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1. Introduction

Online shopping is like a glass case, you can see through it and find everything you need, online shopping is being popular among all age groups. There is exponential growth in this kind of market. More online stores are opening, and competition is also becoming higher to sell products. But online marketplaces are building trust and giving convenient opportunities to their buyers and also a great opportunities for the vendors to show their products. Shopaholics are smarter, they search and compare products before making the final payment. Some people still have fear and don't like to buy products online, but others are frequent buyers. Over many disadvantages, people are becoming aware of the importance of online shopping, primarily due to the Covid-19 emergency we are facing.

2. Importance

There are so numerous reasons why online shopping is so important.

2.1 Product selection and variety of products

Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, also physical stores have limited stock. They only keep those things which are common and most selling. There are many different reasons which affect the availability of other products. The local retailer also tries to sell their limited stock. While online shopping showcase variety from their stock and various stores. 63% of shoppers shop online because you can browse and select products as per your choice and latest trend. You can even buy used products online. Another reason why online shopping is trending is that you will easily find various products on a single platform.

2.2 Convenience of Not Going to Stores

Online shopping is easy and simple, you don't have to get ready and go to the store or even to worry about how you would go to the store or if the road is crowded. You don't need to worry about your working hours. Today online shopping is possible on your mobile phone, just install the app and buy anything you need for you and your loved people.

2.3 Better prices

The purpose of online shopping is not only the availability of a wide range of different products. But they offer a lower price as well. That's the one reason why do people shop online. There are several options available to compare prices from different stores. Believe nothing problematic at lower prices. E-Retailers only reduce their profit margin to attract

customers. They understand the weakness of buyers. Occasionally e-retailers offer discounts on different products and best deals to increase their sale among competitors. Also you can use coupon codes and deals available on coupon sites.

2.4 No Sales Pressure

When you visit physical stores, the floor assistants try to lure you into buying more items. Sometimes we go inside the store to buy one thing but return home with additional three or four items, which we later realize are of no use or even you get stressed because of them.

2.5 No crowd

Most of us hate the crowd and point_of_sale queues. It is common during festivals and special occasions. In a crowded area, shopping becomes a challenging task. In this situation in a local market, you won't be able to stand in your favorite store due to limited space and less attention towards you. Parking of vehicles may become another issue during peak hours. After looking at the present scenario, it is best to avoid the crowd and shop online than to go to stores amid Covid infection.

2.6 Easy checkout and delivery

Online shopping makes checkout procedure easy and also saves us from the hassle of carrying bags around.

2.7 Clear information about products

When a customer visits an online shopping platform, he gets clear information about the product he wants to purchase. The user will also know whether the product is environment-friendly or not, also the customer can find reviews about the product.

2.8 Vendors

Online marketplace for the vendors is very important as they can save the rent of the store, and they can expand easily.

3. Disadvantages

Given the lack of ability to inspect merchandise before purchase, consumers are at higher risk of fraud than face-to-face transactions. When ordering merchandise online, the item may not work properly, it may have defects, or it might not be the same item pictured in the online photo. Merchants also risk fraudulent purchases if customers are using stolen credit cards or fraudulent repudiation of the online purchase.

4. Target beneficiaries

- Startup stores that can't afford advertisement payments that may cost them much money.
- Buyers that want a special quick product via online shopping without spending much time in stores and getting to it.
- Sellers who want to sell used items that they no longer need with low prices.

5. Top platforms

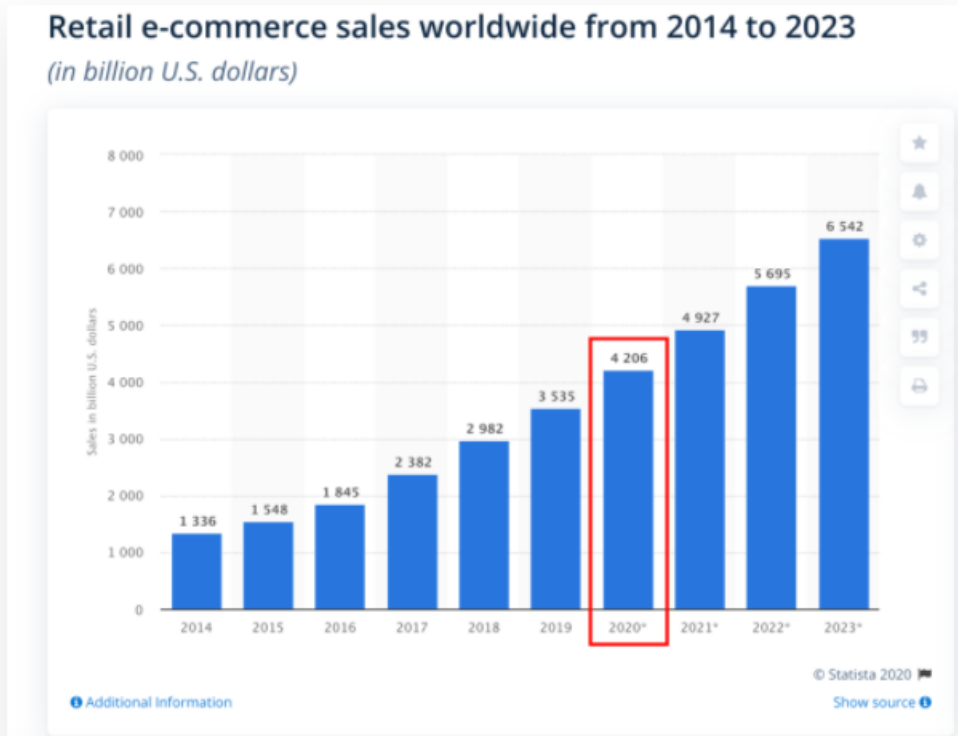
10 best e-commerce platforms:

- Shopify
- Magento Commerce
- Template Monster
- Elementor
- 3DCart
- BigCommerce
- WooCommerce
- Salesforce Commerce Cloud
- Squarespace
- Yo!Kart
- Volusion
- Prestashop
- Wix
- Quick eSelling
- MyDukaan

6. Statistics

- Benefits.

- Retail e-commerce sales worldwide.


Retail e-commerce sales worldwide from 2014 to 2023
(in billion U.S. dollars)
Sales in billion U.S. dollars
8 000
7 000
6 000
5 000
4 000
3 000
2 000
1 000
0
1 336
1 548
1 845
2 382
2 982
3 535
4 206
4 927
5 695
6 542
2014
2015
2016
2017
2018
2019
2020*
2021*
2022*
2023*
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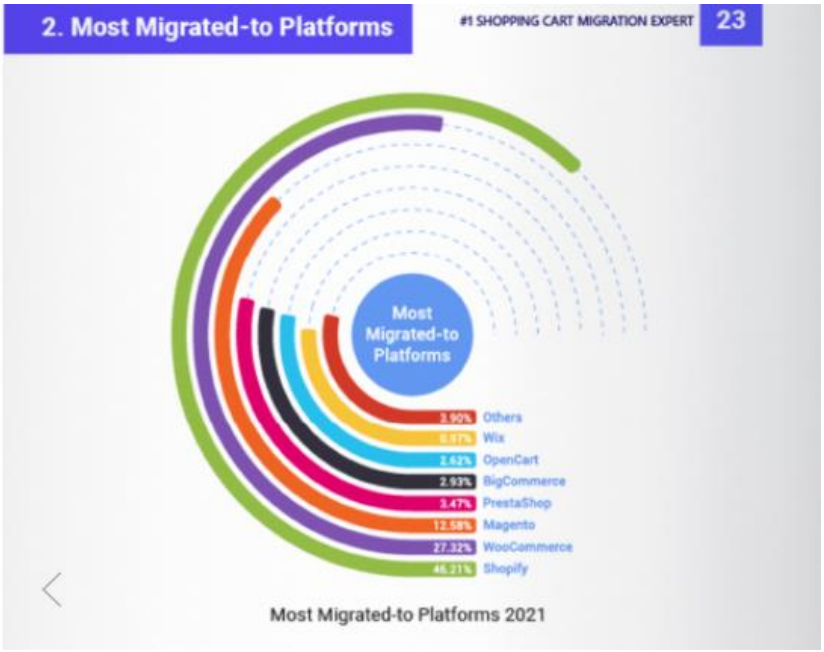
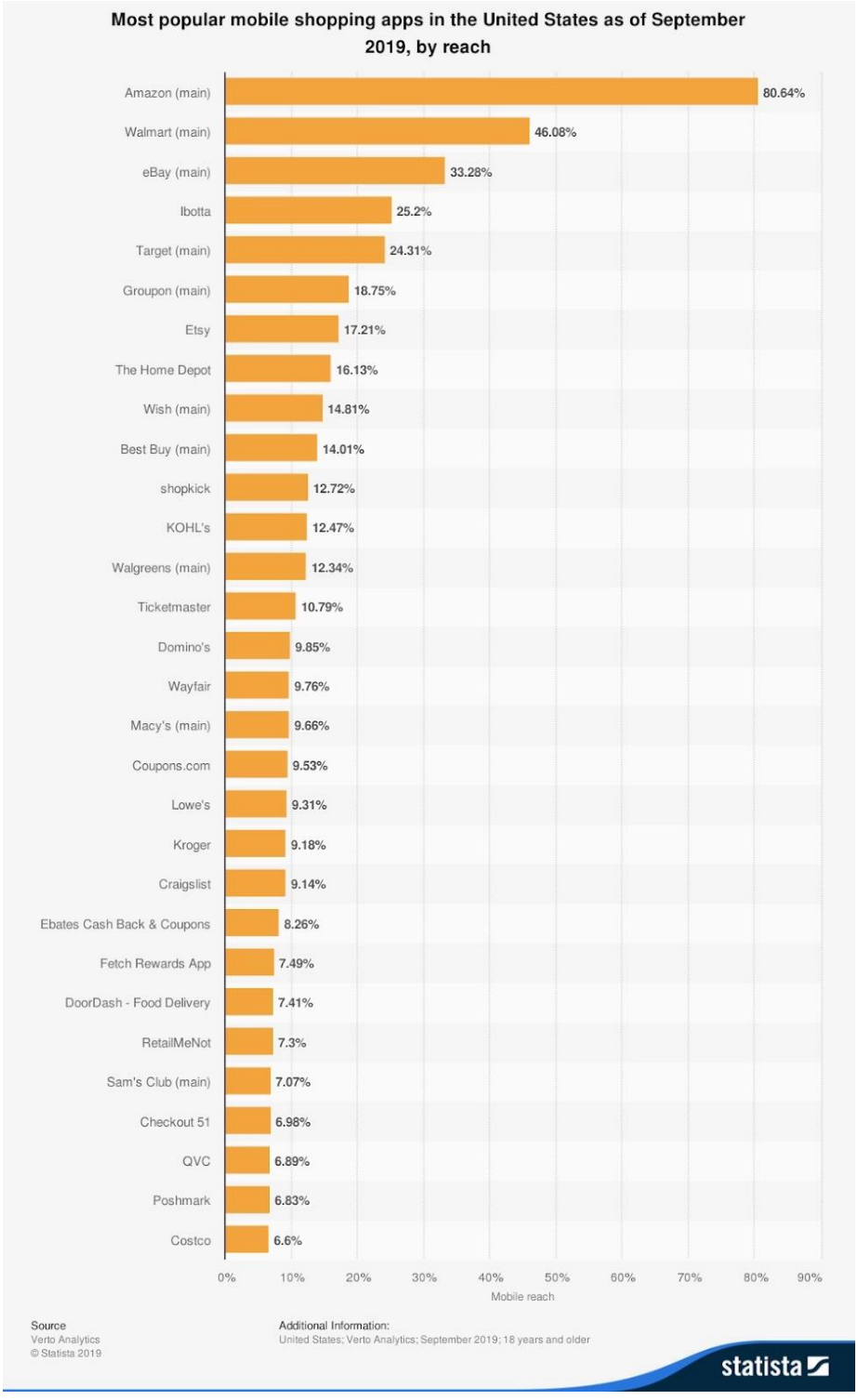
Additional Information
Show source

- Platforms


2. Most Migrated-to Platforms
#1 SHOPPING CART MIGRATION EXPERT
23
Most Migrated-to Platforms
3.90% Others
0.97% Wix
2.62% OpenCart
2.93% BigCommerce
3.47% PrestaShop
12.58% Magento
27.32% WooCommerce
46.21% Shopify
Most Migrated-to Platforms 2021

- Platforms


Most popular mobile shopping apps in the United States as of September 2019, by reach
Amazon (main) 80.64%
Walmart (main) 46.08%
eBay (main) 33.28%
Ibotta 25.2%
Target (main) 24.31%
Groupon (main) 18.75%
Etsy 17.21%
The Home Depot 16.13%
Wish (main) 14.81%
Best Buy (main) 14.01%
shopkick 12.72%
KOHL's 12.47%
Walgreens (main) 12.34%
Ticketmaster 10.79%
Domino's 9.85%
Wayfair 9.76%
Macy's (main) 9.66%
Coupons.com 9.53%
Lowe's 9.31%
Kroger 9.18%
Craigslist 9.14%
Ebates Cash Back & Coupons 8.26%
Fetch Rewards App 7.49%
DoorDash - Food Delivery 7.41%
RetailMeNot 7.3%
Sam's Club (main) 7.07%
Checkout 51 6.98%
QVC 6.89%
Poshmark 6.83%
Costco 6.6%
0% 10% 20% 30% 40% 50% 60% 70% 80% 90%
Mobile reach
Source
Verto Analytics
© Statista 2019
Additional Information:
United States; Verto Analytics; September 2019; 18 years and older
statista

7. Important features

Online shopping should have many features but the most important features are:

- Virtual Marketplace: local retailers create and manage their online stores.
- Offers and promotions: retailers and professionals provide special deals and discounts so they can attract customers.
- User reviews: customer rate the offered products and services. And the retailer should take their reviews into consideration.
- Business directory: local shops and professionals are required on the city's map so that the customers can go to these shops if they would like to.
- Customer support and service.

7.1 Vendor features

The vendor can:

- Create admin account.
- Create, update, and delete products.
- Create categories.
- Manage orders.
- Update the shop information.
- Add discount to a particular product or category.
- Manage its own information.
- Get the best seller and statistics.

7.2 Customer features

The customer can:

- Create account, and sign in.
- Change his information.
- View products.
- Add products to whishlist.
- Add products to cart.
- Buy products.
- Get the best seller and new arrival.
- Search products.
- Get recommendations.
- Filter the products.
- View the purchased products.
- Get the address and popular information about the store.

7.3 Illustrating diagram UML:

8. References

- https://yourstory.com/mystory/7-reasons-why-you-should-shop-online/amp#:~:text=Shopping%20online%20is%20much%20better,within%20the%20shortest%20possible%20time.
- https://www.mageplaza.com/blog/ecommerce-platform.html