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Problems towards Online Shopping

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Abstract – “The act of purchasing product or services over the internet”. Online shopping is a form of e-commerce, where by consumers directly buy goods or services from a seller over Internet without an Intermediary service. When a consumer buy a product or service over the Internet, instead of going to a traditional Brick and mortar store, is called online shopping. An online shop, e-store, Internet shop, web shop, web store, online store or visual store evokes the physical analogy of buying product or services at bricks and mortar retailer or shopping center. Shoppers can visit web stores from the comfort of the homes and shop by sitting in front of the computers. Consumer can buy a variety of items from online stores. People can purchase just about anything from companies that provide their products. Books, clothing, household appliances, toys, hardware, software and health insurance are just some of the products purchase through online. The largest of these online retailing corporations are Flipkart.com; Amazon.com, e.Bay.com etc. Even though online shopping is very convenient for the consumers, there are many problems faced by the respondents. So the researcher tries to find out the problems faced by the respondents while shopping through online. So seventy five respondents were met and data were collected from them regarding the problems while shopping through online.

Key words - Online, Shopping, Consumers, Problems and Respondents.

This paper is presented at the National Seminar on E-Marketing of Products and Services: Way Forward! on 9th March (2018) conducted by Department of Commerce, St. Jerome's College, Anandhanadarkudy, Kanyakumari District, Tamilnadu, India.

INTRODUCTION

Online shopping is becoming increasingly popular for variety of reasons. Online stores are usually available 24 hours a day and many consumers have internet access both at work and at home. So, it is convenient for them to shop online. Consumers can get full information about the product with its reviews being passed by the existing users. Online shopping sites contain wide variety of goods both high quality and mild quality keeping in mind the level of people. Now-a-days life style of the people is different. People feel uncomfortable and time consuming forgoing crowded markets. So, E-Shopping is

a boon as it saves lot of time. It is the best for bargain as people can visit numerous shops or suppliers. Online customer must have access to the internet and a valid method of payment in order to complete a transaction. Generally, higher levels of education and personal income correspond to more favorable perception of shopping online. Increased exposure to technology also increases the probability of developing favourable attitude towards new shopping channels.

RISKS INVOLVED IN ONLINE SHOPPING

The largest factor preventing more people from shopping online is the “trust factor”. The fear that online merchants will cheat, lose the credit information, or use personal information gives them to invade the personal privacy, etc. Secondary factors can be summarized as “hassle factors” like shipping costs, returns, and inability to touch and feel the products before purchase.

1. Fraud and Security Concern

Given the lack of ability to inspect the goods before purchase, consumers are at higher risks of fraud on the part of goods than in physical store. Merchants are also risk fraudulent. Purchases can be made using stolen credit cards or reputation of the online purchases.

2. Lack of Full Cost Disclosure

It may be easy to compare the best price of an item online; it may not be easy to see the total cost up as additional fees such as shipping often not be visible until the final step in the checkout process.

3. Privacy

Privacy of personal information is a significant issue for some consumers. Many consumers wish to avoid spam and telemarketing which would result from supplying contact information to an online merchant.

4. Hands on Inspection

Only simple pictures and or descriptions of the item are all a customer can rely on when shopping online store. If the customer does not have prior exposure to items handling qualities, the customers will not have full understanding of the item while buying.

REVIEW OF LITERATURE

Forrester Research, Dec(2001), "Despite the slowing penetration of regular Internet users, the number of consumers using the Internet to shop for consumer goods and services is still growing."

Babinetal., (1994) suggest that, "The problem solvers merely shop online in order to acquire a specific product or service, in which case shopping is considered to be 'an errand' or 'work'."

Mathwicketal., (2002) , "If online shopping meets this ideal by enabling the consumer to accomplish the shopping task he or she has set out to perform , then consumers will judge the Internet shopping performance positively."

Ratchfordetal .,(2001) , "A reason for this is that older consumers may perceive the benefits of the Internet Shopping to be less than the cost of investing in the cost of investing in the skill needed to do it effectively, and therefore avoid shopping on the Internet."

Lee and Turban (2001), "Lack of trust is one of the most frequently listed reason for consumers not shopping on the internet."

STATEMENT OF THE PROBLEM

It is very difficult to identify the needs and desires of the customers. In order to know the new demands, customers are using the internet as the convenient medium for shopping.

Customers feel comfortable to shop through online. But there are also some problems associated with online shopping. That is why it is very essential to know the problems of the online customers. Therefore, this study is undertaken by the researcher.

SCOPE OF THE STUDY

The present study has made an attempt to understand the problems towards online shopping. Therefore, the researcher tries to find out the problems faced by the respondents towards online shopping.

OBJECTIVE OF THE STUDY

The objective of selecting the topic is to find out the problems faced by the respondents while shopping online.

AREA OF THE STUDY

The area of operation is in Nagercoil town. Information is collected from the respondents in and around Nagercoil town.

PERIOD OF THE STUDY

The field work for this study is carried out from November 2016 to March 2017.

METHODOLOGY

This study is carried out on the basis of both Primary and Secondary Sources. Primary data were collected by means of systematically prepared questionnaire from online purchasers in Nagercoil town. Secondary data has been collected from various books, journals, thesis and websites.

SAMPLE DESIGN

The study is descriptive and analytical. It is descriptive in the sense it exist at present and it includes facts and findings. It is analytical in the sense it involves analysis of the collected data and information. The researcher has selected 75 samples from the customer's in Nagercoil town. The relevant data were collected through questionnaire. The researcher used the method of convenient sampling technique. Convenient sampling comes under the non-probability sampling method, which means, it does not provide equal opportunity to all the customers in Nagercoil town.

LIMITATIONS OF THE STUDY

This study leaves certain loopholes.

1. The time at the disposal of the researcher was very short.
2. The respondents were not co-operative while providing the information.
3. The study area covers Nagercoil only.
4. The study was made only from the users of online shopping.

FRAMEWORK OF ANALYSIS

The collected data were analysed through Weighted Average method.

WEIGHTED AVERAGE METHOD

Weighted Average technique has been used to analyse the problems faced by the respondents while shopping online. Scores were allotted as follows:

- Agree - 3 points.
- No Opinion - 2 points.
- Disagree - 1 point.

RESULTS AND DISCUSSION

Problems faced by the respondents will be analysed with the help of Weighted Average method.

PROBLEMS IN ONLINE SHOPPING

In the competitive world , everything is complicated and risky particularly in making any transaction through internet. Even though online shopping offers a higher level of convenience, the consumer face many difficulties and problems and ultimately makes the choice of shopping channel to purchase the products. This is analysed with the help of weighted average method.

Problems in Online Shopping

S. No	Particulars	Agree (3)	No Opinion (2)	Disagree (1)	Total	Mean Score	Rank
1.	Consumes time to receive the product.	(34) 102	(8) 16	(8) 8	(50) 126	2.52	2
2.	Lack of credit facilities.	(20) 60	(18) 36	(12) 12	(50) 108	2.16	5
3.	Identifying the theft is very difficult.	(17) 51	(27) 54	(6) 6	(50) 111	2.22	4
4.	Cumbersome formalities in returning the product.	(30) 60	(18) 36	(2) 2	(50) 98	1.96	9

5.	Lack of privacy.	(24) 72	(16) 32	(10) 10	(50) 114	2.28	3
6.	Not skillful with internet	(6) 18	(11) 22	(33) 33	(50) 73	1.46	10
7.	Lack of trust worthiness of sellers.	(20) 60	(15) 30	(15) 15	(50) 105	2.1	8
8.	Multiplex when compared to traditional shopping.	(18) 54	(16) 32	(16) 16	(50) 102	2.04	7
9.	Physical touch of sample is impossible.	(35) 105	(9) 18	(6) 6	(50) 129	2.58	1
10.	More expensive	(20) 60	(14) 28	(16) 16	(50) 104	2.08	6

Source: Primary Data

Figures with parenthesis indicate the number of sample respondents. From the above table it is inferred that, 'Physical touch of sample is impossible.' ranks first with the mean score of 2.58. 'Consumes time to receive the product' ranks second with the mean score of 2.52. The third and fourth rank has been given to 'Lack of privacy' and 'Identifying the theft is very difficult.' with the mean score of 2.28 and 2.16 respectively. Most of the respondents states that their main difficulty is, it takes more time to receive the product and they could not even touch the product. The last rank is given to "Not skillful with internet". Because most of the online shoppers have internet knowledge and maximum respondents feel that they could not even touch the product while shopping through internet.

POLICY IMPLICATIONS

The researcher made a thorough analysis towards the problems faced by the respondents regarding the online shopping with special reference to Nagercoil town. It is of the opinion that though online shopping is very convenient for the respondents the main problem is they are unable to touch the sampled product. Also the product takes long time to reach the destination.

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