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Online shopping is an electronic commerce in which the customers can directly purchase items and services from a seller through internet without the requirement of any physical shop. The online buying process is similar to the shopping process at a physical retailer shop or shopping with the ease of ordering products from home. Online shopping is a simple single click solution to satisfy all our shopping needs and it is a very easy process.

In most cases, there are no delivery charges and the product is delivered at the consumers door step. Even if there any delivery charges, they are usually very low. The cost of travelling to the store itself is sometimes more expensive than the delivery charges; hence online shopping is a practicable alternative in many ways. The process of online shopping constitutes two kinds mainly either business to consumer online shopping or business to business online shopping. In the first kind of online shopping the customer buys a product o a service and in the second kind a business buys from another business.

TREND OF ONLINE SHOPPING IN INDIA

India is also one of the countries that is experiencing a revolution in the shopping trend in the form of increasing trend of online shopping. Even in India, it is now possible to order the product or service of your choice for your home or workplace with a single click and paying online. The choice of the place of delivery is up to you. Online shopping has also made it feasible to deliver gifts at the door steps of your friends and family. Shopping at physical shops and stores is still opted by many but for the rest of people opting to shop online this is a new and exciting experience.

DIFFERENT MODES OF SHOPPING ONLINE IN INDIA

The different modes of online shopping or online stores available in India are the following:

E-shops

E-stores

Internet shops

Web shops

Web store

Online store

Virtual store

PAYMENT MODES OF SHOPPING ONLINE

The following are the popular modes of payment that are used for online shopping by customers:

Payment through credit cards

Cash-on-Delivery system

Buying through Debit Cards

Shopping through Net Banking

Paypal

The prospects of online shopping in India are bright and immense with the rising rate of computer and internet usage. Online shopping is becoming well known for almost all kinds of consumer products and services to be sold online, such as garments, jewelry, house hold items, crockery and much more. It is not only proving to be beneficial for the consumers for its remoteness but for the retailers as well, as the number of customers who can access a website are more than those that can be attended physically at a shop.

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[Gaurav Tripathi](#) - About Author:

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