



Prospects of Online Shopping in Patna, with special reference to Electronic Gadgets

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Abstract: *Online shopping is a form of Electronic-commerce which allows consumers to directly buy goods from a seller over the internet. This allows consumers to view and order products online from any part of the world. People today are so busy in their day-to-day schedule that they hardly get time to visit different shops to buy a product. Online shopping has brought to them convenient shopping and they can shop anytime from anywhere. In this background, the study on the*

topic “Prospects of online shopping in Patna, with special reference to Electronic Gadgets” was conducted to know about the perception of people regarding electronic appliances from online stores. Online shopping has made a great headway and therefore, we found it appropriate to choose it as a part of our research work.

Keywords: *Online Shopping, E-Commerce, Electronic Gadgets, products and consumers.*

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Introduction :

The study entitled “Prospects of Online Shopping in Patna with special reference to Electronic Gadgets” is directed towards understanding the perception regarding the authenticity of electronic gadgets in online shopping. Online shopping is the form of electronic commerce which allows consumers to directly buy goods or avail services from a seller over the internet. E-commerce is the buzzword of the time. The world seems to have become a small global village in terms of online shopping with an internet savvy public. Online shopping has emerged as the way of shopping digitally and has become an inseparable part of our lives. It seems people are attracted to this virtual mode of shopping as varieties of products ranging from apparels, footwear to electronic gadgets are available online. Online shopping not only provides convenience to its customers but also considers the taste and preferences of the customers, saves time and money as well. A large number of online