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A Study on Advantage and Disadvantages of Online Shopping with reference to Time

S D CHOCKALINGAM¹ AND G M MOTHINATH²

ABSTRACT

Online buying and selling have become important parts of many people's lives. Students and parents rely on the Internet to acquire and sell textbooks at affordable prices. Virtual stores allow people to shop from the comfort of their homes without the pressure of a salesperson, and online marketplaces provide a new and more convenient venue for the exchange of virtually all types of goods and services. Researcher has collected Primary Data from people and referred Secondary Data such as Books, Journals, Cases. Responses which researchers got from people are about Independent Variable and Dependent Variables are advantages and disadvantages of online shopping reference to time. Technology has created important progress over the years to produce customers a far better on-line looking expertise and can still do this for years to return. With the rapid climb of product and types, individuals have speculated that on-line looking can overtake in-store looking. Shopping online is just like heading out to the store. Oftentimes, you can buy the same products online as available in a brick-and-mortar store and can sometimes score better sales.

Keywords: shopping, online, products, market, devices, booking.

I. INTRODUCTION

Online shopping can be a kind of electronic commerce that allows customers to directly get product or services from a seller over the net using a computer programme. various names are: e-web-store e-shop e-store net search web-shop web-store online store on-line front and virtual store. mobile commerce describes buying from retailers mobile optimized online web site or app. One of the earliest types of trade conducted online was IBM's online dealings process (OLTP) developed within the Sixties and it allowed the process of monetary transactions in period of time. The computerised price tag reservation system developed for Yank Airlines known as Semi-Automatic Business analysis surroundings (SABRE) was one among its applications. Here, pc terminals placed in numerous travel agencies were joined to an outsized IBM digital computer, that processed transactions at the same time and coordinated them in

¹ Author is a student at Saveetha Schools of Law, Saveetha Institute of Medical and Technical Sciences (SIMATS), Saveetha University, Chennai, India.

² Author is a student at Saveetha Schools of Law, Saveetha Institute of Medical and Technical Sciences (SIMATS), Saveetha University, Chennai, India.

order that all travel agents had access to constant info at constant time. As the revenues from online sales continuing to grow considerably researchers known differing types of internet buyers, Rohm & Swaminathan known four classes and named them "convenience shoppers, selection seekers, balanced consumers, and store-oriented shoppers". They targeted on looking motivations and located that the variability of merchandise accessible and therefore the perceived convenience of the shopping for on-line expertise were vital motivating factors. This was totally different for offline shoppers, UN agencies were a lot actuated by time-saving and recreational motives. The main objective of the research is to study on consumer behaviour on online shopping.

(A) Objectives

- To study on consumer behaviour on online shopping
- To investigate on online shopping
- To know the role of online shopping on market
- To know the importance of consumer behaviour on shopping

(B) Review of literature

(Gefen et al. 2003) The researcher integrated the two perspectives and examining the factors that build online trust in an environment that lacks the typical human interaction that often leads to trust in other circumstances advances our understanding of these constructs and their linkages to behavior. **(Lee et al. 2017)** The investigator paper develops a research model to examine the relationship among e-service quality dimensions and overall service quality, customer satisfaction and purchase intentions. Confirmatory factor analysis was conducted to examine the reliability and validity of the measurement model, and the structural equation modelling technique was used to test the research model. **(M. Chang, Cheung, and Lai 2005)** The aim of the authors of this paper was to identify areas that would aid in developing a better understanding of the dynamics of a customer's decision to shop online. To accomplish this, a review of the empirical studies on the antecedents of online shopping was performed. From an extensive literature search, a total of 45 relevant articles were identified. The factors that have been investigated in these studies were classified according to their similarity and patterns of their findings were identified and analyzed. **(Qinghe 2013)** . The authors literature survey reveals that a myriad of factors have been examined in the context of online shopping and mixed results on those factors have been reported. The proposed model helps reconcile conflicting findings, discover recent trends in this line of research, and shed light on future research directions. **(C. Park and Kim 2003)** The study investigated the relationship between various

characteristics of online shopping and consumer purchase behavior. Results of the online survey with 602 Korean customers of online bookstores indicate that information quality, user interface quality, and security perceptions affect information satisfaction and relational benefit, that, in turn, are significantly related to each consumer's site commitment and actual purchase behavior. **(Miyazaki and Fernandez 2001)** The authors paper explores risk perceptions among consumers of varying levels of Internet experience and how these perceptions relate to online shopping activity. Findings provide evidence of hypothesized relationships among consumers' levels of Internet experience, the use of alternate remote purchasing methods (such as telephone and mail-order shopping), the perceived risks of online shopping, and online purchasing activity. Implications for online commerce and consumer welfare are discussed. **(Chiu et al. 2009)** The purpose of this investigator paper is to understand customers' repurchase intentions in online shopping. This study extends the technology acceptance model (TAM) by introducing e-service quality dimensions, trust and enjoyment in the development of a theoretical model to study customers' repurchase intentions within the context of online shopping. Online vendors should ensure that they provide adequate utilitarian and hedonic value for customers instead of focusing on just one of these aspects in their web site development. **(Wu et al. 2012)** The researcher experiment reported here was to examine Internet user concerns and perceptions of online shopping. The attitude of Internet users toward online shopping was measured using the Fishbein model. The relative factors influencing user attitudes toward online shopping and the relationship between the attitude and the influence factors were explored. **(Morganosky and Cude 2000)** The reason found that reports demographic and online shopping variables that are significantly related to the primary reason for shopping online, willingness to buy all grocery items online, perception of time spent shopping online vs in the store, and experience with online grocery shopping. **(Hernández, Jiménez, and José Martín 2011)** The objective of this author is to analyse whether individuals' socioeconomic characteristics The results obtained help to determine that once individuals attain the status of experienced e-shoppers their behaviour is similar, independently of their socioeconomic characteristics. The internet has become a marketplace suitable for all ages and incomes and both genders, and thus the prejudices linked to the advisability of selling certain products should be revised. **(Childers et al. 2001)** In this author's research an attitudinal model is developed and empirically tested integrating constructs from technology acceptance research and constructs derived from models of web behavior. Results of two studies from two distinct categories of the interactive shopping environment support the differential importance of immersive, hedonic aspects of the new media as well as the more traditional utilitarian motivations **(Monsuwé, Dellaert, and de**

Ruyter 2004) The authors paper therefore proposes a framework to increase researchers' understanding of consumers' attitudes toward online shopping and their intention to shop on the Internet. The framework uses the constructs of the Technology Acceptance Model (TAM) as a basis, extended by exogenous factors and applies it to the online shopping context. **(H. H. Chang and Wang 2011)** The purpose of this research is to examine the impact of e-service quality, customer perceived value, and customer satisfaction on customer loyalty in an online shopping environment. We found that there are emotional and rational routes influencing customer loyalty in the online shopping process. This will contribute to other research that clarifies the influencing process of online shoppers' motivation and behaviour. **(Khalifa and Liu 2007)** In this study, the author further develop the information systems continuance model in the context of online shopping, using a contingency theory that accounts for the roles of online shopping habit and online shopping experience. Specifically, we argue and empirically demonstrate that although conceptually distinct, online shopping habit and online shopping experience have similar effects on repurchase intention. **(Chen and Chang 2003)** The authors continued the order to be successful in the Internet niche, many retailers engage in business model reengineering to keep up with changes in how customers acquire goods and services. Based on in-depth interviews and a follow-up survey, the present study depicts a common online shopping process and identifies three common online shopping components: interactivity, transaction, and fulfillment. **(Hasan 2010)** The author explained that While attitude and gender are important factors that affect online shopping behavior, toward online shopping attitude remains a poor understood construct. Moreover, very few studies, if any, have explicitly addressed gender differences in online shopping attitude. Using attitude as a multidimensional concept to include cognitive, affective, and behavioral components, the present study examines gender differences across the three attitudinal components. **(Li, Kuo, and Rusell 2006)** The authors findings of the study indicated that education, convenience orientation, experience orientation, channel knowledge, perceived distribution utility, and perceived accessibility are robust predictors of online buying status (frequent online buyer, occasional online buyer, or non-online buyer) of Internet users. **(Bigné-Alcañiz et al. 2008)** The researcher paper's purpose is to analyse the influence of online shopping information dependency and innovativeness on the acceptance of internet shopping. This research enables companies to know which aspects of their communication strategies to highlight in order to get non-purchasing web users to participate in e-shopping. **(Lin and Sun 2009)** The authors paper draws on the research results for implications for shopping website management and design, then suggests some ways to enhance performance for the website shopping industry. **(M. Park and Lennon 2009)** The

objective of the researcher is to examine the effect of brand name and promotion on consumers' perceived value, store image, and purchase intention. Since participants were primarily female college students at a Midwestern university in the USA, the results of the study cannot be generalized to the general population of college students.

(C) Methodology

In this paper the researcher has opted for Non Doctrinal Research and Random Sampling methods. As the researcher not only collected sources of Primary Data but also collected Secondary Data. Researcher has collected Primary Data from people and referred Secondary Data such as Books, Journals, Cases. Responses which researchers got from people are about Independent Variable and Dependent Variables are advantage and disadvantages of online shopping reference to time

II. ANALYSIS

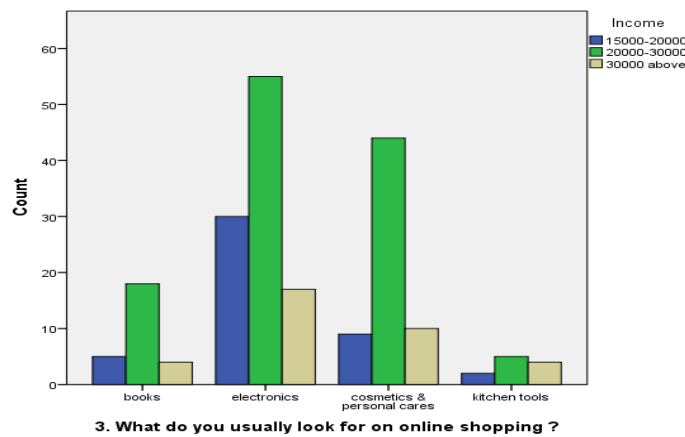


Figure 1

Legend: The various age groups pertaining to income of the respondents and their opinion on what do they look for on online shopping. (Figure 1)

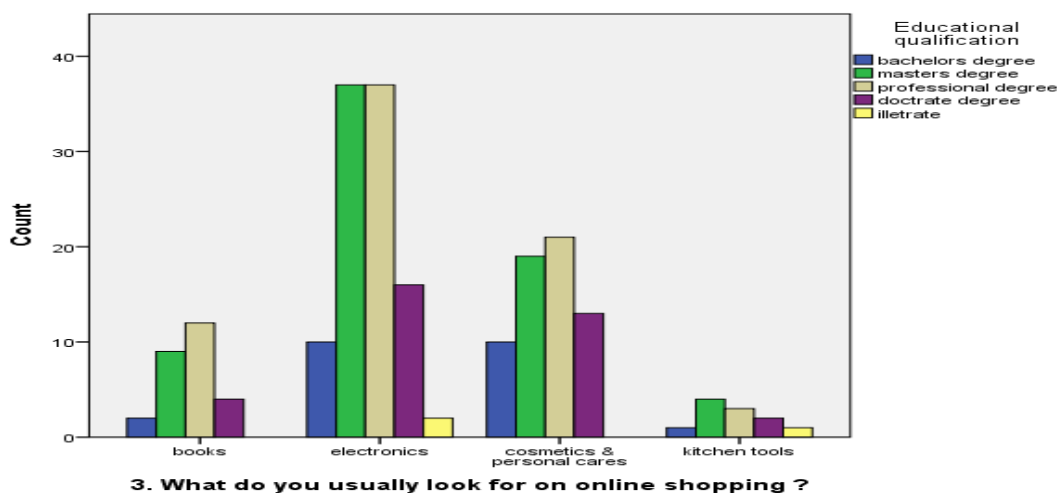


Figure 2

Legend: The various age groups pertaining to educational qualification of the respondents and their opinion on what do they look for on online shopping. (Figure 2)

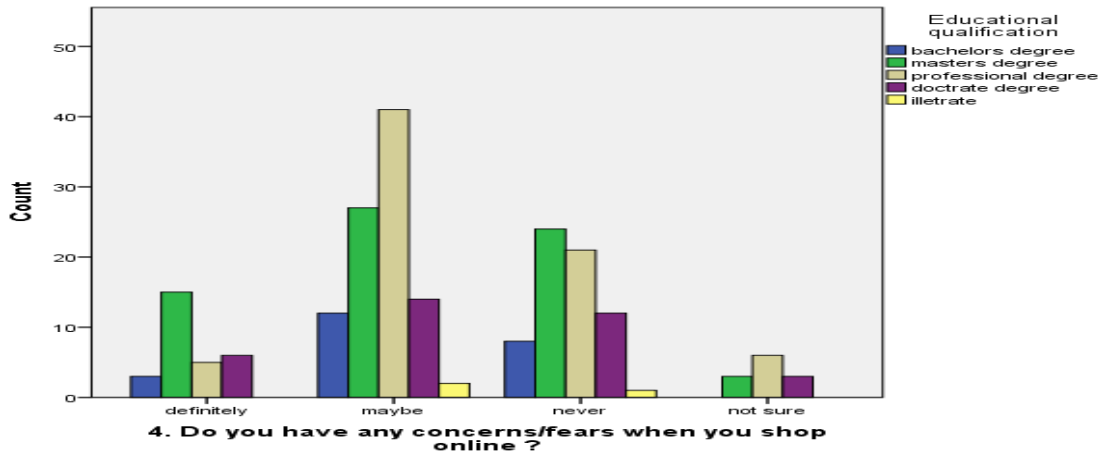


Figure 3

Legend: The various age groups pertaining to educational qualification of the respondents and their opinion on do you have any concern/fears when you shop online. (Figure 3)

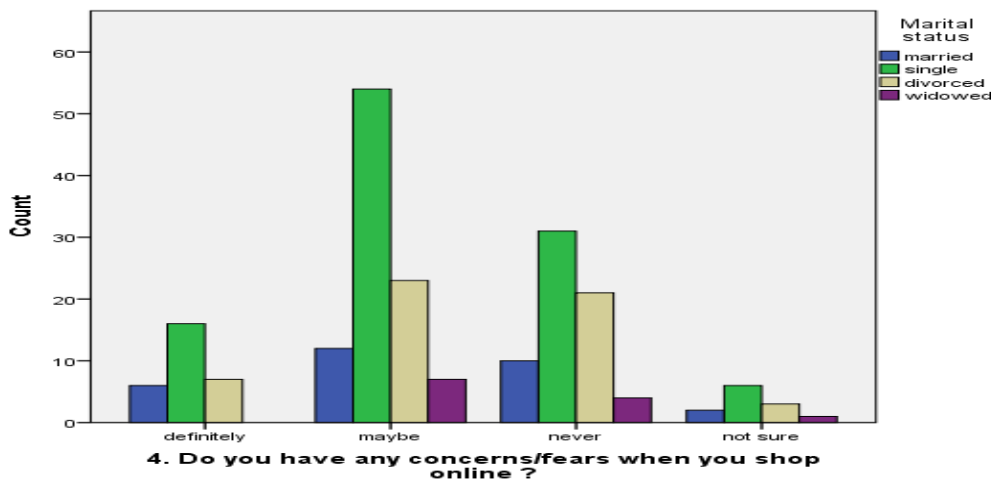


Figure 4

Legend: The various age groups pertaining to marital status of the respondents and their opinion on do you have any concern/fears when you shop online. (Figure 4)

III. RESULTS

- The most preferred option of the respondents are electronics and this was discovered through the question of what do they look for on online shopping. The respondents feel that basically they most prefer on electronics only in online shopping. (Figure 1)
- The most preferred option of the respondents are electronics and this was discovered

through the question of what do they look for on online shopping. The respondents of different educational qualifications feel that basically they most prefer on electronics only in online shopping. (Figure 2)

- The most preferred option of the respondents are maybe range of scoring only and this was discovered through the question of do you have any concern/fears when you shop online. The respondents of different educational qualifications feel that they would rarely/maybe only have concern/fears when you shop online. (Figure 3)
- The most preferred option of the respondents are maybe range of scoring only and this was discovered through the question of do you have any concern/fears when you shop online. The respondents of different marital status feel that they would rarely/maybe only have concern/fears when you shop online. (Figure 4)

IV. DISCUSSION

- From the survey it is found with the help of comparing the question what do they look for on online shopping compared with income of people getting salary of 15000-20000, 20000-30000 and 30000 above gave the same option that the most preferred products in online shopping is electronics only. (Figure 1)
- From the survey it is found with the help of comparing the question what do they look for on online shopping compared with educational qualification of people bachelor's degree gave equal opinion on electronics and cosmetics & personal cares, master degree, professional degree, doctorate degree and illiterate gave the same option electronics while comparing with the question what do they look for on online shopping. (Figure 2)
- From the survey it is found with the help of comparing the question do you have any concern/fears when you shop online with educational qualification of people bachelor's degree, master degree, professional degree, doctorate degree and illiterate given the same option maybe while comparing with the question do you have any concern/fears when you shop online. (Figure 3)
- From the survey it is found with the help of comparing the question do you have any concern/fears when you shop online with marital status of people bachelor's married, single, widowed and divorced had given the same option maybe while comparing with the question do you have any concern/fears when you shop online. (Figure 4)

V. SUGGESTION

When you shop online, you have to start by searching for a product. This can be done by visiting

a store's website, or if you are not aware of any store that has the particular item you are looking for or you'd like to compare prices between stores, you can always search for the items with a search engine and compare the results. On major retail websites, companies will have pictures, descriptions, and prices. If a company or individual does not have the means to create a website, some sites like X and Y shopping online make it possible for them to display products or build their own online stores for a monthly fee.

VI. CONCLUSION

Technology has created important progress over the years to produce customers a far better on-line looking expertise and can still do this for years to return. With the rapid climb of product and types, individuals have speculated that on-line looking can overtake in-store looking. whereas this has been the case in some areas, there's still demand for brick and mortar stores in market areas wherever the buyer feels easier seeing and touching the merchandise being bought. The current study has brought new dimensions and ideas to know the client behaviour and increase the market potential of online looking in India. The implications of this study has indicated that for future studies, the opposite areas of the analysis might be done on the comparative study of male and females on-line customers and distinguishing the net risk reduction factors thus on bring a lot of new insights associated with the net looking shopping for behaviour. Future studies will extend the results of this study for investigation on-line the client shopping for behaviour that may facilitate firms in relooking and revamping their methods for online looking.

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