



## A Study of Trends of Online Shopping in Patna

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**Abstract :** *This is a study undertaken with the objective of assessing the Awareness of Online Shopping among different age groups of people and Factors affecting Online Shopping. An Online store helps consumers allowing for an easier and a more realistic shopping experience. A substantial growth in recent Computer technologies and its growing awareness has facilitated the users to choose a product from a broad range with all information before buying a product. It also provides them the facility of comparison shopping where a user can compare a product offered by various brands for its features and pricing.*

*This study was an attempt to find out the Factors which promote online shopping amongst various age groups and their apprehensions which prevents them from using this method of shopping.*

**Keywords :** *Online Stores, e-shopping.*

### Introduction :

**Online shopping or online retailing** is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, and virtual store. An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping. The largest of these online retailing corporations are Alibaba, Amazon.com and eBay. Retail success is no longer all about physical stores, this is evident because of the increase in retailers now

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