**ONLINE SHOPPING – ABSTRACT**

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**ABSTRACT**

The way of life in modern times has changed. People find it time-consuming and uncomfortable to visit crowded markets. E-shopping is thus a blessing because it saves a lot of time. Online shopping refers to a procedure where customers use the Internet to directly purchase goods, services, etc. from a seller. Customers can browse online stores while lounging in their homes or while seated in front of a computer. Many customers have access to the internet both at work and at home, and online retailers are typically open 24 hours a day.

Therefore, shopping online is very convenient for them. One of the most alluring aspects of internet shopping, especially during the Festival Season, is that it eliminates the need to stand in line or look around a store for a specific item. Online stores offer a wide range of products.