ANALYSIS OF RISK FACTORS IN ONLINE SHOPPING WITH REFERENCE TO VELLIANGADU VILLAGE

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ABSTRACT: Paper focuses on risk towards online shopping. In today's scenario there is various methods to purchase any product from any shop. But according to requirements people use various online shopping sites to purchase any product. So based on this requirements we covered online market in Velliangadu, in which we analysed about various risks in online shopping. A questionnaire-based empirical study is used to test the online risks. Results confirm the identity of the online consumer as a shopper and a computer user, because both shopping enjoyment and perceived usefulness of the site strongly predict intention to return. Our results on unplanned purchases are not conclusive. We also test some individual and web site factors that can affect the consumers' emotional and cognitive responses. Product involvement, web skills, challenges and use of value-added search mechanisms all have a significant impact on the web consumer. The study provides a more rounded, view of the online consumer and is a significant step towards a better understanding of consumer behaviour on the web. The validated metrics should be of use to researchers and practitioners alike.

I. Introduction

The internet has been influencing our lives deeply; it plays an important, indispensable and irreplaceable role. Online shopping has become a popular and easy way for consumers. This new innovative type of shopping brings a greater number and also wide range of merchandise to consumers. It also offers a huge market and numerous business opportunities. Online consumer behaviour became a contemporary research area with an increasing number of researches. The internet has bought a sweeping revolution in the way we shop or buy products today. With the advent of internet, online shopping becomes popular and most preferred by certain segment of consumers for products like travel, books, music, gadgets etc., though internet penetration and online shopping is highly evolved in developed nations, but in India, the story is different. The poor infrastructure and lackadaisical approach of our political system is nearly crippling the growth of internet penetration in our country.

II. Review of literature

According to Bloomberg (2012), In the comfort of one's home, office or cyber café or anywhere across the globe, one can log on and buy just about anything from apparel, books, music and diamond jewellery to digital cameras, mobile phones, mp3 players, video games, movie tickets, rail and air ticket. Easy, simplicity, convenience and security are the key factors turning the users to buy online. E-commerce revenues in the country are projected to reach Rs.2,300 cores in the 2006-07, growing at 95 per cent over 2004-05.

This pertains to the business to consumer (B2C) segment Cao, M.,Zhang, Q.,Seydel, J. (2005). It may be too early to do a comparison with the e-commerce senses in countries such as the US where billions of dollars are spent online but the business in India is growing exponentially every year, albeit from a smaller base, the total revenues have reached a respectful size. 2011 would probably go down as the year when online shopping came to life in India Deaton, A., Muellbauer, J. (1980). Latest data estimates that nearly 60 per cent of online users in India visited a retail site in November 2011. The number of online shoppers increased 18 percent in past year. Online shoppers are expected to increase from 20 million in 2013 to 40 million in 2016, as an additional 200 million Indian's will access the internet in the next three years, with majority of them coming online through smart phones.

Objective of the study

This study aims
- To observe the online shopping environment in the Velliangadu village
- To identify the relationship of demographical factors that influence online shopping
- To study awareness of online shopping among the people in Velliangadu village
- Problems perceived by consumers in online shopping and give suggestions to overcome these problems.

III. Research methodology

The primary data has collected from the structured questionnaire. The secondary data has collected from journals, magazines, reference books, and other web sites sources. The data collection period is ranging from April 2019 to May 2019. Data's are collected from fifty respondents.

Hypothesis

Based on the literature the following two research hypothesis has set.
- Product attribute to online purchase intention
- Perceived risk to online purchase intention

Online shopping scenario in India

The birth and growth of internet has been the biggest event of the country. E-commerce in India has come a long way from a timid beginning in 1999-2000 to a period where can sell and find all sorts of stuff from a high end product to a meagre peanut online. Most corporations are using internet to represent their product range and services so that it is accessible to the global market and to reach out to a larger range of their audience.. computers and the internet have completely changed the way one handles day-to-day transactions: online shopping is one of them. The internet has brought about sweeping changes in the purchasing habits of the people.

IV. Analysis of Risk factors towards online shopping

(A case study of Velliangadu village)

1.   Have you ever had online shopping?
     a)Yes   b) No

S.No	Age group	No.of. Customer
1	Upto 30 Years	12
2	31-40 Years	20
3	41-50 Years	18

2.   If yes, approximately how many times did you shop over internet during the   last month?
     a) At least once   b) 1 to 3 times   c) More than 3 times

S.No	Age group	Option A	Option B	Option C
1	Upto 30 Years	2	2	4
2	31-40 Years	18	4	3
3	41-50 Years	4	8	5

3.   If no, why you never online shopping?
     a) Don't know about online shopping   b) risk of cards transaction
     c) Don't   work on computer

S.No	Age group	Option A	Option B	Option C
1	Upto 30 Years	1	1	07
2	31-40 Years	2	10	11
3	41-50 Years	8	06	4

4.   How did you get the idea of buying specific brand through an online store?

a) Referred by friend/family b) Saw an online advertisement   c) Saw an office advertisement

S.No	Age group	Option A	Option B	Option C
1	Upto 30 Years	13	4	0
2	31-40 Years	9	8	0
3	41-50 Years	8	7	2

5.   Which shopping site do you prefer for online purchasing?

a) Flipkart b) Amazan c)Snapdeal d) patym

S.No	Age group	Option A	Option B	Option C
1	Upto 30 Years	5	19	0
2	31-40 Years	0	10	0
3	41-50 Years	9	07	0

6.   If the product has the same price both in shops and on the internet, where do you prefer to buy it?

a) High street retailer b) Internet

S.No	Age group	Option A	Option B	Option C
1	Upto 30 Years	16	3	2
2	31-40 Years	08	9	4
3	41-50 Years	07	8	1

7.   What are the crucial factors which affect your decision making in the final selection of the product?

a) Best price   b) Convenience and time saving   c) Not available in local store

S.No	Age group	Option A	Option B	Option C
1	Upto 30 Years	2	4	2
2	31-40 Years	9	8	1
3	41-50 Years	4	7	13

8.   What are the main risk you think while shopping online?

a) Safety of payment b) Low trust level of online store/ brand

c) Other security reason

S.No	Age group	Option A	Option B	Option C
1	Upto 30 Years	23	16	08
2	30-40 Years	15	07	04
3	41-50 Years	09	05	05

V. Conclusion and Suggestions

Internet shopping in India poised for greater acceleration as PC and internet penetration grows. But there are many things that need to occur in online shopping to generate higher revenues and the key to it lies in the hands of the marketers. To make online shopping a boom, following methods can be followed.

Consumer should be made aware, that one of the safety aspects of using credit cards online is that in case of disputed credit card payments for online transactions. The onus is on the merchants to prove that the transaction actually took place, as online users don't physically sign a credit slip. As a result, online users are protected from fraudulent use of credit cards.

- India has a strong research and development (R&D) capability so companies should innovative rapidly to take care of the security issues. Technology like text to speech software's should be innovated to take care of the security concern.
- Technologies like encryption technologies, trusted third-party certifications, digital ID systems and prepaid cards should be used.
- It is not only important to pat strong attention to the security issue and able to create new innovative safeguards that protect consumers. But the merchants should promote these safeguards to the market

place and the make prospective consumers aware that the communications, personal data, credit card accounts, and transaction information can be protected.

- Consumers today demand a better, more efficient and less cumbersome way to compare and buy products online. Innovative service should be provided to consumers so that they can compare products, which are available online using their mobile phones.
- Internet shopping today is an incomplete, fragmented, and sometimes frustrating process. Therefore, merchants should set themselves apart from their competing other than price, constantly innovative and move towards creating customer confidence to trade online.

Reference

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