

Literature survey

Project Name	Project – Global Sales Data Analytics
Team members	1.Naveen R S (715519106029) – Team Lead 2.Duraikkannan SP (715519106011) 3.Kamalesh J (715519106019) 4.Vignesh U K (715519106058)
College Name	PSG INSTITUTE OF TECHNOLOGY AND APPLIED RESEARCH

ABSTRACT:

People live different lives now than they ever did. Going to crowded markets makes people feel uneasy and takes a lot of time. E-commerce is therefore a blessing because it saves a tonne of time. The act of buying products, services, etc. from a vendor online directly without the use of an intermediary service is known as online shopping. The convenience of shopping from home while seated in front of a computer is extended to consumers who visit online retailers. Many consumers have access to the internet at both their place of employment and home, and online retailers are typically open 24/7. They can therefore shop online with great convenience. It eliminates the need to travel, which is one of the most alluring aspects of internet buying, especially during the Christmas season.

IMPORTANCE OF ONLINE SHOPPING

Customers can take advantage of online buying around-the-clock. Customers can buy any products and services anywhere, anytime. Online shopping is more user-friendly than in-store buying since customers can easily fulfil their needs with a mouse click without having to leave their homes. Online buying offers the following benefits.

- ✓ Convenience
- ✓ Time-Saving
- ✓ Costs Saving
- ✓ Exhaustive Variety
- ✓ Helps you Find Quality Products
- ✓ Peace of Mind

PROBLEMS OF ONLINE SHOPPING

Problems with online purchasing are a major deterrent to buyers' desire to make purchases online. A general issue is the possibility of having a credit card. The difficulty in determining the legitimacy of the items' suppliers and the danger of purchasing something that may not be worth what the client paid for it. After-sale issues can be difficult to resolve when replacing a broken product with a new one, and product warranties are not guaranteed.

- ✓ Receiving wrong products
- ✓ Return Policy
- ✓ Hidden charges (delivery charges, postage and handling charges)
- ✓ Damaging products in transit
- ✓ Delay in delivery of products
- ✓ Failing to receive the products
- ✓ Lack of customer support
- ✓ Concerns while buying from foreign companies (if listed in different currency)

CONCLUSION

Online shopping is currently a popular way to make purchases of things. Although online shopping is easier since there are no time or space restrictions, it also has hidden risks when compared to the old-fashioned method of going to reputable stores to shop. Because there is no regulating agency to check into such problems, online retailers and telemarketers have long been permitted to get away with abnormalities and fraudulent tactics. The current Consumer Protection Act, 1986, will benefit from a number of necessary amendments to make online buying and selling in the nation more user-friendly so that customers can be assured of good and prompt delivery of goods or services ordered over the abundance of sites that keep surfacing every day.

REFERENCE

1. C.K.SUNITHA, & Gnanadhas, Edwin. (2014). Online Shopping - An Overview. B-DIGEST. 6. 16-22.
2. Svatošová, Veronika. (2020). The Importance of Online Shopping Behavior in the Strategic Management of E-Commerce Competitiveness. Journal of Competitiveness. 12. 143-160. 10.7441/joc.2020.04.09.
3. Vijayakumar, Vivek. (2016). Needs, Problems and Future of Online Shopping in India.

4. Ozen, Hilal & Kodaz Engizek, Nil. (2014). Shopping online without thinking: Being emotional or rational?. Asia Pacific Journal of Marketing and Logistics. 26. 78-93. 10.1108/APJML-06-2013-0066.