



## EMERGENCE OF ONLINE SHOPPING APPS

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### AIM OF THE PAPER:

The Internet waves its magic wand again and gives a platform to shoppers to browse their products it has become simple with just a click away. This paper gives us an insight on how the trend of online shopping started and how the virtual shopping carts have overpowered the old school shopping bags.

### ABSTRACT:

E-carts have replaced our shopping carts, Online Shopping has become a part of our lifestyle today, it fulfils all of our needs by just a click of a button, Today the world enjoys Online shopping which gives the satisfaction to customers to access all of their favourite products and at their convenience. There are some risk factors involved, but online shopping can be lot of fun if one is cautious, this trend has definitely evolved and found its way and is here to stay.

### i) WORLD OF WEB

The advancement of technology has resulted in easy navigation at every sphere, we are all webbed to our devices, Every day we log on to our devices and receive new updates, the internet amazes us every hour, the latest trend that has caught up with the net-addicts is the culture of online shopping, though the trend has caught up in recent times, the history of online shopping races back to the year 1979, when Michael Aldrich invented the online shopping, 'videotex' a two way message service to revolutionise business, but at that time the reach was limited and it focused on mainly for the business oriented people and it mainly focused on the aspect of e-commerce, the difference was that people did not have access to shopping apps as they have now, the scenario has seen a shift in the present day with apps like Amazon, Flipkart, Myntra and many more constantly vying for shopper's attention, by introducing products that are low in cost and are available at unbelievable prices and offers, that the shoppers just can't resist and also sometimes unique and antique products, books, are also available easily online when compared to any other store, so in this case online shopping is reaching a new high. The world of web has spread its wings in the right direction.

### ii) E-SHOP TREND

In the year 2016-17, online shopping apps soared high and that is when the online app market experienced a phenomenal success in terms of which the smart phone usage was high at that time among the users as well as more of people installed these shopping apps and used them at the best of their knowledge. Today every store has its online shopping app as well. Some of the famous sites are Chumbak, Myntra, Fully Filmy all of these are what attract the young crowd today, it has such a high and wide reach that it has given all new definition to the trend of E-shopping, here the online stores work on the easy concepts of discount coupons, buy one get one offers, Paytm coupons and easy debit/credit options which every customer enjoys as they can get this access and comfort right to their homes.

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### Advantages of these Mobile apps:

1. There is higher engagement levels between the consumer and the seller, as the website functions 24/7 and any message and feedback can be dropped in, as well as shopping can be done at any hour.
2. There are more chances of sale from one consumer, once they are satisfied with the product they can revisit and engage in shopping again.
3. Online sellers keep a track of their consumers and their preferences, once they know of all their consumers choice of products, they can easily target their customer's preferences and succeed in getting their customers to shop for their products, this way the online markets have gone high.

### iii) FILLING OUR E-CARTS

In filling of our e-carts out of mere enthusiasm are we losing out on certain points that require our attention? Clearly, shopping is therapeutic but we shouldn't fall prey for all of what is available online, it is out of need that we should access them and not just also for the sake of falling in the trap of peer pressure, then there are other things that we need to keep in mind are that of online frauds, this is a major tension that arises, when we are open to the universe of technology and its advancements, there are a lot of easy options of buying anything under the sun, with the invention of credit/debit cards, there is easy money and sometimes when we excessively fall for offers, there can be times when we can be cheated or after our products reaches us, we find out that it is not exactly what we wanted, one should be well aware of their products, just because a brand is popular doesn't mean that it will be reliable, there can be mistakes that can be committed and like that there have been cases of online frauds.

An online seller is fully aware of the consumer's choices and will always display and make scroll possible for all of your preferred brands, that is how people fall for filling up the carts as soon as possible, this is the marketing strategy that works well, and customer satisfaction is high online.

### iv) VIRTUAL OVER HEAVY SHOPPING BAGS

Today shoppers find it more convenient and almost like a trend to fill up more of e-carts, it has become a fun task to select our favourite products and dumping it in the e-carts and then choosing again of the products that we truly require and ordering them, so this is an easy process, comparing to the heavy shopping bags that we carry, also today everyone has become busy with their careers, there is hardly any time to shop, for people who are constantly on the go and as well love shopping, it is great if they opt for the virtual e-carts, this way they will also benefit from the major factor 'Time'.

'Location' factor is another thing that hooks people to easily go in for these shopping apps, there can be a product which is not easily available in your city, some products are exclusively available in only some parts of the city, in that case online shopping apps have a wider geographic reach, for example if it is not possible for you to reach that particular city or country, then online shopping apps will make it possible for you to reach at your doorstep within a day or two. This is the reason people prefer to relax and shop online through just a click of a button, and also with the high level of satisfaction that they get which is less when it comes to real time shopping.

### v) DO'S AND DON'T'S OF E-SHOPPING

In this world of addiction, somewhere we forget about taking the precautions, as simple as the concept of e-shopping may sound, there can be problems which we face while purchasing a product, when receiving a product or while giving out our personal details, financial details for online purchase of products, below are some tips for you to look out for, before taking the online shopping plunge.

1. Firstly, always select a shopping app based on the popularity of audience preference, an app which is mostly talked of, and is preferred among other people, mainly Flipkart, Amazon are more preferred in today's time.
2. Mostly go in for cash on delivery option, it is easy and safe.

3. When entering credit/debit card details be cautious of all the pin numbers, see to it that you access through a safe gateway, do not share your pins with anyone, avoid using other people's device for online shopping.
4. Avoid purchasing costly electronics, it is better to go in for cash on delivery if you plan to purchase costly products.
5. Avoid shopping through public Wi-fi hotspots, be safe shop from home, through your secure Wi-fi connections, while using public Wi-fi there are chances of your devices and accounts being hacked.
6. Don't always believe social media sites and their offers, directly install the apps and navigate through the original apps, not through any social media platform.
7. Don't blindly fall for gift vouchers and offers, try to verify all the details and then accept the offers, it is completely alright to reject these offers.

These are some of the basic regulations every shopper who prefers online shopping should have in mind. It is better to abide by these rules and be cautious than regretting later on.

#### vi) WHAT SHOPPERS SAY?

Online shopping is really catching on the trend! Many people find the process quite effective and there are a lot of people who want their products to be delivered at home, and avoid fuss-free shopping. "Online shopping is far effective, everything in today's world is mechanized, we can easily compare prices online and purchase our products, compared to real-time shopping, virtual shopping gives us lots of choices and as well as offers which helps us segregate and shop for our favourite products at our own convenience, so online shopping is what I prefer", says Mrs. Guna Justin who is a regular Amazon shopper.

Priya Gurnani, shops online rarely but finds it of great convenience when it comes to purchasing Gadgets, bags and cosmetics, "I can search for exactly the kind of product I am looking for. I don't have to walk around searching for it, and at the same time comparison of prices can be done from various websites and brands at the same time".

"Online shopping is an emergence of smart technology and we also should be smart while shopping online, I regularly read reviews before purchasing the products as it is beneficial since we can only see the images online, so reading reviews and rating makes it easier and also I take a longer time in purchasing the product but on the whole it is has been a good experience shopping online", says Deepikaa Shekhar.

One thing common among all the shoppers online is that they find that the process is easy on their purses, with the offers that arrive at every minute and every festive occasion as well, makes them fall for the affordable prices and enjoy the process of easy shopping apps.

#### CONCLUSION

Online shopping is easy, accessible and though it can have some bizarre incidents or occasionally can make us feel insecure, one can never deny the vast options that are available to us all with one swipe and has made life easy today. There has been a rapid growth over the years and it has definitely taken over store shopping in various ways, Online shopping is preferred by both the consumers and sellers. Online shopping has a great future ahead as it is widely used and liked by people all over the world.

#### REFERENCES

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