

ONLINE SHOPPING PROBLEMS IN INDIA

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Abstract: *Online shopping is a key element to the development of our Nation, Recent mostly members Purchasing goods from the comfort of your own living room certainly is more convenient than actually driving to a store, while offering a virtually unlimited array of choices and the ability to compare prices. While online payment and security technology have come a long way, you still may experience problems with online shopping from time to time. This article covers some of the more common issues, such as getting the wrong item or falling prey to online scams, and ways to minimize these potential pitfalls. Many of the problems seem to arise because the retail and online divisions of major stores are run by entirely different groups, or at least they were until recently and these groups sometimes seem more like competitors rather than players working on the same team. The consumer sees the same store brand name, and understandably assumes the entities are identical, but they're not and the results are heaps of confusion and frustration.*

Key words- *online shopping in India, History of Internet shopping, Problem of online shopping in India.*

INTRODUCTION -

Online shopping is the process whereby consumers directly buy goods or services from a seller in real-time, without an intermediary service, over the Internet. It is a form of electronic commerce. The sale or purchase transaction is completed electronically and interactively in real-time such as in Amazon.com for new books. However in some cases, an intermediary may be present in a sale or purchase transaction such as the transactions on eBay.com. An online shop, e-shop, e-store, internet shop, web shop, web store, online store, or virtual store evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or in a shopping centre. The process is called Business-to-Consumer online shopping. This is the type of electronic commerce conducted by companies such as Amazon, Flipkart, Snapdeal, PayTM, Myntra, Jabong, Ajo FirstCry, TataCliQ etc. When a business buys from another business it is called Business-to-Business online shopping.

Research Path:

The following research is highly descriptive in nature and depends mainly on secondary data which has been collected from- previously published papers, books journals, newspaper articles etc. conclusion has been drawn from the same data and has been expressed from a theoretical point of view.

The paper has been organized in the following manner-

- Introduction
- Research path
- Review of literature.
- Glance of online shopping in India
- History of online shopping in India
- Problems of online shopping in India
- Conclusion and suggestion.

REVIEW OF LITERATURE -

(O'Connor & Galvin, 2001) In addition, many marketing activities (e.g. relationship marketing, marketing research, data mining, promotion/communications, supply chain management, sales and purchasing and after sales support) are now technology enabled due to the increasing expansion of online marketing via the Internet.

(Alam, Yasin 2010) Identified key dimensions of customer satisfaction of online shopping; these are website design, reliability, product variety and delivery performances which influence consumers' satisfaction of online shopping. However, it was found that, is no significant relationship exists between saved time and satisfaction.

(Dash 2012) Identified the key factors influencing customers' satisfaction through online shopping. These factors are privacy, trust, complexity, product variety, risk, time utility and reliability. Multiple regressions were used to know impact of these factors on online shopping.

(Kapoor, 2012), online decision making and online shopping phenomena are governed by a number of consumer acceptance and behavior characteristics and grounded in theoretical aspects of consumer decision making. There are number of factors that affect what we buy, when we buy, and why we buy. In reference to buying online, the factors that influence consumers are marketing efforts, socio-cultural influences, psychological factors, personal questions, post decision behavior, and experience.

(Upadhyay & Kaur, 2013) The growth of online shopping and examines the relationship between consumer factors and attitude toward online shopping and then analyze the various factors that influence attitude toward online shopping.

ONLINE SHOPPING IN INDIA-

Today, INDIA is big market that is growing day by day camper to worldwide market. In this fact and pace competition, the Indian online shoppers have specific expectations for website in INDIA. First of all, in India online shoppers have started expecting the option to return items

purchased online, and some retailers already have made doing this convenient. Further, the retailers believe that this option is quite necessary to develop consumer trust and confidence in online shopping. Secondly, free door-to-door shopping is much needed, say online shoppers. The invention of internet has created a new pattern of the traditional way people shop. Customers are no longer tied to the opening hours or specific location; it may become active virtually at any time and any place to purchase products and services. The internet is relatively new medium for the communication and the exchange of information which has become present in our daily lives. The number of internet users constantly increasing, which is also significance that online purchasing is increasing rapidly (Joines, Schere & Scheufele 2003). The growth in the number of online shoppers is greater than the growth in Internet users, indicating that more Internet users are becoming comfortable to shop online. Until recently, the consumers generally visit online to reserve hotel rooms and buy air, rail or movie tickets, books and gadgets, but now more and more offline product like clothes - saris, kuris, T-shirts-shoes, and designer lingerie, consumer durables are being purchased online. Master Card Worldwide Insights, (2008) revealed that 47% of internet users shop online. Indian shopping community is around 28 million and Indian online shopping market is worth about \$71 billion. Indian online shoppers spend about 11% of their personal income in online shopping.

HISTORY OF INTERNET SHOPPING-

In 1990, Tim Berners-Lee creates the first World Wide Web server and browser in UK. It opened to commercial use in 1991. In 1994 other advances took place, such as online banking and the opening of an online pizza shop by Pizza Hut. During that same year, Netscape introduced SSL encryption of data transferred online, which has become essential for secure online shopping. Also in 1994, the German company intermish introduced its first online shopping system. In 1995, Amazon launched its online shopping site, and in 1996, eBay appeared. Originally, electronic commerce was identified as the facilitation of commercial transactions electronically, using technology such as Electronic Data interchange (EDI) and Electronic Funds Transfer (EFT). These were both introduced in the late 1970s, allowing businesses to send commercial document like purchase orders or invoice electrically. The growth and acceptance of credit cards, automated teller machines (ATM) and telephone banking in the 1980s were also forms of electronic commerce. Another form of e-commerce was the airline reservation system typified by sabre in the USA and Travicom in the UK. In 1990; Tim Berners-Lee invented the World Wide Web Web browser and transformed an academic telecommunication network into a worldwide everyman everyday communication system called internet/www. Commercial enterprise on the internet was strictly prohibited by NSF until 1995. Although the internet became popular worldwide around 1994 with the adoption of mosaic web browser, it took about five years to introduce security protocols and DSL allowing continual connection to the internet. By the end of 2000, many Europeans and American business companies offered their services through the World Wide Web. Since then people began to associate word "e commerce" with the ability of purchasing various goods through the internet using secure protocols and payment services.

PROBLEM OF ONLINE SHOPPING IN INDIA

Problems related to online shopping in India are as below: -

1. **Receiving wrong products:**-Many a times the product received are not of the same quality as promised customer has this fear since many of them wrong products or those are unfit to their expectations.
2. **Damaging products in transit:**-This happens usually, in long distances, product gets damaged in the way and then customer fails to avail its benefits. They are totally at loss then.
3. **Delay in delivery of products:**-Companies located at far of distance tend to more delivery time. This is another feature due to which customer are not satisfied with online shopping.
4. **Sometimes customer failed to receive the product:-**

Federal law (the Mail or Telephone Order Merchandise Rule) requires retailers that process orders by mail, telephone, or the Internet to deliver items within 30 days. If you have not received your order within that time frame, you have the right to a full refund of the purchase price. Likewise, retailers are required by law to explain your right to a full refund for undelivered goods. Likewise, the Fair Credit Billing Act protects you from being billed for items that are not delivered, but nevertheless charged to your credit card. If the online vendor is unwilling or unable to help you, or denies your claim that the item was never delivered, you may write to your credit card issuer's billing inquiries department about the problem. Make sure you send it within 60 days after the bill with the errant charge (specifically, the charge for an item not received) was sent.

5. Concerns When Buying from Foreign Companies:

Problems with online shopping can be especially difficult to resolve if the seller is located in a foreign country. Before you order, you will want to know how the item is priced and when it is converted to U.S. dollars (if listed in a different currency); whether the retailer will ship to other countries; the likely length of time it will take to fulfill the order; any applicable special duties or taxes. If there are problems with your order, such as getting the wrong item, most vendors require you to resolve the dispute in their local court. So is it worth traveling to Switzerland, for example, to assert your claim that you were sent the wrong Swiss Army Knife? A safer alternative may be to look for a U.S. reseller who offers the same items.

CONCLUSION AND SUGGESTION –

In India with the vast increasing of young population the demand for online shopping is largely increasing. So, no single online website company can cater the service required. Hence the joint venture is required, all these players have to work together to make things happen. These online shopping websites have to best make use of the available mobile technology. Today, in India reviewing the circumstances multi brand retailers have to be ready to launch more number of services. There is a need for online shopping services in multi languages than online in English language in India, since India is linguistically diverse country. When a consumers to make purchases online to buy something, he or she is affected by assorted factors. The main influencing factors have been identified as, price, confidence, security, convenience, time, after sale service and discounted deals. The price factor exists because the prices are often lower through online shopping as compared with physical purchases in the market. Buy online can be of great benefit to the consumer in terms of convenience, saving time and money.

All companies who are indulged in online business activities must improve their services quality, because by this step they can win more hearts of consumers & a common man will show his interest in these activities.

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