

A Survey on E-Commerce Online Shopping

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Abstract

Due to advancements in technology, networks are now necessary for the operation of our day-to-day lives. In the modern corporate world, online shopping is quite important. Online shopping has given businesses more opportunities and advantages. Through online shopping, the customer can find the product easily and compare the price of the same product among several online sites. Various e-commerce companies can provide multiple promotional offers like discounts, free delivery, cashback offers, return policy, etc. This paper explores the meaning of e-commerce and online shopping, its process, advantages, and disadvantages of online shopping in India, with a focus on features and challenges. The purpose of this study is to analyse the various applications of online shopping in India. Additionally, the paper highlights the difficulties that customers have when they decide to adopt online shopping.

Keywords: Online shopping, E-commerce, challenges, online security.

1. Introduction

Online shopping is becoming a common thing in life, because of the recent increase in worldwide trade and internet technologies. Through the internet, it is simple and quick to find all the necessary information [1]. In the digital era, when society is highly mobilized and tends to choose instantaneous and useful items, technology has become an integral element of society. Various e-commerce companies provide multiple promotional offers that tempts the customers. Many e-commerce businesses have used this method widely. The development of e-commerce is impacted by the trend of online shopping [3]. In this chapter, the details about the e-commerce and online shopping are discussed.

1.1 E-Commerce

E-commerce is the process of buying, transferring, selling or exchanging the product and services over the internet. E-commerce is also known as the internet commerce or electronic commerce [2]. It offers the 24/7 services worldwide, which benefits the businesses, customers, vendors, and society in general. Using the involvement of internet and information technology, such as Electronic Data Interchange, to conduct the business is known as e-commerce or e-business. It has several advantages such as better customer services, low entry cost, global reach, more products and service, and instant delivery. Figure 1 shows the architecture of e-commerce.

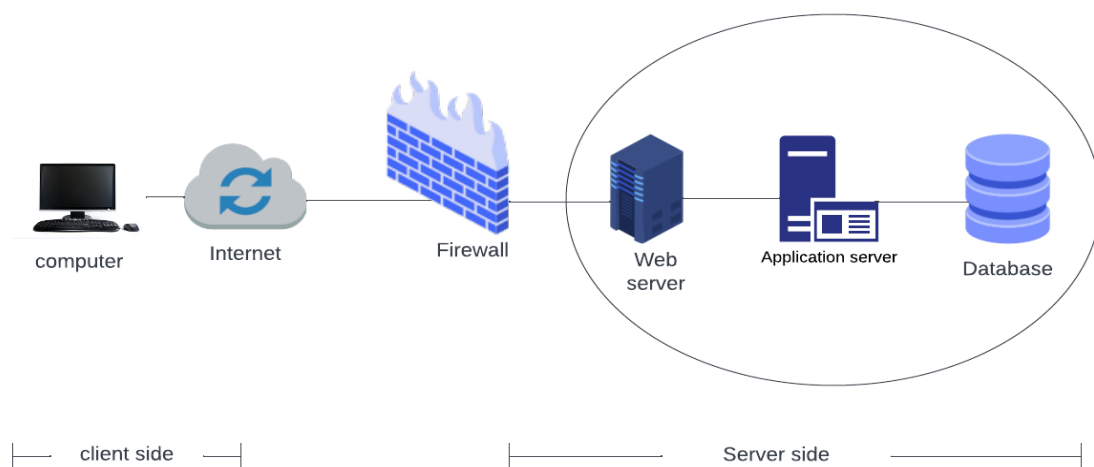


Figure 1: Architecture of E-commerce

Following are the main types of e-commerce:

- * Business-to-Business (B2B)
- * Business-to-Customer(B2C)
- * Business-to-Government (B2G)
- * Business-to-Employee (B2E)
- * Customer-to-Customer (C2C)

Business-to-Business (B2B) defines the online transaction between the two different entities such as wholesalers and online retailers. For example, Amazon business is the one of India's biggest opportunities to connect with companies all throughout the country. Business-to-Customer (B2C) defines the online transaction directly between the company and individual

customers. For example, Flipkart is an online marketplace with several vendors that unites millions of buyers and sellers across the world.

2. Online Shopping

Online shopping is the process of electronic commerce that enables customers to deal directly with sellers online using web browsers or mobile apps in order to purchase products or services. It also called as the e-shop, web shop, e-store, online store and virtual store [4]. In today's economic world, online shopping is of quite an importance. Online shopping has provided businesses with potential and benefits. One of the most important benefits of online shopping is that it reduces the amount of time spent standing in a queue or going from store to store in search of a particular item.

2.1 Advantages of Online Shopping

Customers can buy any products and services anytime and anywhere. Online shopping is more user-friendly than in-store buying since customers can easily fulfill their needs with a mouse click without having to leave their homes. Online shopping provides a number of benefits that are included below,

1. 24/7 hours access
2. Easily accessible
3. Save time and energy
4. Freedom to browse
5. Endless products and selection
6. Using price comparisons will help you find an item at a reasonable price

3. Online shopping Frameworks

In recent years, online shopping has grown from being nonexistent to a multimillion-dollar business. According to the google, India has over 100 million Internet users, with around half of them preferring to make purchases online, and that figure is rising every year [5]. Table 1 summarizes the analysis of different applications of online shopping in India. People order mobile phones, computers, and other consumer gadgets and household equipment nowadays. India is the one of the biggest marketplaces for e-commerce business [6]. Industry leaders like Amazon, Snapdeal, Flipkart, Myntra, Meesho, and new entrants are

successfully securing a place in the Indian market. In this chapter, the various online shopping applications in India are discussed.

Table 1: Analysis of various Online Shopping in India

Shopping Sites	Products	Established year	Features	Security Policy and algorithm	Limitations
Amazon https://www.amazon.in/	<ul style="list-style-type: none"> • Beauty and Cosmetics • Consumer electronics • Baby products • Home furnishing • Gourmet food • Fashion and apparel 	1994	<ul style="list-style-type: none"> ✓ Time taken for delivery ✓ Product return policy ✓ Discounts ✓ Search for products using your camera. ✓ 24*7 availability. 	Content security policy and Advanced Encryption Standard (AES)	<ol style="list-style-type: none"> 1. Customer Loyalty 2. No Data Access 3. Restricts your brand
PharmEasy https://pharmeasy.in/	<ul style="list-style-type: none"> • Medicines supply • Healthcare products • Baby products 	2014	<ul style="list-style-type: none"> ✓ 5% off for medicines of all orders ✓ Free delivery ✓ Free doctor consultation 	User Factor Authentication	<ol style="list-style-type: none"> 1. Lack of physical evaluation capability 2. Prescription not required
Flipkart https://www.flipkart.com/	<ul style="list-style-type: none"> • Beauty products • Consumer electronics • Housewares • Computers • Software appliances 	2007	<ul style="list-style-type: none"> ✓ App only discounts ✓ Anytime anywhere ✓ Unlimited choice ✓ Easy returns 	Multi Factor Authentication	<ol style="list-style-type: none"> 1. Availability issues in cities and towns 2. High shipping costs

			✓ 24*7 availability.		3. Fake pictures are displayed 4. Low quality product
Lenskart https://www.lenskart.com/	<ul style="list-style-type: none"> • Specs • Eye accessories • Contact lenses • Sunglasses • Eyewear products 	2010	<ul style="list-style-type: none"> ✓ Latest collection with fashionable trends ✓ Replace any old eyewear ✓ Book Eye checkup at your own home 	Web application firewalls	1. Product delivery delay 2. Low relevance in product listing 3. Poor customer service
Snapdeal https://www.snapdeal.com/	<ul style="list-style-type: none"> • Footwear products • Kitchen storages • Beauty and Cosmetics • Eyewear products • Mobile & Accessories 	2010	<ul style="list-style-type: none"> ✓ Simple, modern ✓ Improved categorization ✓ Better discovery interface 	Single Factor Authentication	1. Highest operating expenses 2. Lack of listing power. 3. Refund money in a free charge account.
AJIO https://www.ajio.com/	<ul style="list-style-type: none"> • Branded Cloths • Fashion and beauty products • Reliance Jewels • Accessories • Toys 	2016	<ul style="list-style-type: none"> ✓ Variety of products ✓ Collaborating with many influencers ✓ Credibility of customer 	Dynamic S-Box over Static S-Box.	1. Costumer handling service 2. Delayed product delivery 3. More time taken

	<ul style="list-style-type: none"> • Footwear 				for refund
Myntra https://www.myntra.com/	<ul style="list-style-type: none"> • Branded apparel • Fashion and lifestyle products • Accessories • Cosmetics • Footwear • Home appliances 	2007	<ul style="list-style-type: none"> ✓ Easy and Secure Ordering ✓ Immediately Cancelable ✓ Exchange Service ✓ Try and Buy ✓ Gift cards 	Generative Adversarial Networks (GANs)	1. High traffic burst 2. Small-scale decentralization 3. Poor Product quality 4. Not suitable for dial-up 5. No Pop-up Advertisements
IndiaMART https://www.indiamart.com/	<ul style="list-style-type: none"> • Supplier for Hardware • HSS Cutting Tools • Measuring Instruments • Electrical items • Plumbing products • Mechanics Tools • Pliers • Allen key & sets 	1996	<ul style="list-style-type: none"> ✓ Anytime anywhere ✓ Wider marketplace ✓ Enhanced business visibility ✓ Honest and trustworthy suppliers ✓ A free and easy method to find product 	Cryptography algorithms and protocols service Two Factor Authentication	1. Poor customer service 2. User-unfriendly tracking system 3. Poor algorithm 4. Irrelevant pop-ups
Meesho https://www.meesho.com/	<ul style="list-style-type: none"> • Women ethnic and western wears 	2015	<ul style="list-style-type: none"> ✓ Easy catalogue sharing on social 	SHA-256	1. Low-Quality

ww.mees ho.com/	<ul style="list-style-type: none"> • Kitchen products • House appliances • Jewelry & Accessories • Cosmetics and skincare • Furnishing products • Electronics appliances 		media. ✓ Earn money with referrals ✓ Filter option ✓ Simple returns and exchanges are available. ✓ Free Cash on Delivery	encryption	Products 2.Delivery time 3.High price 4. Lack of Branded 5. No Free Reseller Website
Nykaa https://www.nykaa.com/	<ul style="list-style-type: none"> • Beauty and Cosmetics • Makeup products • Skincare products • Haircare products • Grooming appliances 	2012	✓ Low-cost structure ✓ Excellent technology platform ✓ Continually improving the product ✓ Improves the client experience	Proprietary recommendation algorithms	1. High development expenditure 2. A large amount of the company is rented 3. Short term financial obligations

3. 1 Amazon and Flipkart

Amazon is the one of the world's largest online stores. It is U.S based multinational e-commerce company. It not only offers the wide range of product options, but also provides a better user experience and excellent customer service [7]. Jeff Bezos established amazon in 1994 and the site went online in 1995. Amazon sells many product lines like beauty and cosmetics, consumer electronics, baby products, home furnishing, gourmet food, fashion and apparel, etc. New features like amazon prime, provides the facility for the customer to receive the product within 24 hours, where the shipping time is reduced. Amazon's advantages are

also its disadvantages. Since million of customers buy the product, they face different asides such as customer loyalty, no data access, restricts your brand, etc.

Flipkart is an Indian e-commerce company. It's one of the fastest growing e-commerce websites in India. Flipkart sells nearly 20 products per minute. It was founded by Sachin Bansal and Binny Bansal in 2007. It is the largest Indian competitor of amazon. When first launched, it was online bookshop but now offers the variety of products such as beauty product, consumer electronics, housewares, computers, software appliances, books, electronics category and more. It has a significant online presence and is regarded by many Indian customers and independent vendors as the greatest e-commerce platform in the Indian market [8]. The main reasons for Flipkart's success are the discounts and the cash-on-delivery option, which encourage customers to buy things. It also has several negative aspects like availability issues in cities and towns because of less internet knowledge, high shipping costs, display of fake picture, and low quality product.

3. 2 Snapdeal and Myntra

Snapdeal is one of the largest online marketplaces in India. Snapdeal targets the value e-commerce segment, which is estimated to be three times larger than the branded goods market [10]. It was launched by Kunal Bahl and Rohit Bansal in 2010. Snapdeal offers incredible discounts on various essentials for daily living, including footwear products, kitchen storages, beauty and cosmetics, eyewear products, mobile & accessories, etc. It offers a variety of payment methods, including cash on delivery, debit and credit card payments, and net banking, making purchasing simpler and more convenient. The main challenges of selling product on Snapdeal are, following highest operating expenses, lack of listing power, and refund money in a free charge account.

Myntra is a major Indian fashion e-commerce company of online shopping retailer fashion and causal lifestyle products. Myntra was established by Mukesh Bansal in 2007. It was acquired by Flipkart in 2014. Myntra.com is the right location for the purchasing of branded apparel like shirts, pants, inner wears, kurtas, fashion and lifestyle products, accessories, cosmetics, footwear, and home appliances. Myntra is a popular online fashion and lifestyle e-commerce company in India for men, women, and kids, and the main reason is the tie-ups with celebrities and events. Myntra has several negative features such as, high

traffic burst, small-scale decentralization, poor product quality, not suitable for dial-up, and no pop-up advertisements.

4. Challenges of Online Shopping

There are a few challenges for the slow growth of online shopping in e-commerce in India. When moving from a physical to a virtual shop, customers are resistant [9]. Online transactions are not trusted by some people. Few barriers of online shopping are,

1. Lack of product quality i.e., when customers wish to buy the products, they cannot touch or feel the items. Online shopping is not ideal for purchasing clothing.
2. Online shopping increases the risk of fraud, which includes credit card frauds, phishing, hacking, identity theft, fake websites, and other scams.
3. The shipping problems are quite often. Packages are misplaced, diverted, damaged, or delivered to the incorrect address.
4. Sometimes the delivery time is much later than expected.
5. Lack of security and privacy leaks may be present. The payment for online shopping can be done using internet banking or credit cards, wherein the passwords of credit cards and internet banking are not secure.
6. Lack of careful inspection while shopping online may occur. Customers may click and purchase a product they do not actually need. Sometimes the picture of a product found in the website may be misleading. Real-world look and color may differ from the digital representations.
7. Each company has a different return policy. Customers in some cases of online shopping platforms are responsible for the cost of goods returned. If an item is returned, the shipping costs paid already won't be refunded. Moreover, the cosmetics like lipsticks cannot be returned if purchased online.
8. Spending too much time online when making online purchases.

5. Conclusion

Online shopping is increasingly appealing to customers nowadays. This review paper makes it clear that the majority of people prefer to buy products online. Most people are well aware of the advantages and disadvantages associated with internet purchasing. People have predicted that online shopping would eventually overtake in-store buying due to the rapid increase of items and brands. In this paper, the opportunities and challenges experienced in the field of online shopping in India

have been discussed. This study has analyzed the various applications of online shopping in India. The result of the analysis can help online platform owners make more sustainable business decisions and raise retailers' total repurchase rate and advantages. The issues that customers have when they decide to adopt online buying are also identified in the paper. In conclusion, it is evident that online stores and online shopping have a bright future.

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