

A Qualitative Study of Factors Influencing Online Shopping in India

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Abstract: *Due to the change of times, amazing revolutionary changes have taken place in today's era. One of these is the Internet, due to which Marshall McLuhan's phrase in which he said that the world is a global village became meaningful. While defining 'World is Global Village', he had said that people will be connected with each other through some technology instead of meeting physically, which can receive and send information, like in today's time, social media. It is doing. No area of the world has remained untouched by the influence of online media. Today, daily essential items of human life are being bought and sold online. Every basic need of daily life can be demanded from anywhere and at any time while sitting at home. The traditional shopping, which has been going on since ancient times, where the buyer used to inspect and buy the goods himself or with the help of an associate, is changing at a rapid pace in the changing era. All the products available from shops to big malls are being purchased through web sites or apps. No one would have ever dreamed that a customer would be able to buy goods manufactured abroad directly after viewing them online, but all this became possible due to the technological revolution.*

Keywords: Internet, Online Media, Shopping, Products, Secure Payments

1. Introduction

Business activities are very important for any nation. The economic situation becomes stronger only because of business. An economically prosperous nation develops rapidly. A country like India which was progressing with kings and emperors, which was enslaved by the British for almost three hundred years and its economic strength was broken, but even after all this, today India is competing with the world. Technological development gradually gained momentum in India. Here after printed mediums, electronic medium has contributed significantly in the path of development. In this context, Internet has contributed in increasing the economic and trading power of India with the world. In ancient times, one had to travel long distances on foot for business purposes.

One had to stay out of the house for many days. Online media have made this very easy, through your mobile phone and computer etc. buying and selling transactions worth billions of rupees can be done without any hassle with just one click. Similarly, consumers have started getting inclined towards online shopping. Hundreds of sites in the world including India are selling goods online. Here the goods are being supplied as per the demand of the consumers. Earlier, videos were available for on-demand entertainment. But now various types of services including food items have started becoming available. Due to all these services, today shopkeepers, shopping malls, wholesalers etc. in the world are facing huge losses due to new marketing through online sites. If we say that the development of communication media in the world has made the world very small, then it is very accurate. On the basis of technical knowledge and suitable resources, man can easily get all the comforts of the world right from his home. Now he does not have to travel long distances nor does he need to visit different shops or shopping centres personally. Grocery stores, wholesale

shops, malls, stores etc. were the favourite places for shoppers. Buyers take goods on loan from here, select the goods, see and like them and then return them if they do not fit, touch the different types of sizes, fittings, clothes and check their quality. Goods can be purchased. Along with the world, technological development made its inroads in India too and it took no time for the latest medium of communication, Internet, to attract customers first from government departments and later from private shops like cyber cafes. There was intense competition among the youth to adopt this medium. To take advantage of this, multinational companies did not delay in expanding their business to reach customers through the Internet. Not only in India but in almost all the countries of the world, big multinational companies have stepped forward in this field and achieved success, due to which not only the customers but also the companies started getting crores of times profit. This was the main reason that these companies gave a new lease of life to their business activities even beyond the borders of the country. Due to this the income of the nations also started increasing. Having access to all online service providers through Internet providing companies gave a lot of freedom to the customers. He can travel to the destination of his choice, book trains for travel, hotel booking, book his favourite food, book movie tickets online, buy electronics goods, fashion, health, cosmetics, kitchen goods, shoes etc. Thousands and lakhs of products related to slippers, spectacles, shirts, pants, flour, biscuits, sanitary pads etc. started being purchased online. Due to being busy in daily tasks, man used to spend many hours standing in queues to pay his electricity bill, water bill, telephone bill, property tax bill, but due to online facility, these tasks can be done in a few seconds. Completes the work and also avoids surcharge due to delay. Due to changing consumer behaviour habits, today's consumer has started shopping in a much easier and more efficient way. Due to today's modernization, consumers, especially the youth, have started considering it

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as a symbol of their 'on, bon, show', leaving aside the traditional shopping and adopting the latest shopping methods. Young women have played a greater role in this also.

Major Online Sites

Along with the world, there are many sites and apps related to online shopping in India which are doing new experiments in the field of online shopping every day and attracting users by displaying special deals and products along with services. Among these, the major online sites are written below.

Amazon- This site sells millions of products from thousands of different brands. It deals in selling household goods, electronic appliances, and apparel, toys and sports goods. It was established on July 5, 1994 in Bellevue, Washington, United States. This site gives membership to consumers by charging membership fees and consumers get many benefits from this membership. Such as free shopping, prompt delivery, benefits of buying and selling before other consumers, etc. This is a site that sells goods with huge discounts every year in the name of 'Amazon Great Indian Sale'. It is the world's largest online goods selling site. Amazon is one of the top 5 websites since 2013. The site receives an average monthly user visit of over 324.18 million users.

Flipkart - Flipkart.com, a site that started its online business in India from Bengaluru in 2007, started selling books online from book stores. Later this site started selling items used in daily life. The site is visited by approximately 195 million users per month. This site also sells products from world's top brands.

Myntra- Myntra.com The work of selling fashion products is done through this site. It was founded in 2007 to sell personalized gift products. In 2014, Myntra.com was acquired by Flipkart. She has signed contracts with world famous fashion brand companies. Which works to sell brand products from door to door through online, this site is also visited by about 49 million consumers every month?

Snapdeal- In 2010, Kunal Bahl and Rohit Bansal established an e-commerce company in New Delhi. This site serves to sell the product to the consumers with confidence. The credibility of this site is very good in India. 19 million users visit it every month.

IMG- IMG.com offers health related services and products. It was founded in April 2015 by Prashant Tandon, Gaurav Aggarwal and Vikas Chauhan. Earlier it was established as IMG, later it was established as Tata IMG. It is providing its services and products to the customers from Gurugram. Along with medicines, this site also provides the facility to get medical related tests done. About 28 million users take advantage of this site.

Ajio- Ajio.com Ajio is the fashion portal of Reliance Industries serving online consumers since 2016. Approximately 26 million users visit this site every month. Reliance Company has opened its showrooms in every

corner of the country, and at the same time it provides online services rapidly to the consumers.

MakeMyTrip- MakeMyTrip.com portal works to provide 24 hours services whether it is booking tickets, hotels, buses, train tickets or holiday packages during travel. About 24 million consumers avail the benefits of this portal every month. This Gurugram-based company was founded by Deep Kalra in 2000. This company has a very high share in the Indian travel market. One out of every twelve domestic flights is booked through this company. This company provides the best services to domestic and foreign visitors.

Zomato- From this online site, consumers can easily order the food of their choice at home. It gives its pro consumers the benefit of free delivery and additional discounts along with subscription fees. Many times this company provides some special facilities to its customers in lunch and dinner. About 20 million people visit this site every month. This company was established in Gurugram in 2008 by Pankaj Chadha and Deepinder Goyal. It has achieved 963 in Alexa rank.

Shop Clues- ShopClues.com This Company, which has gained immense recognition in India, was founded in July 2011 by Sanjay Sethi, Sandeep Agarwal and Radhika Agarwal. This is owned by Cluj Network Private Limited. Online orders are taken by this company and their payment is done on time. This company delivers various types of goods and commodities to consumers. Consumers can buy one of the best products from this company. Such as mobile, computer, camera, books and cosmetic items etc. Like other companies, this company also provides its services to the consumers 24 hours a day, seven days a week. Even on this, consumers can easily get the item replaced if they do not like it. This is a very good and most useful deal for the consumers.

Jbong: Jbong.com This site also attracts consumers to buy a variety of online shopping items. This site was started by Flipkart Company in 2012. The name of this company is associated with Flipkart. This company is a shopping website especially related to fashion and lifestyle, shoes. It provides its services to consumers through sites and apps. Even on this, consumers get good discounts by making online deals.

eBay: eBay.com is a United States multinational company that provides goods to online buyers. This site is also special for consumers. It was founded in 1995 in San Jose, California. On this also, consumers shop to buy various types of goods. This company also delivers high quality goods to consumers with complete safety. Like any good online shopping company, it is also maintaining good penetration. On this, electronic goods can be purchased easily and at low prices. Many types of coupons and discounts are also available.

OLX: OLX is a French online exchange company. The company was founded in March 2006 by Fabrice Grinda and Alec Oxenford. In 2010, Maspers Company bought it. This company is a worldwide internet media company. In a way, this company is like an online market where consumers can

buy and sell any and any type of goods. Here, just as you can buy things from home, you can also sell them from home. This company has spread its business not only in India but in 45 countries of the world. OLX company focuses on the development and convenience of consumers. Its main objective is to provide middle class families with ease to fulfil their needs.

Similarly, many national and international sites like FirstCry.com, Reliance Digital, Tata Cliq, FNP.com, Swiggy.com, Nykaa.com, Pharmacy.com, BigBasket.com, Paytm.com, ShopClues.com, and Pepperfry.com. Innumerable products are bought or sold every day on sites like Netmeds.com etc.

2. Literature Reviews

In the book written by Tripathi, Madhusudan (2002), the behavior of consumers and their practical actions have been explained, how the interests of consumers should be given importance and emphasis has been laid on increasing their safety and awareness. The transaction process has been explained to the customers to ensure safe and proper purchase of goods.

The research work “Consumer Awareness – A Case Study of Jalna City” by Lokhande, Muralidhar Ananda (2006) in the context of Maharashtra explained that based on the facts, consumers need awareness due to greed and fraud. 55.56 percent customers of Jalna city are not aware about Consumer Protection Act, consumer redressal machinery like District Consumer Forum, State Central Vigilance Commission. Every consumer has the right to get maximum satisfaction from goods and services; only for this he pays the price. Based on the data, it was revealed that 38.88 percent respondents have knowledge about monthly shopping. 78.88 percent respondents make their monthly and annual budget. 51.12 percent respondents buy the goods after checking them. The research found that the customer needs to be cautious. While purchasing goods inspect and check the goods, otherwise customers will have to prepare themselves for loss.

Shekhawat, Shashi and Singhal, Shuchi (2014) studied online and offline shopping in “A Holistic Study of Online and Offline Consumers”. In this, research has been done on the behavior of consumers towards online shopping. Here it is very important to know how much information the customers need about the product. Online shopping behavior, search, purchase, use and analysis of goods reflect the online behavior of consumers. In this study, data was collected by studying 100 respondents through questionnaire. The main hypothesis is the difference in purchasing decision making processes in online and offline mediums. In this, both online and offline shopping behavior was understood.

Gupta, Puja (2015) in their study ‘Comparative Study of Online and Offline Shopping: A Case Study of Rourkela in Odisha’ found that the youth group prefers online shopping more than the middle age group. The product is available, time, money and effort is saved. Goods are delivered to your doorstep free of cost. Most of the online shopping is done on

Flipkart, Snapdeal and Amazon. Consumers consider cash on delivery and online banking as safe and secure methods of payment. Flipkart, Snapdeal and Amazon have been considered suitable in terms of delivery of goods within stipulated time and cancellation of product orders respectively. Buyers collect information about a product from online sites before making an offline purchase. When the price of online and offline goods is same then consumers prefer to buy the offline goods because it can be seen and tested by touching it.

Deshmukh, Dr. G. and Joseph, Dr. Sanskriti (2016) in the research paper “Online Shopping in India: An Inquiry into Consumers World” found that among the reasons for consumers to shop online, online shopping is convenient, anywhere, anytime and compare prices. , studies have been conducted on purchasing by comparing product characteristics of different types of products and from different brands. Constructed a structural equation model of online shopping process usage by identifying 100 online shoppers and studied the behaviour of Indian buyers along with the characteristics of major consumers and products, sellers, online shopping sites.

Sarkar, Raja and Das, Dr. Sabyasachi (2017) in “Online Shopping vs. Offline Shopping: A Comparative Study” found that there is a lot of difference in the shopping behaviour of customers through online and offline medium. Despite the rapid growth of online shopping, most consumers still shop from physical stores. In India, it is the youth who are promoting online shopping. Offline shopping has been badly affected by online shopping, as the discounts available on online shopping have caused losses to shopkeepers.

According to the research paper “Shopping Boom in Aurangabad – A Study of Traditional Shopping Versus Online Shopping” by **Sarwar, Dr. Syed and Deshmukh, Neeshigandha** (2018), 96 percent of the respondents are able to do online shopping. 70 percent of the respondents faced risks during internet-based online shopping and 37 percent of the respondents became victims of security and fraud. Based on the study, most of the consumers are very satisfied with online shopping because they get the facility of time saving and digital payment. Online shopping is more convenient and easier than traditional shopping.

Rashid, Noor N. H., et al (2019) in their research work “Factors that Influence Online Purchasing Behavior among Students in University Utara Malaysia” found the behavior of university students to be attractive to shoppers through trust towards online platform and benefits of shopping has gone. The changing lifestyle of the modern era has also been influenced by online technology. These are the main reasons that promote online shopping. Receive information related to product or service on social media and internet. The process of purchasing them is completed by reviewing them online. Due to digital revolution and increasing use of digital gadgets, all types of information reach the consumers. Product analysis, reviews and evaluations of various consumers etc. on social media are analyzed by the respondents. 41.9 percent students admitted that they have been cheated online. There is a great need to make online

shoppers aware and educated about online financial management and risks.

A., Vinothini and Tamilmarn, Dr. R. (2020) in their research on “Customer Perception on Online Apparel Stores in Chennai” said that the major factor for consumers to do online shopping is the convenience, ease and ease of use of online shopping and it can be used anywhere and at any time. Other factors like discounts, cash-on-delivery; free home delivery, coupons, price comparison etc. promote online shopping. Due to the rapidly increasing online shopping, offline shopping or traditional shopping is seen to be in decline.

Ahmed, Imran (2020) in the research study “Perception of Customers towards Online Shopping” said that consumers have been shopping online for more than half a decade. Also use internet for more than three hours. With the advent of smart phones, it becomes easier to use the internet and online has got a boost. It was also found that 24.40 percent of the respondents were shopping online for the first time. About 50 percent of people shop 1-4 times a year. 60.60 percent people say that online sites or apps have had a negative impact on offline shopping. 94.80 percent consumers prefer Amazon.com for online shopping. Electronic products are purchased more. After that the clothes are purchased. Cash on delivery is the most preferred option. Consumers are more concerned about the risks involved in online shopping. It was also found that online shopping convenience, ease of use, customer services, price, discount, security, delivery services and product quality influence online shopping. Convenience and ease of use are attracting customers for online shopping.

Lakhan, Pratibha B. (2022) conducted a comparative study of 300 consumers of Amravati in “A Comparative Study of Online Shopping and Offline Shopping”. For online shopping, more purchases are made from Amazon, Flipkart and Meeso. Whereas offline shopping, wholesale and retail shops, malls and street shops are preferred. Online shopping offers time savings, free access to goods at home, deals, discounts on special occasions and festivals, discounts and 24/7 shopping convenience. On the contrary, the main reasons for offline shopping are size and fitting, safety, experience of selection, feeling of jaggery by touch etc. Major reasons encourage offline shopping. Variety of products, low prices, time saving attract youth more for online shopping. Clothes, electronics goods are purchased comparatively more. Consumers have also been found to lack knowledge about different types of online shopping sites. It was also found that both men and women do not shop equally. Women shop more than men. Both types of purchases cannot be considered the same.

Ravikant (2022) has given information about the cases of complaints in banking sector, electronic, telecom along with other complaints in ‘New dimension, development and awareness of Consumer Protection Act with special reference to e-commerce’. After the amendment of the ‘Consumer Protection Act, 1986’, the ‘Consumer Protection Act, 2019’ explains the importance of the rules and legal proceedings made for e-commerce companies selling goods online. Consumers have been made aware of information

related to online transactions, internet, and cyber system and strengthening cyber laws. The online system can be strengthened by providing security to customers by preventing illegal advertisements and sharing any kind of user information with others.

In the research article “Attitudes Towards Online Shopping During Pandemics: Do Gender, Social Factors and Platform Quality Matter” by **Boustany, Nada Mallah, Mai Merhej Sayegh and Zahar Boustany** (2022), online convenience provided to customers in a crisis like pandemic COVID-19 is. It was found that the Internet proved to be a boon for e-commerce and buyers sitting at home. Multinational companies understood consumer behaviour at this time. At this time companies studied consumer behaviour in depth. Online business strengthened structural framework, process, disaster management, logistics and supply chain. Ordering online, using digital technology, knowing the marketing policy of companies etc. keeps them engaged in online shopping. We are busy in making the online platform customer friendly at a fast pace.

Balusya, S.N., et al (2022) “Online Shopping Indonesia: Customer Perceptions”, *International Journal of Applied Business and International Management*, 7(2), 82-104. The research article published in has shown positive and high perception of consent of all the respondents towards online shopping. Supervisors at Shopee, Lazada, Bukalapak and Tokopedia must emphasize customer safety and value. Customers need to be told that online shopping is more efficient and better than traditional shopping. To attract customers, there is a need to make the interface, design and pages easy to open and friendly and understandable during low internet speed. Customer trust also needs to be gained regarding the security of data on the website, which influences purchasing decisions.

Sarai, Dr. K. and Anusankari, Dr. D., (2023) in “A Study on Consumer Perception of Consumer towards Online Shopping” found that 48 percent of those with income below Rs. 18,000 have their own internet facility at home for shopping through online medium. 44 percent themselves make purchases after being influenced by online shopping. Cash-on-delivery is more attractive to customers. The respondents have a positive attitude in encouraging others to shop online. Factors affecting consumers include longer time taken to get products online, lack of resolution to consumers' questions or curiosities, A.T.M. There is a risk of card data theft. The respondents stressed on improving and securing the security of online payment systems. Emphasis was laid on increasing consumer awareness of online shopping and improving delivery time. It is the responsibility of online companies to control online shopping by detecting and solving customer problems as soon as possible.

Selvakumar, Saravanan, Madhumadhi, J, Prabhakaran, G. and Gomathipriya, Dr. S. (2024) based on the study “A Study on Consumer Persuasion Towards E-Shopping Portal in Salem, Tamil Nadu” found that people in the age group of 21 to 30 shop online, in which women are more. Amazon and Flipkart are given more importance. About 49 percent of the respondents are satisfied with online shopping who have started online shopping themselves. 78 percent people spend

up to Rs 2,000 and buy toys and children's products the most. Buy beauty products after this. Most of the respondents have more than four years of purchasing experience. Most of the respondents shop for shoes and clothes online. Consumers get more benefits through online shopping and services.

Farsi, Mrs. Thuraiya et al (2024) in "Customer Satisfaction towards Online Shopping" in the study of Muscat region of Oman found that the consumer is aware of online shopping. They give importance to online shopping because it is very easy to shop here. There is financial risk in online shopping. Cheating, not getting suitable and correct goods etc. The reliabilities for items related to Internet access and use, risk, privacy protection, price variation, and Internet shopping anxiety are greater than 0.7. In online shopping, price influence element had more influence and social influence element had the least influence. found that cost, security and concerns about online shopping influence consumer satisfaction. This study found that women shop more than men. Also, it was found that youth in the age group of 15 to 25 are more conscious about online shopping and do so due to modern living standards. The attitude of middle-aged people towards online shopping is negative. On the basis of education also, graduate youth were found to have a more positive attitude towards online shopping.

Mythili, R. and Kumar, Dr. K. (2024) in their study "The Impact of Online Shopping on Customer Satisfaction among Chennai Customers" reported that online consumers prefer to do online shopping on special occasions and festivals and keeping their needs in mind. On statistical basis, a positive logical relationship was found between age and online shopping habits. Due to which there are many reasons for online shopping to grow rapidly in the future.

Shah, F.A. and Tandon, V. (2024) in "Online Shopping in India: A Cross-Cultural Study of Paradigm Shift in Tier II Cities" The patterns of living of individuals have undergone changes due to changes in lifestyle. Online shopping has been very important for Indian consumers. To profit in e-business there is a need to take care of the interests of your customers. Only continuous efforts to give importance to the satisfaction, convenience of customers and interest of buyers along with honesty can create competition. Online shopping enables business health, safety and risk during a pandemic like COVID-19.

Sahni, Deepak Kumar and Singh, Dr. Neeraj Kumar (2024) in 'An Overview of Consumer Purchasing Behavior in Online Shopping: An Analysis' found that women and consumers living in urban areas shop more online. In contrast, consumers in rural areas do very little online shopping. Low income people are also ahead in online shopping. Most consumers choose Flipkart platform for online shopping. Apparel, clothing and accessories, books and electronic goods are mostly purchased through internet based online medium. Time saving, convenient and easy shopping, discounts etc. are the main factors which promote online shopping

Research Objectives

Due to the increase in internet users and easy use of smart phones, online shopping has given a lot of impetus. Nowadays it has become an integral part of every person. Be it social media or mainstream media, children or women, everyone has started giving importance to online. Therefore, in this study, the aim is to study the factors affecting online shopping by studying the articles, research papers and research works published on online shopping. The purchasing behavior of online e-commerce consumers, which is happening not only in India but in many countries of the world, will be studied.

- To study the interest of buyers towards online shopping.
- What type of product do you prefer to buy more in online shopping?
- Which online shopping sites and apps are trusted more?
- What factors influence online shoppers?

Hypothesis:

H0: Young people shop more online.

H1: Women shop online more than men.

Importance of Research:

Due to technological development, there have been rapid changes in the field of communication. Due to this, the media has also influenced the online consumers. Research and technology along with market functions have changed human behaviour and purchasing habits. The objective of this research is to study the habits and interests of the shopping people. Therefore, online shopping habits have to be studied with depth and seriousness. In this study the changing human shopping behaviour is to be studied in the context of their purchasing behaviour. The benefit of this will be useful for online buyers and people thinking of doing online shopping.

Research Questions:

The proposed research study will be based on the following research questions.

- 1) How do buyers find online shopping information?
- 2) What type of products do you like to buy from online shopping?
- 3) Which sites and apps do shoppers prefer?
- 4) What factors influence whether or not to shop online?
- 5) Who does more shopping, men or women?

3. Research Methodology

In the presented study, more than 50 research works, research papers and research articles have been studied on the basis of secondary data. It has been based on the research works of many researchers from India and abroad, obtained on literary basis. The study has been concluded based on the results obtained from all these facts or figures. The results which are common in all have been taken as conclusion.

Discussion on Major factors influencing purchasing:

Based on the secondary data, the following factors influence the online shopping behaviour of consumers:

- **Risk-** Due to today's fraudulent and fraudulent web site links, consumers are losing their money and information to the wrong people. Buyers and sellers of goods online face the risk of receiving substitute goods in place of

expensive and valuable goods. Due to this risk also, the customer does online shopping only to avoid online shopping and fraud. This is a huge factor hindering online shopping.

- **Personal Perception-** Personal perception also influences purchasing. Because if someone gets cheated during his first purchase or does not get a product as per his liking, then he does not shop online again and also tells others about it which has a negative impact.
- **Price-**The price of an item or product is a huge factor in buying or not buying that item or product. People with low income make more purchases, but if customers do not get the right product at a suitable price and have to pay a hidden price, then their purchases are affected.
- **Benefits-** Another option for online shopping is to get benefits. Online shopping is known to have benefits. Creates trust in customers by giving them benefits or free facilities. Purchasing can be done from any of the sites by comparing the price of the product on online shopping sites. Customers get benefits from this.
- **Delivery on time-** Goods ordered by consumers are delivered to their homes through various sites. This delivery is available for free or with fixed price purchases. However, if there is a delay due to any reason in delivering the product on time and at the specified place, then that also affects the purchase.
- **Return Policy-** Many times during online shopping, the purchased product has to be returned due to lack of size, fitting and quality. This policy affects many buyers. Because the item purchased offline can be returned after purchase. If this return policy is easy and simple then it has a positive impact on the buyers.
- **Quality-** The quality of goods purchased online also affects purchasing behavior. Because the customer pays the price for any product, he makes the purchase keeping in mind the quality of the product. Before making a purchase he collects in-depth information about it. If the quality of the product does not satisfy the consumer then it affects the purchase.
- **Time Saving-** The main reason for online shopping is that the consumer can shop anytime and from anywhere. In today's busy time, no one has any time to waste hours in the rush of markets and roads. To avoid this crowd and hassle, you can purchase items online from your home, office or even while traveling. Besides, the goods also reach home.
- **Discount-** Online means purchasing goods at discount or low price. To attract consumers, all online companies sell goods with huge discounts on special occasions and festivals. Consumers are attracted by giving discounts in the name of Maha Sale, Big Dhamaka Sale, Friday Night Sale, Sunday Sale etc. Along with this, special coins, coupons, discounts on cards or goods are also available on instalments. All these reasons are also necessary for shopping.
- **Consumer friendly interface-** The user interface of online sites should also be consumer friendly. They should not face any problem in finding the product. It should be attractive and quick to open photos. It should also be easy for the consumer to make payments and track the status of his ordered goods or anyone visiting the sites for the first time can easily explore it.

- **Simple assortment of products-** Buyers should have simple assortment of products available on online sites for convenience while shopping so that the consumer does not face any kind of trouble in selecting a certain product. He could go to that section and study the features of the product and the reviews related to it.
- **Payment facilities-** How to pay for the products purchased online. Companies also need to make a policy for secure payments. Many incidents of theft of consumer card related data are seen every day. Therefore, payment must be secured.
- **Cash-on-delivery facility-** The facility of avoiding various types of hassles for payment and making payment by giving cash at the time of delivery of goods to the consumer has also been positive for shopping. By providing the facility to the consumer to make payment upon receiving the goods, any kind of fraud with the customer can be avoided. Trust also increases. Therefore, the customer makes more purchases with this facility.

4. Conclusion

Based on the facts obtained from research papers, it can be concluded that only a single person has been left untouched by the increasing effects of online shopping. People of almost all age groups are aware of online shopping. But even among these, consumers in the age group of 18 to 35 make the most online purchases. If we look at women and men, women shop more than men. The reason behind this can also be considered that different and special series of products related to women are available in large quantities on online stores. Both the hypotheses made for this study have been found positive. The study found that most consumers collect information related to online shopping from social media, television advertisements, and newspaper advertisements as well as from their friends and family members. Most of the consumers give more importance to purchasing electronics goods like mobile phones, laptops, televisions, smart watches, toys, etc. through online. After that, clothes and shoes are purchased. Women spend more on buying beauty products, artificial jewellery and apparel respectively. Groceries, food items and online services like bill payment, ticket booking, hotel booking are also done. Among the more reliable online sites or apps for shopping, consumers preferred Amazon, Flipkart, Meeso, Myntra, Snapdeal, and Gemstone respectively. The quality of the product has also been found to be excellent on all these.

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goods is also one of the reasons why more expensive items are purchased from offline stores only after checking them so that there is no need to return them.

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