

# Public Opinion on the Dawn of Virtual Shopping in Current Decade

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**Abstract:** *Today the concept of shopping has changed a lot in comparison to the concept of shopping in the past few decades. Shopping has gone through a tremendous change, evolvement and development. The rise of e-commerce, Amazon, and virtual reality, as well as the decline of the department store., has paved the way to the rise of virtual shopping. Malls and the multi complex across the country are dying as departmental stores. The technology that has enabled ecommerce to fill the gap as stores were closed will play a vital role in the recovery of those same physical stores. Internet development has had a radical impact on the way we shop. Descriptive research helps to accurately portray the characteristics of a particular individual, situation or group. Convenience sampling method is used in this study to collect the samples. When population elements are selected for inclusion in the sample based on access is called convenience sampling. The statistical tool used is graphical representation .The total number of responses collected in the survey is around 200. The final outcome of the study is that it was found that today the generation finds online shopping more convenient than conventional shopping methods and they prefer to shop online. Also, it was noticed whenever the need arises this generation shops at any time, there is no specific pattern for shopping with respect to fashion clothing & accessories.*

**Keywords:** Internet, Peer Attraction, Shopping trends, Sales, Multicomplex

