Article Review Report

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ORIGINAL ARTICLE

A STUDY OF "CONVENIENCE AND BENEFITS OF ONLINE SHOPPING ", A NEW TREND.

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REVIEW OF THE ARTICLE

A Study Of "convenience And Benefits Of Online Shopping ", A New Trend.

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ABSTRACT:

The problem statement was clear and well articulated The research paper aims to provide theoretical contribution in understanding the present status of benefits, convenience of online shopping, and explores the factors that affecting the online shopping. The Study provides insights into consumers' online shopping behaviours and preferences. Moreover, paper also identifies the benefits that customers' get when they want to adopt internet shopping as their main shopping medium. Present study is a descriptive study based on the detailed review of earlier relevant studies related to the various concepts of online shopping to explore the concept of online shopping.

INTRODUCTION:

The introduction provides a good, generalized background of the topic that quickly gives the reader an appreciation An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping centre; the process is called business to-consumer (B2C) online shopping. The largest of these online retailing corporations are Snapdeal, flipkart, Amazon.com, and eBay .Retail success is no longer all about physical stores.

METHODOLOGY:

The present study was exclusively realized on secondary data sources. It was purely descriptive type of research since it describes the facts relating to the problem. Here the inductive research methodology is applied. The study is done on the basis of secondary data collection such as journals, articles, websites, research papers etc.

PRESENTATION OF RESULTS:

The amount of data presented was sufficient and appropriate. Tables, graphs, or figures were used judiciously and agree with the text Above discussion clearly indicate that 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.

REFERENCES:

Prior publication by the author(s) of substantial portions of the data or study was appropriately acknowledged.

RELEVANCE:

The study was relevant to the mission of the journal or its audience. The study addresses important problems or issues; the study was worth doing.

FUTURE RESEARCH SCOPE:

1. Career For Faculty (http://academicprofile.org/Professor/CareerForFaculty.aspx)
2. Academic Plan (http://academicprofile.org/Professor/AcademicPlan.aspx)
3. Regarding Professor Promotion
(http://academicprofile.org/Professor/regardingPromotion.aspx)
4. Fellowship for Post Doctoral (http://academicprofile.org/Professor/FellowshipForPD.aspx)
5. Online Course on Research (http://onlineresearch.in/Default.aspx)

SUMMARY OF ARTICLE

		Very High	High	Average	Low	Very Low
1.	Interest of the topic to the readers	✔				
2.	Originally & Novelty of the ideas		✔			
3.	Importance of the proposed ideas	✔				
4.	Timelines			✔		
5.	Sufficient information to support the assertions made & conclusion drawn		✔			
6.	Quality of writing(Organization, Clarity, Accuracy Grammer)			✔		
7.	References & Citation(Up-to-date, Appropriate Sufficient)	✔				

Future Research Suggestions
This Article can expand further research for MINOR/MAJOR Research Project at UGC