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A PATH FOR HORIZING YOUR INNOVATIVE WORK

HYPNOTISM BY ONLINE SHOPPING ON TODAY'S GENERATION

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Abstract: The Internet is relatively new medium for the communication and the exchange of information which has become present in our daily lives. The number of Internet users is constantly increasing, which is also significance that online purchasing is increasing rapidly. Companies can easily market their product in the whole world and can create great market of their product, due to online marketing. For the consumer, online shopping offers several distinct advantages over traditional shopping methods, level and one of them is high of convenience. But while online shopping provides you with a high level of convenience, it also provides cybercriminals with opportunities to steal your money and information through various online scams. Online consumers fears about the lack opportunity to examine products before purchase, specifically regarded as influential factors in direct purchase decision .Despite the drawbacks, online shopping can be a fun, convenient, and safe activity if you take a few precautions.

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INTRODUCTION

For many of us, online shopping has become a regular part of our lives, mainly because it is so convenient. Every day, millions of people go online to do research about products and make purchases from thousands of different online merchants. More than 85% of world's online population has ordered goods over the internet during the recent year. The web allows you to comparison shop for the best deals, more product information, greater selection, with more convenience. But while doing e-shopping, it provides you with a high level of convenience, it also provides cybercriminals with opportunities to steal your money and information through various online scams. That is why it is so important for you to know how to stay safe when you're doing shopping online. The purpose of this research paper is to Create awareness, in order to help users, so that they can easily enjoy the convenience of shopping online. With the help of this guide, and a little bit of awareness and education, user can easily enjoy the convenience of shopping online.

Online shopping:

Online shopping, also called electronic shopping or e-shopping, is shopping that involves the use of a computer, modem, browser, and the Internet to locate, examine, select, and pay for products.

Advantages of Online Shopping:

Usually online shopping starts from the inbox of e-mail or advertisement that we usually see on internet. In this advertisement there are lots of offers provided for shoppers. There's no doubt about it there are many benefits to shopping online. These advantages include the following:

• It shows more product information:

At many online stores, you can find detailed information about a wide variety of products, an advantage often unavailable in traditional stores.

• It provide ease of comparison shopping:

E-shopping allows you to quickly find comparable items at similar stores and locate those venues with the best quality and lowest prices.

• Convenience for purchase:

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With e-shopping you can browse merchandise and make purchases whenever you want from the privacy and comfort of your home or office.

• Provides greater selection:

Online shopping is not restricted by available shelf space, online stores can offer you an almost unlimited number of products.

• Available for 24/7

On the Internet, stores never close so you can shop when it's convenient for you and browse as long as you like.

• Shop from the comfort of your home:

You can shop while relaxing on your couch, even when the weather or traffic is bad. And you don't have to worry about crowds of people at the mall.

• It saves time:

You don't have to waste time driving across town, searching for parking, or standing in line to pay for your purchases.

• Provides comparison shop:

It's easy to do comparison shopping online and learn from product reviews written by other shoppers.

• Provides more variety:

Online shopping provides endless variety of products and services available online. You can even shop globally without leaving your home.

Drawbacks:

It's hard to beat online shopping for convenience and variety of products. But, as far as security is concerned it has some drawbacks. Which are describing as follow:

• Must rely on website text and Images :

You cannot physically see or touch the ordered items so it can be difficult to determine things like quality and fit.

• Delivery time:

You don't have the immediate satisfaction of receiving the product when you buy it since you have to wait for it to be delivered.

• Shipping charges:

You usually have to pay shipping charges, which may increase the overall cost of what you are purchasing.

• Shipped returns:

Returns can be more of a hassle because you have to pack up the product, ship it back, and wait for the seller to receive and process the return before you can get your product exchanged or refunded.

• Security concerns:

It can be difficult to tell if the website is secure. If the site is not secure or is fraudulent you can potentially open yourself up to identity theft.

• Privacy concerns:

If a site doesn't have a comprehensive privacy policy, it is impossible for you to know who has access to your information, and whether your information is protected or shared with third parties. Information sharing could lead to spam, or even identity theft.

Tips for Safe online Shopping:

Despite the drawbacks, online shopping can be a fun, convenient, and safe activity if you take a few precautions. Here are some tips provided for safe online shopping .Using that online shopping can be the best shopping experience.

Care tips before purchasing:

• Comparison shop:

Use a search engine to look for the best deals, but be aware of deals that sound too good to be true.

• Do a background check on the online Retailer:

Make sure that the retailer lists a physical address and phone number. Call the company's phone number to see if there is a representative you can speak to.

• Read customer reviews:

Another important step in investigating an online merchant is to do a search for customer reviews. If there are multiple complaints about the company, proceed with caution.

• Know the shipping policies:

Look into shipping and handling fees and make sure they seem reasonable to you. You want to make sure that you understand all your shipping options and how they will affect your total cost.

• Know your options when it comes to returns and exchanges:

Since it is difficult to determine things like quality and fit when shopping online, it is important to check out the merchant's return and exchange policies.

• Find out when your purchase will be delivered:

Since you may need your purchase by a specific date, you should investigate the time it will take for delivery.

• Review the company's privacy policy:

Look to see how the merchant uses your personal information and check to make sure that it will not be shared with third parties.

Tips when making a purchase:

• Don't shop at a site if you are not comfortable:

If you feel that the site may not be secure, then do not shop at that site because you're probably right.

• Never click on links from spam emails to make purchases:

Don't click on a link in an email from someone you don't know, or don't buy on a site advertised in a spam email.

• Check the web address to make sure you are on the correct website:

Once you arrive at a site, you need to make sure that it is legal and not a fake site.

• Check that the site is secure:

Look for a security seal, such as the McAfee SECUR trustmark, indicating that the site has been scanned and verified as secure by a trusted third party. This security seal indicates that the site will help protect you from identity theft, credit card fraud, spam, and other malicious threats. In addition, check to see if the site uses Encryption or scrambling when transmitting information over the Internet by looking for a lock symbol on the page and checking to make sure that the web address starts with https:// instead of http://, which indicates that encryption is being used.

• Use a credit card for payment:

Credit cards on the whole offer better protection against fraud than debit cards.

• Do not use a public computer to shop online:

If you are using a public computer, strangers may be able to access your browsing history and even your login information. To protect yourself, do all of your online shopping from your secure home computer.

• Only use a secure connection when you place your order:

Never shop using an unsecured wireless network because hackers can access your payment information if the network is not protected. You also want to make sure that your computer is protected with comprehensive and up-to-date security

software such as McAfee Total Protection or Quick Heal Total protection, which will safeguard you from viruses, spyware, and other unknown online threats.

• Use strong passwords:

Choose passwords that are difficult to guess and that are at least ten characters long Consisting of a combination of numbers, letters, and symbols.

Tips for softie after shopping:

• Keep a paper trail:

Keep a copy of your order number and receipt, and note which credit card you used. When you receive your credit card statement, review it to make sure that the charge placed on your card is correct and that there are no extra fees or charges.

• **Inspect your purchase as soon as you receive it:**

Make sure that the product you received is correct and is not damaged. If you have to return or exchange an item, do it quickly so you do not exceed any return restrictions. **Conclusion:**

From this paper we got that online shopping gives more product information, on which shoppers can compare products on many sites, it is more convenient for users, shopper can do 24-hour-a-day shopping, shopper can Shop from the comfort of their home, it save time, and provides more variety of products. Together with these features, online shopping has some drawbacks –shopper cannot physically see or touch the ordered items, when you ordered something you have to wait for it to be delivered, shipping charges may increase the overall cost of purchasing, shipped returns is more of a hassle, it also provides Cybercriminals with opportunities to steal your money and information through various online scams. The purpose of this research paper is to study Features and drawbacks of online shopping and to search some solutions to overcome that drawbacks so that online shopping will fun and convenient way to make purchases, locate hard-to-find items, and discover bargains. As long as you take precautions and with some awareness online shopping can be easy and enjoyable.

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