



PROBLEMS FACING BY ONLINE SHOPPING IN NAGERCOIL CITY

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Abstract

Among the various modes of online shopping, problem is one of the biggest modes of online shopper in the Nagercoil. Now a day, online shopper is one of the most popular ways to manage their product. The people are relying more on the online discount sales and schemes, with major companies introduction their products completely on online shopping websites like Sanapdel, Amazon, Flipkart, Shopclues, etc. However, with increase in number of e-commerce websites and with more purchasing from these portals, the problems faced by shopper in online purchasing their extra delivery charge, high price and poor internet connectivity have also increased. The present study aims at knowing customer problems facing by online shoppers. For this purpose, primary data was collected from 120 respondents. Data was tabulated and analysed with the help of statistical tools to achieve the objectives of the study.

Keywords: online shopper, problems, web-store, e-commerce, internet.

INTRODUCTION:

Online shopping (sometimes known as e-tail from "electronic retail" or e-shopping) is a form of electronic commerce which agrees consumers to straight buy goods or services from a seller over the internet using a web browser. E-web-store, e-shop, e-store, internet shop, web- shop, web-store, online store online shopfront and computer-generated store. The process is called business-to-customer. In the case where a business buys from another business the process is called business-to-business.

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.

Online Shopper Facing Problems:

The most common problem faced by customers in online shopping is that there is no security of a product's quality. With most e-commerce websites acting as collective or for sellers to sell their products, more fake sellers are registering on these websites and selling low- quality or faux products in the name of original and branded products. Sub-par products are sold by these sellers to fool customers and increase their sales thus increasing problems of online shopping.

Law Quality:

Checks are seldom performed on these products as the magnitude of online sales has increased, especially during online sale days. Sellers sometimes refuse to replace the faulty product or refund the consumer's money, leaving the latter with a low-quality product and money down the drain. The best consumer court lawyers can help you in filing a complaint with the appropriate consumer court at district, state or national level.

Payment issues:

There are lot of online shopping problems faced nowadays. Many consumers become victims to online payment issues. Even though there are several payment methods like Net Banking, Credit or Debit Card payments and even Cash-on-delivery, there are payment failures due to website's server error, payment gateway error or issues with One Time Password (OTP). Technical glitches often deduct the payment from buyer's account or card, but the website does not receive the payment.

No Warranty:

If you buy a product locally and it is defective, chances are you are gonna end up at the shopkeeper's store and hold him accountable for it. Otherwise, you have to end up at the service centres. Most of the products online don't have clear warranty policies and that is because half of the time, these products are imported from It's difficult to claim your products if there is any defect in them.

Extra Delivery:

Deliver issues in product and were expectant it to be delivered any day but some other lucky guy gets it. While this happens rarely but it can occur if you have paid for the product online. Always be mindful of your address and keep track of the delivery status.

Confusing Return or Repair Policies:

If you have a defect in a locally purchased product, you can simply go to the store and claim it. However, there is a long process if you bought it online. You first have to email and get the address of the retailer. Then pay the shipping costs to return the product to the retailer. And then it takes several days for the new

product to be shipped back to you.

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 examine the goods before purchase, consumers are at higher risks of trickery on the part of goods than in physical store. Merchants are also risk deceitful. 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 comparison 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 counter 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.

STATEMENT OF PROBLEM:

The purposes of this study was to identify the potential of online shopper. The bottom line of this kind of reckless usage of the online is that people when interrelating with the user border forget that a huge pinball or minesweeper importance down the network. Is a major problem on the online shopping today? Online sites record important customer data like name, phone number, address, and bank details. If these sites don't instrument rigorous cyber security measures, your data is at risk of falling into the wrong hands who can then wreak havoc on your bank account. Nearly half of patrons who bought goods online over the past two years had a problem with their purchase, new research has revealed. These range from being high Price, extra delivery charge and low quality or incurring an unexpected fee to the items arriving faulty or damaged. Extended service packages from retailer or third parties usually are overpriced and generally are not a good value. Since the online of the study area are well educated, they know the importance of faces by problems. Hence, the project team has selected the topics “online shopper face by problems in Nagercoil city” for their project work.

OBJECTIVES OF THE STUDY:

1. To study the demographic profile of the customers using online shopping.
2. To study the problems faced by the customers in online shopping.

METHODOLOGY:

The primary data were collected from the field directly with the help of an interview schedule. Secondary data are those which have been collected by someone else and which already have been passed through statistical process. The secondary data has been collected from various books, journals, magazines. The data were collected from 120 sample respondents at Nagercoil city selected through convenience sampling. Statistical tools such as table, percentage, Standard deviation method were used to analyse the data collected and to arrive the conclusion.

LIMITATIONS:

- 1) The time was very limited to conduct the research on the selected topic because studying the pattern of the buyer problems needs time to look for more concept and theories which provide strong background for the project.
- 2) The respondents were not co-operative due too unnecessary fear. Some of the respondents are not willing to respond.

ANALYSIS AND INTERPRETATIONS:

The demographic profile of the sample respondents are presented in the following table

Table 1: Demographic Variables

Demographic Variable	Variable Description	No. of Respondents	Percentage
Age	Up to 20	33	27.50
	21 - 30	46	38.33
	31 - 40	29	24.17
	Above 40	12	10.00
	Total	120	100
Gender	Male	54	45
	Female	66	55
	Total	120	100
Occupation	Professionals	23	19.17
	Business Man	25	20.83
	Employee	41	34.17
	Students	27	22.50

	Others	4	3.33
	Total	120	100
Educational Qualification	HSS	36	24
	UG	30	20
	PG	45	30
	Diploma	39	26
	Total	120	100
Family Monthly Income	Below Rs.20,000	21	17.50
	Rs.20,001 –Rs.40,000	33	27.50
	Rs.40,001 –Rs.60,000	46	38.33
	Above 60,000	20	16.67
	Total	120	100

Source: Primary data

The respondents, 38.33 percent of the respondents are between the age group of 21-30.

27.50 percent of the respondents are between the age group of Up to 20. 24.17 percent of the respondents are between the age group of 31-40. 10 percent of the respondents are between the age group of Above 20.

The respondents, 55 percent of the respondents are between the gender group of Female. 45 percent of the respondents are between the gender group of Male.

The respondents, 34.17 percent of the respondents are between the Occupation of Employee. 22.50 percent of the respondents are between the Occupation of Students. 20.83 percent of the respondents are between the Occupation of Business man. 19.17 percent of the respondents are between the Occupation of Professionals. 3.33 percent of the respondents are between the Occupation of Professionals and Others.

The respondents, 30 percent of the respondents are between the Education Qualification of PG. 26 percent of the respondents are between the experience of online shopping of More than 5 years. 24 percent of the respondents are between the experience of online shopping of Less than 1 years. 20 percent of the respondents are between the experience of online shopping of 1-3 years.

The respondents, 46 percent of the respondents are between the Family income of Rs. 40,001 – Rs. 60,000. 33 percent of the respondents are between the Family income of Rs. 20,001 – Rs.40,000. 21 percent of the respondents are between the Family income of Below Rs. 20,000. 20 percent of the respondents are between the Family income of Above Rs. 60,000.

Problems Encountered in Online Shopper:

The respondents were asked to rate the problem faced by them in using online cosmetic product by the respectively. The collected data ranks are shown in the table.2

Table 2: Problems Encountered in Online Shopper Standard Deviation

SL. NO	Variables	Mean Scores		F-Test
		Male	Female	
1	Lack of touch and feel property	1.1538	1.3077	4.058*
2	Extra delivery charge	1.9615	2.0769	0.795
3	Lack of interaction with salesperson	1.6154	1.5692	0.212
4	No clear usage specification	2.4231	2.6000	11.726*
5	Availability in nearby shops	2.2500	2.0769	0.000
6	Fear of duplicate product	2.1731	2.2615	0.314
7	High Price and No Warranty	2.3846	2.2769	2.639*
8	Poor internet connectivity	1.9615	2.3231	0.026
9	Security problems	2.4808	1.9538	10.220*
10	Power break ups	2.0385	2.1846	2.965*
11	Non-Availability of Products	3.0385	2.0615	0.119

Source: Primary data

Table -2 Identify from the mean score and F-Test of problems Encountered in Online Shopper reveal that variables such as the main problems faced by the online shoppers are lack of touch and feel property, No clear usage specification, High Price and No Warranty, Security problems and Power break up are significant at five percent level. Hence, these are major problems Encountered in Online Shopper in the basis of gender.

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:

In modern days online shopping is necessary for every person. This research has shown the problems face by online shoppers. Online shopping is gaining popularity among people specially the younger generation but in today scenario to become equally popular among all age groups online shopping will have to cover a longer distance. The study has revealed that most of the customers have favorable attitude towards online shopping and also majority of the customers suffer due to unnecessary delay. So they should take care to improve their environment to avoid data.

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