***SOCIAL E-COMMERCE: THE FUTURE OF ONLINE SHOPPING***

***“Happiness is not in money, but in shopping”. Don't you think so?***

Also I think shopping is quite good exercise for the inner soul. At Least for me. It tranquilizes me. I love shopping and who doesn't. Everyone likes being in comfort. Everyone wants their closet full of their best-loved clothes and wishes to own smart digital appliances. Where do these things come from? Of Course shopping. It makes you jocular and merriment. It not only fulfills your sought after luxury demands but helps you consummate your daily requirements.

* You can buy groceries, home appliances, electrical equipment and many more things that you require. There are departmental stores, shopping malls, street bazaars, and many shopping apps that give you the facility to buy things.

* Shopping helps you to concentrate on things that you desire, not on stressors in your life. It always boosts your confidence when you wear something alluring. It is said that wanting an item without purchasing it makes you feel good but buying it makes you feel satisfying.
* How many times did you check your shopping apps and just scroll down and add things in your wishlist? You love doing that. The first notification that pops in my notification bar is mostly of shopping apps.
* There are many people who are experts in shopping. This is also aptitude. It's very difficult to choose something splendid. But some people manage to do that very easily. Some are very confused during shopping and some are quite expert.
* Everyone wants to buy good items on their own budget. And online shopping is the best resource for it. It gives you plenty of options with a wide range.
* ***ONLINE SHOPPING AS E-COMMERCE:-***

Any transaction conducted online or say, online business is referred to as e-commerce. Buying, selling, retailing things over the internet comes in e-commerce. Every service that is provided in business is provided online here like transactions, funds, exchanging data etc. myntra, flipkart, amazon, olx, meesho and so on. It runs its chains business to business, business to consumer, consumer to consumer and consumer to business. E-commerce is progressing a lot. Nowadays everyone prefers online business which can be done with ease and with more concentration. Retail e-commerce has reached $30 trillion now and advancing more. Customers interact with sellers on platforms provided and interact with the help of pictures or data and then make the payments.

* + ***BENEFITS OF ONLINE SHOPPING IN E-COMMERCE:-***

E-commerce has increased online shopping a lot. The provision bestows in e-commerce has helped a lot to increase online shopping. Online shopping has been around for years, actually decades. But it has really become mainstream nowadays, especially due to this covid situation. Due to confinement of going out, people have got more engaged in online shopping. The ubiquity of the internet everywhere has not only benefited customers but retailers also. The growth in the market has expanded more because of internet sailors. The boredom has made them order online novels and music instruments. Online shopping stores give you more variety in limited price. It gives you many websites where you can compare your prices. It is much better than offline shopping.

Online shopping has bestowed many advantages for customer relation management strategies. For working people, it's not possible to take out time for shopping and parking hassles is worst. And definitely if you have gone shopping it will take a lot of time. But in online shopping you can buy anything at any time without parking hassles. Salesmen don't hover around and shopkeepers don't pressurize you to buy the item. Online you can visit the site, see many products and if you don't want to buy anything then you don't. Noone will coerce you. You don't have to buy anything reluctantly. Even while working, you can just swap your item from wishlist to your cart and can buy it very easily. You don't have to face aggressive and annoying jam-packed and no need to wait in line. Everything is available online now.

And of course, wifi is cheaper than petrol. You don't have to spend your whole pocketmoney in petrol. You can just use your internet to shop. From your black dress to your mother’s kitchen equipment. You can buy vegetables and fruits online. There are many apps that bestow the facility of home delivery of fruits and vegetables like bigbasket, grofers, flipkart supermarket etc. and fresh and best products are available.

* + ***ARTIFICIAL INTELLIGENCE AS AN AID:***

They can ask about their product online via chatbots and voice assistants. They can research about the product or service on the internet. They can also learn about the brand with the help of websites and many e- magazines. Sometimes customers make their list through a voice assistant. It becomes possible for retailers to embed their specific products.

Even while buying some digital appliance, it brings forth many options and helps you to compare with other prices. You can buy anything you like under your budget. Also, when you go to a mall, it will only show limited brands but online you just have to use your fingertips on the search bar and can buy anything of any brand. Businesses use voice assistants to play their audio brand signatures so that the customers would get to know where they are ordering their product from.

* Online stores sell products of less price because of the less money spent overhead. There are many shopping apps. For clothes, makeup tools, groceries, electrical equipment everything has their own app so that you can do shopping without any distraction. How easy it is to just search your item and buy it rather than going out and struggling to buy it. Suppose your friends suddenly show up at your place and you don't have the time to cook something delicious and that too much quantity. In such a case, you will take your phone and order food online. Online shopping not only refrains you from such situations but also helps you to get the best out of the rest. You don’t have to confine yourself because of the time period. You can buy even at midnight. If you are not feeling sleepy, you can enlist your grocery items and buy them from an online store. Saves time and petrol both.

Email marketing companies support e-commerce sales by sending all the information about the product ordered by the customer. One can view the shipping and tracking information via link that is provided that helps to improve customer experience. They help to promote the company’s brand by sending mails in a creative way. Customers can also get their return or exchange policies over emails. This helps them keep a continuous update about the product.

Finding the customer for your product helps to produce more leads for your business. Lead generation companies offer the best services giving the customers the best reason to visit your website or online store. To get more sales you need to get more leads. Lead generation companies help to create a successful business by getting the potential customers for you.

***WHAT CENSUS SAYS:***

Also, most importantly, these online stores provide you a wide range of sales. Everyone waits for one thing, that is sale. People get triggered when they hear a word sale. Especially me, whenever i get to know that there is a sale on any of the apps at least I visit it to see if something good and budget friendly is available. Especially the festive season sales. They show you the best and trending product at a good price. You can even earn points on it and buy things at a discount. The most appealing of all is the cashback facility/offer that attracts a lot of customers. You can also get reviews about the items you want to purchase and can also return or exchange the items if not up to their expectations. Indian customers are usually attracted to deals where they can save a lot of money or even some. According to a survey, sales has increased from 1.3 million in 2014 to 4.5 billion in 2021. It has become the most popular activity on the internet.

***CONCLUSION:-***

Therefore, shopping has become necessary in your daily activities. The availability of online shopping has brought forth many educated customers. Significant increase in technology has given the customer better online shopping experience. Online shopping has made our life very trouble-free. With the increase in technology and demands of people, online shopping is giving you more benefits and facilities. Happy shopping!!