Ideation Phase
Literature Survey

Date	28 September 2022
Team ID	PNT2022TMID14480
Project Name	Project – Global Sales Data Analytics
Maximum Marks	4 Marks

Literature survey on Global Sales Data Analytics

ABSTRACT:

Online Shopping play a great importance in the modern business environment. Online shopping has opened the door of opportunity and advantage to the firms. This work analyzed the different issue of online shopping. The research aims to provide theoretical contribution in understanding the present status of online shopping. The Study Discuss the consumers' online shopping behaviors. Work also identify the problems face by the consumers when they want to accept internet shopping. Present work is a expressive study based on the detailed review of earlier pertinent studies related to the various concepts of online shopping to discover the concept of online shopping. Solitude and safety risk emerges regularly as a reason for being cautious about internet shopping. Shopping convenience, information seeking, social contact, and diversity affects the consumer attitude towards online shopping. The impossibility of product testing, problems with complaints, product return and missus of personal data are the main doubts regarding on-line shopping.

IMPORTANCE OF ONLINE SHOPPING

Ling, said that customers can take enjoy online shopping for 24 hour per day. Consumers can purchase any goods and services anytime at everywhere. Online shopping is user friendly compare to in store shopping because consumers can just complete his requirements just with a click of mouse without leaving their home. Online shopping has some advantages like below

1. Save the Time of the consumers.
2. They can purchase any time any where
3. The can compare the price with the others retailers very easily.
4. Compare the advertising price and actual price
5. They can easily track their product
6. They can use cash back policy
7. They can purchase the product from the foreign marketers.

ROBLEMS OF ONLINE SHOPPING

Online shopping problems are great barrier to the online purchase aim of customers. General problems include prospect of having credit card. The obscurity to confirm the reliability of the provide goods and the risk to buy a product that it would not value as much as customer pay for it. Aftersales problems, involved difficulty to change not working product with a new

one and products warranty are not assured. Online shopping has various disadvantages:

- The customers can not touch and fell of the products when they want to Purchase.
- Some time delivery time is so much late
- Some time they will pay the shipping charges so why the cost of the product may increase.
- Lack of personal attention by the sellers.More chance to fraud.
- Security of internet banking password and credit card password
- Lack of quality

THE FACTORS WHICH AFFECT ONLINE SHOPPING

There is some factors which affect the online shopping by the kotler who is a great marketing writers

1. Convenience (no traffic,crowds,24 hr. access)
2. Product Selection
3. Delivery Mode

CONCLUSION

With discussion of above it is clear that most of the consumers want to purchase the product from online. In the present environment the people have not so much time that they will visit in the stores and purchase the product. Online shop plays a greater role for those types of consumers who have no time and want to avoid the crowd. But still there are some points who affect the consumer's behavior about online shopping but overall in the next 5 to 10 years the online shop give a huge competition to the retailers. Because online consumers are rapidly increasing and if consumers increase than online shop will increase. In last it is clear that in future there is huge scope for online shop and online shopping. The consumers are more attracted towards online shopping.

REFERENCE

1. A Nielsen Report, "Global Trends in Online Shopping. 2010", Retrieved on April 20, 2013 from http://hk.nielsen.com/documents/Q1210OnlineShoppingTrendsReport. pdf.
2. Agrawal, M., Sandhir, V. and Gupta, G, "Emerging Profile of Online Apparel Shoppers in India and Comparison with the US Online shoppers: A Few Marketing Implications", Advances in Consumer Research.
3. Celik, H., "Influence of social norms, perceived playfulness and online shopping anxiety on customers adoption of online retail shopping," International journal of retail and distribution management.
4. Kotler, P., "Marketing Management," 11th edition, Prentice-Hall International Editions, Englewood Cliffs, New Jersey, 2003.
5. Kotler, P., Keller, K. L., Koshy, A. and Jha, M., "Marketing Management," 13th Edition, Prentice Hall, Inc., Upper Saddle River, New Jersey, 2009.
6. Verhagen, T., Meents, S. and Tan, Y., "Perceived Risk and Trust Associated with Purchasing at Electronic Marketplaces," In Serie Research Memoranda 0001, Faculty of Economics, Business Administration and Econometrics, Free University of

Amsterdam, Amsterdam, Netherlands, 2006.

7. McKnight, D. H., Choudhury, V. and Kacmar, C., "Developing and validating trust measures for e-commerce: an integrative typology," Information Systems Research.

8. Michal, P., 'On-line Shopping on B2C Markets in the Czech Republic," Journal of Competitiveness.

9. Mckinsey & Company, Online and Upcoming: The Internet's Impact on India, 2012, Retrieved on Nov 10, 2014 from http://www.mck insey.com/~/media/mckinsey%20 offices/india/pdfs/online and _upcoming_the_internets_impact_on_india.ashx.

10. Nielson Global Report, "Ecommerce: evolution or revolution in the fast-moving consumer goods world," 2014, Retrieved on Oct 15, 2014 from http://ir.nielsen.com/files/doc_financials/Nielsen-Global-Ecommerce-Report-August-2014.pdf.