to customers and attract them. So this makes it difficult for e-tailers to compete with the offline platforms.

(iii) **Lack of touch and feel of merchandise:** Lack of touch-feel-try creates concerns over the quality of the product on offer. Online shopping is not quite suitable for clothes as the customer cannot try them on.

(iv) **Lack of interactivity**: Physical stores allow price negotiations between buyers and the seller. The show room sales attendant representatives provide personal attention to customers and help them in purchasing goods. Certain online shopping mart offers service to talk to a sales representative.

(v) **Lack of shopping experience**: The traditional shopping exercise provides lot of fun in the form of show-room atmosphere, smart sales attendants, scent and sounds that cannot be experienced through a website. Indians generally enjoy shopping. Consumers look forward to it as an opportunity to go out and shop.

(vi) **Lack of close examination**: a customer has to buy a product without seeing actually how it looks like. Customers may click and buy some product that is not really required by them. The electronic images of a product are sometimes misleading. The colour, appearance in real may not match with the electronic images.

(vii) **Fraud:** In addition to the above. the online payments are not much secured. So, it is essential for e-marketers and retailers to pay attention to this issue to boost the growth of e-commerce. The rate of cybercrimes has been increasing the customers' credit card details and bank details have been misused which raise privacy issues. Customers have to be careful in revealing their personal information.

ADVICE TO ONLINE MERCHANTS
(i) Online merchants should provide clear and sufficient information to the customers so that they are aware about the product and the vendor.
(ii) Online merchants should keep the customer well informed before, during and after the purchase. Mistakes and misunderstanding must be avoided to win the loyalty of the customers.
(iii) Online merchants should protect the personal information of the consumer during online ordering and payment.
(iv) Spam marketing through email or internet should not be used to attract customers.
(v) Company logo and information must be used in prominent places in order to provide confidence to customers to purchase goods through online
(vi) The address and the contact information must be displayed at essential places to help the customer to purchase goods without any inhibitions.
(vii) The terms and conditions of the contract must be clear. The currency to be used while purchasing goods and the guarantee offered must be clearly stated to avoid litigations later.

ADVICE TO ONLINE SHOPPERS
(i) Online shoppers must collect ample information about the company and its background to avoid getting cheated.
(ii) The shoppers must assess whether the merchant enjoys good business status in the society.
(iii) The shoppers must check the proper contact details including postal address and phone number so that they can get in touch if any queries arise.
(iv) The customer should analyze and find out the hidden cost (vat, customs duty) before purchasing goods through the web.
(v) The shoppers must analyze the credit worthiness of the merchants.
(vi) The shoppers must know the online shopping process before purchasing a product or service.
(vii) The shoppers must check the trustworthy of the merchant's site before providing credit card details.
(viii) The shoppers must aware about the cyber laws and other laws relating to consumer protection.
(ix) The shoppers should go through the terms and conditions of the contract and after sale service available to the online shopper.
(x) If the online advertisement or junk e-mail offer heavy discounts or cash rewards, it is better not to make online purchase as it may involve some kind of fraud.
(xi) The shoppers must check the quality and / or security certificate if relevant before purchasing any product.
(xii) The shoppers must keep a record of all the transactions and copies of e-mails which have been exchanged with e-merchants.
(xiii) Customers should contact the legal authorities if problem arise because of online purchase.
(xiv) The shoppers should not buy goods from the web sites that request them to send personal and financial information before the purchase of goods.
(xv) If any site forces the customer to send money to take advantage of a special deal, the customer should avoid purchasing from that site.
(xvi) The shoppers should not make any investment in any site without analyzing about the institution, investment, product, service and return on investment etc.

STRATEGIES IN ONLINE SHOPPING
Business organizations have to develop new strategies to meet different needs of online shoppers.
Mercantile process model
This is the interaction model that lies between the customers and the merchants in electronic commerce.
Mercantile process model – from the merchant's perspective
The prime reasons for selling goods by merchants through electronic medium are to enjoy cost reduction, transaction efficiency and better standards. A business always aims;
a). To provide goods and services at lower cost
b). To provide continuous service
c). To grab the market in the long run
d). To generate more profits.
Order management cycle: The companies that operate in electronic world face difficulties due to difference in the kinds of products and services sold. In order to overcome these difficulties, the companies must implement order management cycle effectively. The order management cycle varies from organization to organization, product to product and service to service**.**
Processes in order management cycle
The processes in order management cycle are as follows:
1**. Order planning and generation**: order planning involves sales forecasting, deciding in advance about the inventory to be stocked, number of workers to be hired and to be allocated for the entire process. Order planning leads to order generation. The sales force and marketers generate order by creating a website with complete details about the product or service and sending personalized e-mail to customers.
2. **Estimation of cost and pricing**: The customers and the business are very conscious about the price. As far as the customers are concerned, it is the value that is generated by an order. As far as the business organizations are concerned, it is the value that is obtained by fulfilling the order. The price of the order should cover the cost and the value of the product.
3. **Order receipt and entry**: If the price is favorable, then the customer enters the order receipt in the entry phase of order management cycle.
4. **Order selection**: Once the orders are received, the customer service executive may accept or decline the order. The orders that fit the company's capabilities are accepted. Preference is given in execution of order. Regular customers are given priority.

5. **Prioritization of orders**: The prioritized order gets slotted into the operational sequence during the order schedule phase. The sales department would like to give special preference to key customers in order to retain them.

6. **Fulfillment of orders**: order fulfillment involves multiple tasks. It varies from industry to industry; product may be manufactured at one location and may be warehoused in another location. More co-ordinators are required in fulfilling orders and delivery of goods on time.

7**. Billing of order**: Billing of order is handled by financial staff. The bill is prepared after the order has been fulfilled and delivered. A bill should be prepared, discharged effectively and money should be collected quickly.

8. **After sale service**: Retaining customers is possible by providing after sale service and it bring satisfaction to the customer. Post-sale service involves installation of product, training or attending repairs and maintenance. This will generate profit to the organization in the long run.

MERCANTILE MODEL FROM THE CUSTOMER'S PERSPECTIVE

A customer buys goods and services through electronic medium to enjoy the following benefits:

- Convenience
- Low price
- Quality
- Quick delivery
- Value

Processes that are involved in buying a product or a service are as follows:

1. **Pre-purchase preparation**: There are various categories of buyers. Prepurchase preparation involves clear insight, proper investigations, enquiries about the product what we are going to purchase.
2. **Collection of information**: The behavior of customer in electronic market is different from that of traditional market. The information about the product or service is collected by the buyer and buyer makes comparisons and finally identifies the right product to be purchased from the vendor. Marketing mix variables cannot be used effectively in electronic market.
3. **Negotiation**: The buyer and the seller interact to carry out mercantile transactions. The buyer contacts the vendor and the vendor quotes the price. The buyer may negotiate with the vendor. After the negotiation, a final price is reached.
4. **Placement of order**: The buyer places the order with the merchant if the price is favourable.
5. **Authorization of payment**: The buyer authorizes the payment and the vendor contacts the billing service to verify the encrypted authorization. The billing service checks the buyer's account balance and puts a hold on the amount of transfer of funds. The billing service gives a green signal to the vendor to deliver the product to the buyer or consumer.
6. **Receipt of goods**: The vendor after getting the green signal form the billing service and on notification of adequate funds to cover the financial transaction delivers the goods to the buyer. Now, the buyer receives the goods. On receiving the goods, the buyer signs and delivers the receipt. Now, the vendor informs billing service to complete the transaction.
7. **Post purchase interaction**: If the goods are found defective or the billing is incomplete, the customer may complain to the vendor. The customer may return the goods to the vendor. The customer may retain the goods to the vendor if the goods are found defective.

CONCLUSION

Online shopping is a new experience and has greatly impacted the lives of consumers in its short time of existence. It is expected to grow constantly in years to come with advancement in technology. The merchants and the consumers have to be cautious and take preventive measure to minimize the fraud in e-shopping transactions.

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