

## Impacts of Online Shopping on Society

Silajit Bose

M.Com. / NET

---

### ARTICLE DETAILS

Research Paper

#### Keywords :

Assistant Technology,  
Disabled Children,  
Inclusive Education,

---

### ABSTRACT

The past 15 to 20 years have seen a significant rise in Online shopping, which has had a profound effect on worldwide business practices and society. Both the company and the customers have benefited greatly from this. Furthermore, certain hazards have resulted in adverse effects for both customers and enterprises. This paper examines the advantages of Online shopping as well as its potential threats and effects on society.

---

### Introduction

Online shopping is the simple online purchasing and selling of different goods and services. Online shopping trading is accessible to anyone with an internet connection. Two categories can be identified in online shopping. Trade (both B2C and B2B) between companies and customers. Because they provide customers the opportunity to purchase things online or in-store and accept returns in-store, brick and click stores—whether they are located online or on the high street—often give their customers more trust when they shop online. Online shopping has grown to be a highly common way for companies and organizations to transact. Nowadays, the majority of businesses have an internet presence, if only to share information about themselves and increase brand recognition if it's not being used for trading. People would much rather shop online because it saves time compared to physically searching for the product, it is often less expensive, and Even though some people might feel nervous or uncomfortable placing orders, especially when providing personal information, most people feel comfortable doing so.

### Literature Review

**Patric Barwise (2001)** According to reports, 99% of current e-commerce is projected to take place on PCs, whether laptops or desktops. While B2C e-commerce is predicted to be more complex and provide a wider selection of relevant media, such as interactive digital TV and a range of mobile and wireless services, this is unlikely to alter. Customers' access to and ownership of different types of equipment will vary substantially. Others will have no digital communication at all, whereas others will have access to broadband.

**Jackie Gilbert Bette Ann Stead (2001)** analysed the remarkable growth of electronic commerce (ecommerce) and discussed the ethical issues that have arisen. Security difficulties, spamming, websites that are not labelled as "advertising," cybersquatters, online marketing to minors, conflicts of interest, manufacturers competing with online middlemen, and "dinosaurs" were all discussed.

**Elizabeth Goldsmith and Sue L.T. McGregor (2000)** examined how e-commerce has affected public policy, business, education, and consumers. Future research topics, research questions, and public policy efforts are discussed.

### **Research Gap**

What social effects does online shopping have?

### **Objectives of the study**

To observe the different ways that online shopping affects society

### **Research Methodology**

The research study is an attempt at exploratory research, drawing on secondary material from journals, periodicals, papers, and media sources. The study employed a descriptive research design based on the investigation's goals and objectives. With the aforementioned objectives in mind, this research design was adopted to provide a more comprehensive and accurate analysis of the research study. The study relied heavily on publicly available secondary data. The investigator collects the essential data through a secondary survey approach. A variety of identified and documented news stories, books, and websites were used.

### **Online Shopping's Beneficial Impact on Society:**

#### **Accessibility**

When looking for anything, shopping online can often be far more accessible than going to a mall.

Alternatively, you can just place your order while relaxing at home with internet connection.

### **Seniors & Disabled**

Individuals with physical or mental disabilities, as well as those who are elderly, usually find it challenging to shop at a traditional mall. Living further from town centres may exacerbate this problem. These individuals can order the goods and services they require from the comfort of their own homes thanks to online shopping.

### **Time Conserving**

Compared to visiting your local store, ordering an item online from an e-commerce site takes a lot less time.

### **Information Accessibility and Cost Evaluation**

Nearly anything can be quickly found online thanks to search engines like Google, which are stocked with information. You can quickly locate the best price for the product you're looking for online with these skills, saving you the trouble of visiting multiple stores. Search engines for products that find the best deal at the selling stores include Google Shopping.

### **New Enterprises**

It can be highly expensive to start a new business if your goal is to run a physical location. Starting a business with an online presence offers considerably lower startup and operating costs than creating a store and locating a site for product storage.

### **Jobs**

To be an active online business, you will need a website that can take payments and sell your products and services. While larger organisations are more likely to employ their own web developers, marketing analysts, and SEO specialists, smaller businesses are more likely to deal with an outside company that specialises in setting up this kind of thing.

### **24/7**

As long as there are no technical issues, websites that operate online are always accessible. The ability to easily order products online is a great benefit for individuals who finish work late and lack the time to rush to the closest store to find what they're looking for.

### **More**

### **Options**

You typically have access to the products that are physically present when you go shopping. In contrast to internet shopping, this is different. Initially, there's a good chance you can search through

several websites and locate the product you're looking for. It's also possible that the product you're looking for won't be available at your local store when you purchase from a bricks and clicks organization; instead, it might be delivered from a store located somewhere else.

### **International Trade Expo**

Everyone with access to the internet can view content available worldwide. For this reason, anybody in the world can visit your website if it is operational. This opens up a worldwide market for you, but it also increases competition because everyone with an online presence is vying for the same goal as you.

### **Advance orders**

Nowadays, the majority of highly sought-after products on the internet can be pre-ordered. In this process, you pay for the product in advance of its release and receive delivery of it to your door on the day of release. With the majority of entertainment products, including computer games, this is a very common procedure.

### **New Approaches to Marketing**

Owing to the recent explosion in popularity of online shopping, more features have been created in tandem with it. These consist of things like review forums, where customers can read about other people's opinions regarding a specific product. Online advertising has grown significantly as well because well-known websites frequently use intrusive pop-up windows or banner ads to draw users in. Pay-per-click (PPC) advertisements have gained popularity as a means of advertising. The hosting company is paid based on the number of clicks on the advertisement. Alongside the advent of e-commerce websites have also been mailshots and customer loyalty programs.

### **Promoting Online**

These days, with so many people using the internet, it's the ideal platform for advertising. Businesses that run their own online stores usually run advertisements for non-competitors with the intention of boosting sales and developing a partnership that could be advantageous to both parties.

### **Online Shopping's adverse impact on society**

#### **layoffs**

Some companies decide to become online and more globally accessible, moving away from being brick-and-mortar organizations with physical locations. As a result, they no longer require the employees they had in those locations.

#### **Unpredictability**

It's not their fault that some people are reluctant to enter their credentials online due to the existence of

websites designed specifically to deceive. There are reliable websites out there, and it is possible to tell if they are official or not in a number of ways. People can use PayPal, an online payment option that conceals your credential information from the trader. The online transaction will then function with PayPal, so the business you are purchasing from won't receive any information about your payment method.

### **Security Concerns & The customer Satisfaction**

When a customer tries to purchase something from you online, it's critical to offer a safe and secure shopping environment. To encourage future business with that consumer, this helps establish stronger customer trust by telling them that they may place an order without anxiety. When a customer makes a payment, the company must ensure that a secure gateway is available and that the information is kept safe.

### **Refunds and Issues**

Customers will demand a replacement or refund if there is a product defect, even if it was not their fault—for instance, if the product arrived damaged. For customers of an online-only business, returning an item or getting a refund might be somewhat difficult because they are unable to visit the closest physical location. The customer may have a negative experience as a result of this and is unlikely to return to your store.

### **Open Lines of Communication and Product Knowledge**

Online orders prevent customers from speaking with salespeople in person and from getting a hands-on feel of the product. Rather, the product will usually come with a few images to aid in visualising the item and a product description. There are situations when these pictures and descriptions can be deceptive, leading to a buyer ordering something they may not have specifically wanted.

### **Delivery**

An online purchase requires a waiting period until the item is delivered. The majority of the time, these online retailers provide a variety of delivery choices, ranging from more expensive, faster delivery times to more affordable, slower delivery times, or even free delivery. However, orders for products or services for upcoming events, such as birthday or Christmas presents, may encounter delays in delivery as a result of various problems.

## **Conclusion**

Most of the time, people choose to order everything they want, including products, online. Instead of scouring the aisles of their neighborhood mall for the item they're looking for, only to discover a few hours later that it was not available in their size or that they could have gotten it for less money online, people find this less complicated and easier. The only drawback is that, depending on the delivery option chosen, the item ordered may take up to five days to arrive. However, so far, there haven't been many reported instances of bad delivery delays.

## **References**

Kothari, C. R., Research Methodology Methods and Techniques, 2nd Revised Edition, New Age International (P) Ltd. Publishers, 2010

ChetanBhagat, Retail Management, OXFORD.

Contented Writer. (2014). Social implications of e-commerce. <http://www.contentedwriter.com/social-implications-of-ecommerce/>(accessed 06 January 2014).

Contented Writer. (2014). Understand the impact of e-commerce. <http://www.contentedwriter.com/understand-the-impact-of-e-commerce/>(accessed 06 January 2014).