

# The Trend of Online Shopping In 21<sup>st</sup> Century

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**Abstract:** An online shopping system that permits a customer to submit online orders for items and/or services from a store that serves both walk-in customers and online customers. Shopping cart is an online store that enables websites owners to sell their product online. It is a web shopping cart that web enables the day-to-day sales functions. The system helps the customer to purchase the product with and without Credit-Card Information. It includes sophisticated products and customer management module (i.e. Dashboard module and User module). This website will be useful to anyone who wants to purchase items using internet. It generates the Reports related to the system.

**Keywords:** Introduction, Goals, History, Online-process, Features, Advantages, Disadvantages, future scope, Conclusion.

## I. Introduction

Online Shopping System helps in buying of goods, products and services online by choosing the listed products from website (E-Commerce site). The proposed system helps in building a website to buy, sell products or goods online using internet connection. Purchasing of goods online, user can choose different products based on categories, online payments, delivery services and hence covering the disadvantages of the existing system and making the buying easier and helping the vendors to reach wider market.

In day to day life, we will need to buy lots of goods or products from a shop. It may be food items, electronic items, house hold items etc etc. Now a days, it is really hard to get some time to go out and get them by ourselves due to busy life style or lots of works. In order to solve this, B2C E-Commerce websites have been started. Using these websites, we can buy goods or products online just by visiting the website and ordering the item online by making payments online.

## II. Goals

- 1) Selling Online
- 2) Build your community
- 3) Automate your customer service
- 4) Generate new leads



## III. History

Online shopping is something that most of us take for granted these days. We enjoy the convenience and other benefits of shopping online, however it wasn't that long ago that we couldn't shop online from home at all. Online shopping didn't even develop until the mid- 1991's. When we remember that, we realize that we're still in the early stages of online shopping. We're still learning what works, what doesn't and how we can improve this great shopping option so that it's even better in the future than it is today.



## I. Online Process



## IV. Features

- **Customer database management system** :The information of the customers doing the online shopping must be maintained in a well organized ways.
- **Description**:There should be proper description that must be given to the items that are kept for sale.
- **Price**:The price of the item should also be mentioned along with the description to prevent any further confusion.
- **Category** :There must be various categories like clothes, accessories, electronic gadgets and so on which will helps in easy searching for the items by the customers.
- **Delivery boy** :There should be some delivery boy available to deliver the items that have been purchased by the customers.
- **On time delivery**:The items purchased by the customers must be delivered on time without any delay.

## V. Advantages

Due to rapid growth of technology, business organizations have switched over from the traditional method of selling goods to electronic method of selling goods. Business organizations use internet as a main vehicle to conduct commercial transactions. Online stores do not have space constraints and a wide variety of products can be displayed on websites. It helps the analytical buyers to purchase a product after a good search.

**Convenience of online shopping:** Customers can purchase items from the comfort of their own homes or work place. Shopping is made easier and convenient for the customer through internet. It is also easy to cancel the transactions.

**No pressure shopping :** Generally, in physical stores, the sales representatives try to influence the buyers to buy the product. There can be some kind of pressure, whereas the customers are not pressurized in any way in online stores.

**Online shopping saves time :** Customers do not have to stand in queues in cash counters to pay for the products that have been purchased by them. They can shop from their home or work place and do not have to spend time traveling. The customers can also look for the products that are required by them by entering the key words or using search engines.

**Comparisons :** Companies display the whole range of products offered by them to attract customers with different tastes and needs. This enables the buyers to choose from a variety of models after comparing the finish, features and price of the products on display. Sometimes, price comparisons are also available online.

**Availability of online shop :** The mall is open on 365 x 24 x 7. So, time does not act as a barrier, wherever the vendor and buyers are.

**Online tracking :** Online consumers can track the order status and delivery status tracking of shipping is also available.

**Online shopping saves money :** To attract customers to shop online, retailers and marketers offer discounts to the customers. Due to elimination of maintenance, real-estate cost, the retailers are able to sell the products with attractive discounts through online. Sometimes, large online shopping sites offer store comparison.

## **VI. Dis-Advantages**

**Delay in delivery :** Long duration and lack of proper inventory management result in delays in shipment. Though the duration of selecting, buying and paying for an online product may not take more than 15 minutes; the delivery of the product to customer's doorstep takes about 1-3 weeks. This frustrates the customer and prevents them from shopping online.

**Lack of significant discounts in online shops :** Physical stores offer discounts to customers and attract them so this makes it difficult for retailers to compete with the offline platforms.

**Lack of touch and feel of merchandise in online shopping :** Lack of touch-feel-try creates concerns over the quality of the product on offer. Online shopping is not quite suitable for clothes as the customers cannot try them on.

**Lack of interactivity in online shopping :** Physical stores allow price negotiations between buyers and the seller. The show room sales attendant representatives provide personal attention to customers and help them in purchasing goods. Certain online shopping mart offers service to talk to a sales representative.

**Lack of shopping experience :** The traditional shopping exercise provides lot of fun in the form of show-room atmosphere, smart sales attendants, scent and sounds that cannot be experienced through a website.

**Lack of close examination in online shopping :** A customer has to buy a product without seeing actually how it looks like. Customers may click and buy some product that is not really required by them. The electronic images of a product are sometimes misleading. The colour, appearance in real may not match with the electronic images.

People like to visit physical stores and prefer to have close examination of good, though it consumes time. The electronic images vary from physical appearance when people buy goods based on electronic images.

**Frauds in online shopping :** Sometimes, there is disappearance of shopping site itself. In addition to above, the online payments are not much secured. So, it is essential for e- marketers and retailers to pay attention to this issue to boost the growth of e-commerce. The rate of cyber crimes has been increasing and customers' credit card details and bank details have been misused which raise privacy issues.

## **VII. Future Scope**

**In-store pick up :** In the past few months we've seen Walmart implement in-store pick up for orders placed online, while Sears and Kmart are going a step further bringing online purchases out to your car. In Chicago, Sears and Kmart are even testing home delivery and bundling items with those from its retail partners at Sears' Marketplace, further blurring the lines between online only retailers and those that came before. And in Florida, Farm Stores lets shoppers order groceries online and pick up at a drive through.

**Pick up depots :** Smaller retailers without a vast network of stores like Walmart or Sears may open designated pick up locations for goods ordered online.

**Mobile Apps :** Smart phones are the dominant cell phone and apps for all platforms are growing. The ones that allow for price comparisons or send out coupons are already among the most heavily used with good reviews, but we're just getting started.

**Less flash more function :** Forget about flashy apps or features like virtual dressing rooms. Consumers haven't responded to these and rightly so. Maybe the technology will get there, but until it does, user reviews are better gauges of clothing fit and quality than any technology can offer.

**Video :** Look for more user-generated video on retail sites. Retailers are letting customers upload video clips modeling new clothes or using a new purchase. Davis believes this is one trend that will definitely pick up speed.

**Social networking :** Facebook and Twitter aren't even close to played out yet. Consumers can increasingly "like" or follow favorite retailer and get discounts or tips on deals.

**Daily deals and flash sales :** This may seem like a very crowded playing field, but sites like Ruelala and OneKingsLane are reproducing at a furious pace. And based on how quickly many items sell out, often within minutes of email notifications going out, more will jump on this popular trend.

**Retail based social networks.** This is one trend experts don't expect to happen at any large level. Sears is still trying to build a social network of its own customers and Walmart tried and abandoned a similar effort, neither attempt bodes well for its success. Facebook really owns this space, but look for small, focused sites to create communities of like-minded users.

**International.** "There's been an accelerating trend in international or cross border e commerce, of small niche online retailers are now doing 10-20% of their sales outside of their own country," says Okamura. Look to online shops like SousVide Supreme that sells specialized cooking equipment and StyleTrek.com, a community built to launch up and coming international designers as models. Other big name retailers like Zara and Top Shop are building out their online business to reach U.S. shoppers, even as the store base grows more slowly.

## VIII. Conclusion

**Online shopping** is a different experience and you can make the shopping creative over the internet as you get used to it. There can be lot of **apprehensions** about online shopping when you get in to it for the **first time**. As you experience more and more of it those apprehensions get **dissapeared** slowly. Remember that if you stick to the basics, online shopping become **more enjoyable and easier** than real-world shopping.

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