

A STUDY ON AWARENESS OF CYBERCRIME IN ONLINE SHOPPING

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ABSTRACT: Now a days the life style of the people is different. People feel uncomfortable and time consuming for going crowded markets. So, E-Shopping is a boon as it saves lot of time. Online shopping is a process whereby consumers directly buy goods, services etc. from a seller without an intermediary service over the Internet. Shoppers can visit web stores from the comfort of their house and shop as by sitting in front of the computer. Online stores are usually available 24 hours a day and many consumers have internet access both at work and at home. So it is very convenient for them to shop Online. One of the most enticing factors about online shopping, particularly during holiday season is, it alleviates the need to wait in long lines or search from a store for a particular item. Variety of goods are available in online.

Keywords: without intermediary service, new life style.

INTRODUCTION: E-commerce (electronic commerce) is the purchasing and selling of products and services, as well as the transfer of payments or data, through an electronic network, most notably the internet. These transactions might be business-to-business (B2B), business-to-consumer (B2C), consumer-to-consumer (C2C), or consumer-to-business (C2B) etc. E-commerce and e-business are frequently used interchangeably. The word e-retail is also used to refer to the transactional procedures that comprise online retail shopping. The widespread usage of e-commerce platforms such as Amazon and eBay has contributed to significant development in online shopping over the last two decades. According to the US Census Bureau, e-commerce accounted for 5% of total retail sales in 2011. By 2020, when the COVID-19 pandemic began, it had increased to more than 16% of retail sales. Get online advice. Cybercrime in e-commerce or otherwise is a danger posed by criminal or irresponsible computer users who take advantage of the widespread usage of computer networks. It endangers the integrity, safety, and quality of most company information systems, making the development of effective security measures a primary concern. In general, Cybercrime in e-commerce is defined as the use of computer resources to do unauthorized or criminal activities in online business-related activities. Many computer crimes might entail traditional criminal actions such as theft, fraud, forgery, defamation, and mischief, all of which are

punishable under the Indian Penal Code. Computer misuse has also given rise to a slew of new-age crimes, which are addressed under the Information Technology Act of 2000. Cybercriminals who attack computers may infect them with malware in order to harm or disable them. Malware may also be used to destroy or steal data. A Denial-of-Service (DoS) attack occurs when cybercriminals block people from using a website or network or prevent business connections from providing a software service to their clients. Cybercrime in e-commerce that involves the use of computers to perform other crimes may include the distribution of viruses, illicit information, or illegal photographs via computers or networks. Cybercriminals frequently conduct both at the same time. They may infect computers first, then use them to propagate malware to other machines or over a network. Some countries acknowledge a third type of Cybercrime in e-commerce in which a computer is used as an accomplice. This type of crime is commonly referred to as hacking. Hacking is a type of computer crime in which the offender breaks into a computer system for the sake of the challenge. However, the writers of the Information Technology Act of 2000 did not use this phrase anywhere, so to avoid misunderstanding, we would not use the terms hacking and illegal access interchangeably, as the latter has a broad connotation. In recent years, there's been a tremendous increase in online shopping.

STATEMENT OF PROBLEM

Many of the websites sell luxury items like popular brands of clothing, jewellery and electronics at very low prices. Sometimes you'll receive the item you purchased but they're going to be fake, other times you'll receive nothing in the least. Where the biggest tip-off is that a retail website may be a scam is the method of payment. Scammers will often ask you to pay to employ a postal order, pre-loaded money card, or wire transfer, but if you send your money this manner, it's unlikely you'll see it again or receive your purchased item. Nonetheless, they use several strategies to trick people online shopping scams involves the utilization of platforms to line up fake online stores. They open the shop for a brief time, often selling fake branded clothing or jewellery. After making a variety of sales, the stores disappear. They also use social media to advertise their fake website, so don't trust a site simply because you've got seen it advertised or shared on social media. The simplest thanks to detecting a fake trader or social media online shopping scam is to look for reviews before purchasing.

NEED FOR THE STUDY

With advancing technologies and increasing competition, the e-commerce industry is constantly evolving. No matter what these changes are, the future of this robust and flourishing sector is bright and promising. It would be therefore good for e-commerce businesses to learn what the future holds for them and what trends are likely to occur. Getting to know will help e-commerce businesses in taking vital decisions in identifying and selecting apt e-commerce options, and implementing the anticipated trends before those become mainstream. This blog therefore would be of great use to those who are running e stores and those who are planning to do so in the near future.

OBJECTIVES OF STUDY

- To know consumer motivations to engage in online shopping.
- To study the demographic factors in consumer who purchases in online.
- To find out the influence of online advertising on buying behaviour of customer.
- To determine the markets trends on online purchasing
- To satisfy the wants and needs of the customer.
- Factors affecting decision making towards online platform.

RESEARCH METHODOLOGY:

This study aimed to find out the problems that are generally faced by a customer during online purchase and the relevant factors due to which customers do not prefer online shopping. Descriptive research design has been used for the study. Descriptive research studies are those that are concerned with describing the characteristics of a particular individual or group. This study targets the population drawn from customers who have purchased from online stores. Most of the respondents participated were post graduate students and and educators. The respondents were selected based on the convenient sampling technique. The primary data were collected from Surveys with the help of self-administered questionnaires. The close-ended questionnaire was used for data collection so as to reduce the non-response rate and errors.

REVIEW OF LITERATURE

Liu, He, Gao and Xie (2008), it is important for e-tailers to provide varied types of merchandise and preferential price because customer satisfaction is still based on product price and product variety; to create competitive advantage, small e-tailers should offer more product choices for the consumers and offer competitive. In online shopping, consumers are able to compare prices on the internet in different web sites and they will have the material benefit because they can analyse and compare prices based to enhance their decision to purchase (Liu, He, Gao and Xie, 2008). According to Jin and Kim (2003), diverse consumer groups with various motivations and economic conditions can be satisfied through discount stores that are available in Korea.

Dr. Shefali Tiwari and Dr. Shraddha Sharma (2017), The primary goal of their research was to determine customer attitudes regarding internet buying. In addition, it is necessary to comprehend the impacts of the various components.

LEMPERT, VOLLMER, and PRECOURT (2006), The internet has evolved into a mass media tool for consumer-sponsored communication. It is presently the most popular source of media for clients at work and the second most popular source of media at home. Customers are abandoning conventional advertising mediums such as radio, television, magazines, and newspapers. Customers also desire greater control over their media consumption on a regular basis. They expect instant and on-demand access to information at their leisure. Customers are increasingly using a variety of social media platforms to perform information searches and make buying.

POWNALL (2013), Internet commerce in India has a very bright future. In India, attitudes regarding internet purchasing are improving. Consumers may purchase anywhere, anytime, and for anything via the internet, with simple and secure payment choices. Consumers may compare items as well as online retailers while buying. This research focuses mostly on Internet elements and explores the factors that influence consumers' online buying habits. The study focuses on online consumer behaviour and Internet purchasing (including the nature of online shopping, E-commerce websites, and online security, privacy, trust, and trustworthiness) (include background, shopping motivation and decision process). Those elements were investigated in order to determine their impact on online customer behaviour. In addition, past studies were utilised to aid researchers in gaining a more thorough understanding.

LIMITATIONS

- Lack of interactivity in online shopping.
- You cannot bargain.
- Lack of shopping experience.
- Sometimes returning the product.
- Online shoppers do not get to take benefits of seasonal statewide tax- free shopping events.
- Frauds in online shopping.
- Sometimes hidden the cost and shipping charges.
- Restocking and shipping costs are often charged on return.
- Online shoppers do not have the ability to physically inspect or try on the item being considered for purchase.

DATA ANALYSIS AND INTERPRETATION

TABLE-1 AGE OF THE RESPONDENTS

S.no	Age	Total no of respondents	Percentage
1.	Above 18	46	39.3%
2.	Above 25	44	37.6%
3.	Above 30	21	17.9%
4.	Above 40	6	5.1%
	Total	117	100%

From table 1 reveals the age of respondents. It is clear that 39.3% of them above 18, 37.6% are above 25, 17.9% are between above 30, 5.1% are between above 40%.

TABLE-2 EDUCATION OF THE RESPONDENTS

S.no	Education	Total no of respondents	Percentage
1.	12 th	39	33.3%
2.	Under graduate	7	6%
3.	Post graduate	71	60.7%
	Total	117	100%

From table 2 reveals the education of respondents. It is clear that 12th of 33.3%, UG of 6%, PG of 60.7%.

TABLE-3 FAMILY OF THE RESPONDENTS

S.no	Family type	Total no of respondents	Percentage
1.	Joint family	28	23.9%
2.	Nuclear family	53	45.3%
3.	Single family	36	30.8%
		117	100%

From table 3 reveals the family size of respondents. It is clear that 28 are 23.9% joint family, 53 are 45.3%, nuclear family, 36 are 30.8% single family.

TABLE-4 ARE YOU AWARE OF CYBER CRIMES ASSOCIATED WITH ONLINE SHOPPING?

S.no.	Aware of cyber crime	No of respondents	Percentage
1.	Yes	42	35.9%
2.	No	41	35%
3.	Not sure	34	29.1%
	Total	117	100%

From table 4 reveals cybercrime awareness of respondents. It is clear 42 are 35.9% yes, 41 are 35% are no, 34 are 29.1% are not sure.

TABLE-5 REASON FOR USING ONLINE SHOPPING

Reason	Percentage	No. of respondents	Total no of respondents	Percentage
Confident	32.5%	38	117	27.8%
Satisfied products	29.1%	34	117	24%
Less risk	31.6%	37	117	27%
Trust	37.6%	44	117	32%
Like a product	35.69	42	117	30%
Secure	46.2%	54	117	39%

From table 5 shows the reason for online shopping that makes respondents prefer it. From the analysis it is understood that respondents have given 1st rank to secure shopping, 2nd rank to trust, 3rd rank to likes a product, 4th rank to less risks, 5th rank to confident, 6th rank to satisfied products.

FINDINGS

- Majority (60.7%) are under the post graduate.
- Majority (39.3%) are under by the students.
- Majority (45.3%) are under by the nuclear family.
- Majority (28.2%) are under their annual income (1-2 lakhs).
- Majority (36.8%) are buys in online on monthly.
- Majority (35.9%) are aware of a cybercrime in online shopping.
- Majority (41.9%) are known about victim in online shopping.
- Majority (29.9%) are people victim by fake websites.

SUGGESTIONS

Customers often have questions about a product they're considering buying before they commit to a purchase. While there are always the traditional ways of contacting an online store via telephone or contact page, a live chat feature can give customers the information they're looking for right away. While many customers may still prefer to speak with a live agent to have their questions answered or problems resolved, others prefer a more DIY approach. Online businesses should consider adding a self-service feature to allow customers to navigate their e-commerce experience on their own without any obstacles along the way.

CONCLUSION

In conclusion, it provides several surprising benefits that you may not have known before. From convenience and accessibility to improved product reviews and recommendations, online shopping has revolutionized the way we shop. Online shopping saves time and money, provides access to a wider range of products and services, and eliminates the stress of crowds and queues. Additionally, online shopping has environmental benefits, making it a more sustainable option. Overall, the benefits of online shopping make it a practical and efficient option for everyone..

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