

PROBLEMS AND PROSPECTUS OF ONLINE SHOPPING

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Abstract

Technology has changed the way of shopping among customers. In the busy schedule customers are not ready to spend their time for purchasing goods from shops. They prefer to purchase goods and services from their home. Online shopping allows people to buy things from the comfort of their homes. It offers wide range of services to the customers. At the same time customers are facing some problems in online shopping. The present study aims at knowing customer problems and prospectus in online shopping. For this purpose, primary data was collected from 120 respondents. Data was tabulated and analyzed with the help of statistical tools to achieve the objectives of the study.

Keywords : Online shopping, Factor influencing, Problems

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Introduction

Nowadays business organization has switched over from the traditional methods of selling goods and services to electronic mode of selling goods. *Today* many companies have started using the Internet with the objective of cutting marketing costs, thereby reducing the price of their product and service in order to stay ahead in highly competitive markets. Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet . It offers so many services to the customers like variety of foreign brands, Quality products, Guarantee and warrantee facilities, special discount and offers etc. The main advantage of using online shopping is, it can be used at any time(24*7), and its easy access to global market.

Problems in Online Shopping

- Lack of shopping experience
- Delay in delivery
- Warranty issues
- Delivering wrong products
- Delivering damaged goods
- Lack of security
- Lack of feel and touch
- Hidden cost
- Digital payment failures
- Additional charges
- Quality issues
- Lack of after sales service
- Failed to receive the product

Statement of Problem

The up-gradation of technological development has changing the life style of people. Changing family structure and life style has redefined the shopping pattern of customers. Today they prefer online mode of purchase. Though it has reached vast majority of people, even now, some of the customers prefer traditional shopping because of lack of security, Lack of feel and touch, Wrong

products deliver and so on. This study tries to identify the customer views and problems faced by them while using online shopping in Coimbatore city.

Objectives of the study

- To know the factor influencing to use online shopping
- To study the problems faced the customers
- To give suggestion for improvement

Review of Literature

1. **Sivasakthi(2015)**¹ pointed out that use of technology has opened new opportunities and more suitable lifestyle to the customers. Online shopping leads to a convenient way of shopping to the customers. He also states that people can able to save time and money and get all the product information within a minute.

2. **Vanitha (2016)**² conducted a study from 100 respondents. Pointed out that proper awareness can be created about online shopping and trust can be created among the online buyers. The risk of security theft be reduced and it will be made more sure online transactions.

3. **Muthumani(2017)**³ suggested that internet online shopping companies should give more attention about the delivery of right product to the customers. Online websites ensures about the quality and right of the information to their customers. He also pointed out that most of the customer have favorable attitude towards online shopping.

4. **Sivanesan(2017)**⁴ stated that online shopping offers wide range of product and services to the customers. Customers can compare the price quotes by different suppliers and they choose the best one. It is a gaining popularity among people specially the younger generation.

RESEARCH METHODOLOGY

Primary Source

A well structured Questionnaire was prepared and distributed to the customers who are using online shopping.

Secondary Source

The various secondary information sources used for the present research include the journals and magazines and websites.

Tools used for Data Analysis

The data collected was analyzed through Percentages, frequencies and Chi-square tests are applied for the analysis of data. Charts are also prepared.

Period of the study

The study was conducted during March 2018 to May 2018

Area of the study

The study is undertaken in Coimbatore city. It is the second largest city in Tamil Nadu.

Sampling Design

The study covers only the selected customers who are using online shopping. In this study convenient random sampling technique has been used and 120 customers were selected on random basis.

Limitations of the study

1. The customers may be hesitant to provide the necessary information
2. Only 120 respondents were selected for sampling
3. Data is collected only from Coimbatore city.

Hypothesis Testing

1. There is no significant relationship between educational qualification and problems faced by the customers
2. There is no significant relationship between age of the respondents and problems faced by them.

Analysis and findings

Table 1: Demographic profile of the respondents

Demographics		No.of respondents	Percentage (%)
Gender	Male	53	44.17
	Female	67	55.83
Age(in Years)	Below 25	33	27.50
	25-35	46	38.33
	36-45	29	24.17
	Above 45	12	10.00
Educational Qualification	School Level	14	11.67
	Graduate	55	45.83
	Post Graduate	24	20.00
	Professional	23	19.17
	Others	4	3.33
Occupational Status	Student	27	22.50
	Employee	41	34.17
	Professional	23	19.17
	Business	25	20.83
	Others	4	3.33
Family Monthly Income	Below Rs.20,000	21	17.50
	Rs.20,000 –Rs.40,000	33	27.50
	Rs.40,001 –Rs.60,000	46	38.33
	Above 60,000	20	16.67

Source: Primary Data

Table 1 clearly states that demographic profile of the Sample respondents. It reveals that Female respondents are higher than male respondents buying things in online shopping. Majority of respondents buying online shopping falls in the age group of 25- 35 and graduates are high as compared to other education groups. Majority of the respondents are working as a employee in

both private and public sector and majority of the respondents family monthly income fall under Rs.40,001 -60,000.

Table - 2

Mode of payment preferred by the customers

S.No.	Mode of payment	No.of respondents	Percentage(%)
1	Debit/Credit card	28	23.33
2	Online money transfer	18	15.00
3	Cash on delivery	62	51.67
4	Others	12	10.00
	Total	120	100

Source: Primary Data

The table clearly shows that 51.67 % of the respondents preferred mode is cash on delivery,23.33% of them are prefer debit/credit card mode,15% of them are prefer online money transfer and 10% of them prefer other mode of for buying goods and services from online shopping.

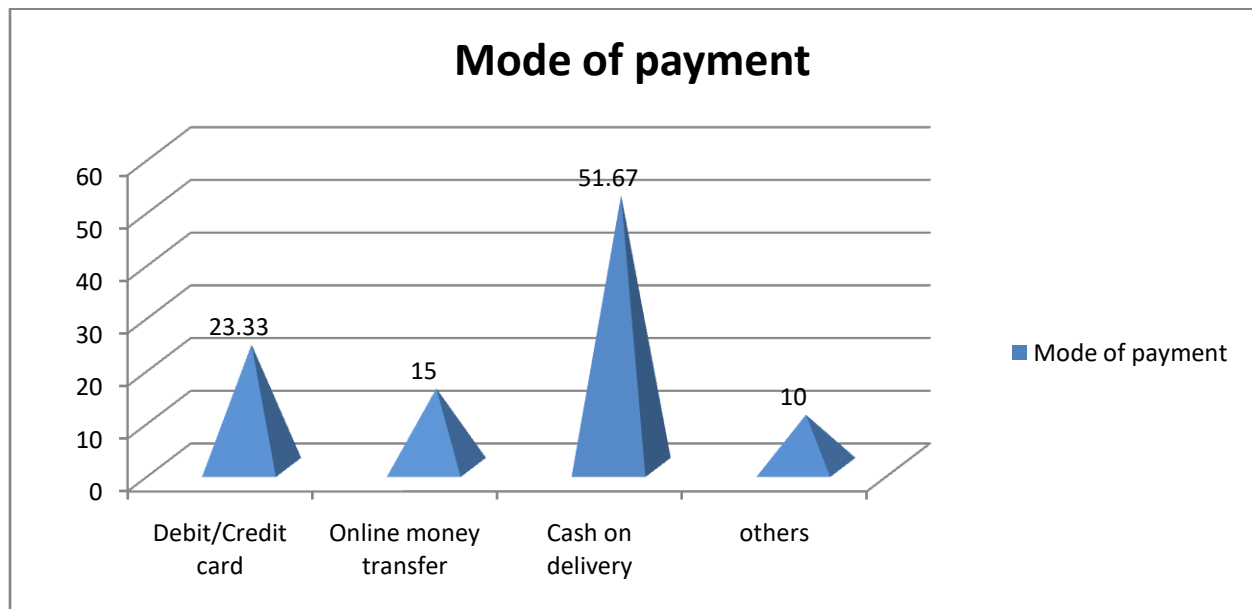


Table - 3

Online shopping websites preferred by the customers

S.No.	Shopping websites	No. of respondents	Percentage
1	Amazon	34	28.33
2	Flipkart	29	24.17
3	Snapdeal	25	20.83
4	Ebay	21	17.5
5	Others	11	9.17

Source: Primary Data

The above table clearly states that 28.33 per cent of the respondents preferred Amazon, 24.17 per cent of them are preferred Flipkart, 20.83 per cent of them preferred Snap deal, 17.5 per cent of them preferred Ebay and 9.17 per cent of them are preferred other websites like Myntra, shopclues etc.,



Table – 4

Commodities purchased through online shopping

S.No.	Shopping commodities	No. of respondents	Percentage
1	Electronic Gadgets	23	19.17
2	Clothes	24	20.00
3	Groceries	15	12.50
4	Cosmetics	22	18.33
5	Household furniture	23	19.17
6	Other items	13	10.83

Source: Primary Data

The above table shows that commodities preferred by the respondents through online shopping.

Table - 5**Factors influencing by the customers**

S.No.	Particulars	Extremely Influential	Very Influential	Moderately Influential	Slightly Influential	Not at all Influential
1	No pressure shopping	43	38	26	8	5
2	Saves time	54	25	17	13	11
3	Convenience	39	45	25	7	4
4	Variety of products	51	28	22	15	4
5	24*7 Availability	57	39	18	4	2
6	Better price	32	27	39	17	5
7	Compare various brands	53	34	21	8	4
8	Superior selection	41	32	32	10	5

Source: Primary Data

The above table clearly states that the various factors influencing by the customers for online shopping.

Chi-Square test**Null Hypothesis 1**

There is no significant relationship between Educational qualification and problems faced by the customers .

Chi-square value =21.27

Table value =33.44

Significant level =5%

Result: Thus the χ^2 value is less than table value we accept the hypothesis. Therefore there is no significant relationship between educational qualification and problems faced by the customers.

Null Hypothesis 2

There is no significant relationship between age and problems faced by the customers.

Chi-square value = 26.37

Table value = 31.21

Significant level =5%

Result: Thus the χ^2 value is less than table value we accept the hypothesis. Therefore there is no relationship between age and problems faced by the customers.

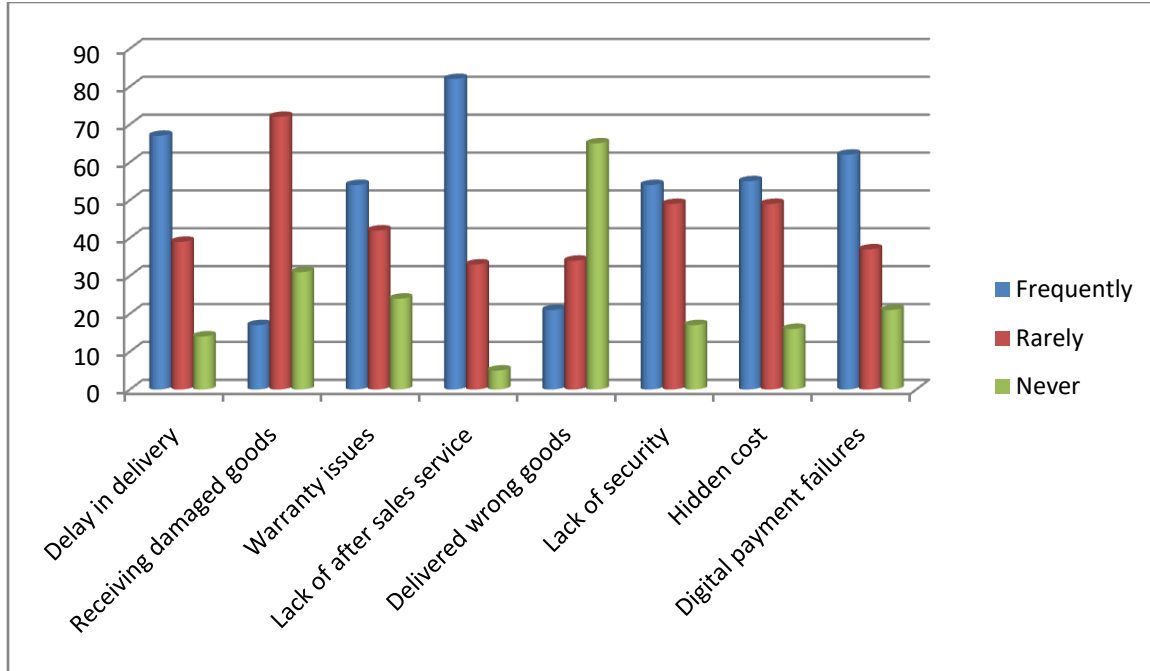
Table - 6

Problems faced by the respondents in online shopping

S.No	Particulars	Frequently	Rarely	Never
1	Delay in delivery	67	39	14
2	Receiving damaged goods	17	72	31
3	Warranty issues	54	42	24
4	Lack of after sales service	82	33	5
5	Delivered wrong goods	21	34	65
6	Lack of security	54	49	17
7	Hidden cost	55	49	16
8	Digital Payment failures	62	37	21

Source : Primary Data

The above table shows that the various problems faced by the customers. Most of the customers are frequently facing the problem of delay in delivery, lack of after sales service and Warranty issues.



Suggestions

- Most of the respondents facing a major problem of lack of security in online payment. Online marketers can implementing precautionary steps to solve these problems shall create consumer confidence on online shopping.
- Developing regional language related websites aid new comers to enhance their knowledge and also to increase the online purchase.
- The service provider can avoid hidden charges. This helps to avoid increasing price of the product
- Some of the respondents says that , delivered wrong product and wrong colour and size. They don't know how to return the goods. Online marketers can guide in a proper way to return the goods.

Conclusion

The main objective of this article is to identify the problems faced by the customers. Customers are expecting trust, security, convenience and wide choice of products in online shopping. To satisfy a customer, online sellers have to resolve the various problems faced by the customers like wrong product delivery, Damaged goods etc.,

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