



RESEARCH ARTICLE

Study on growth of Online Shopping in India

Deepali

Lecturer, Malout Institute of Management and Information Technology (MIMIT, Malout), Punjab, India

singladeepali88@gmail.com

Abstract— In the last few decades internet has revolutionised the lives of millions of users with its immense applications. With the growing proclivity and economic growth online shopping has increased drastically. The world of electronic commerce, also known as e-commerce, enables consumers to shop at online stores and pay for their purchases being contented at home. By just clicking a mouse, shoppers can buy any product online -- from household items to home loans. Consumers expect merchants not only make their products available on the Web, but also to make payments a simple and secure process. Online shopping is beneficial for both consumers as well as merchants. With the fast growing technology online shopping is emerging in India at a very faster rate. According to a new report, India saw a 128% growth in interest from consumers in 2012 as compared to that of 2011. This paper is a study on the reason describing the attraction of the people towards online shopping and various factors affecting it.

Key Terms: - Online Shopping; E-commerce; Internet; Consumers; Online stores; Payment modes

Full Text: <http://www.ijcsmc.com/docs/papers/June2013/V2I6201328.pdf>