A Study On Consumers Problems Towards Online Shopping

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Abstract : *Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Online shopping has grown in popularity over the years, mainly because people find it convenient and easy to bargain shop from the comfort of their home or office. When consumers buy products from online shopping they do not touch or feel the product in a physical sense and faced lot of problems.Understanding consumer's need for online selling has become challenge for marketers. Specially understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others.*
Keywords: *Consumers, Online, shopping, satisfaction*

I. Introduction

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Onlineshopping has grown in popularity over the years, mainly because people find it convenient and easy to bargain shop from the comfort of their home or office. One of the most enticing factor about online shopping, particularly during a holiday season, is it alternates the need to wait in long lines or search from store to store for a particular item. The Internet's largestand most meaningful impact may very well be on the way consumers shop foreverything from gifts, gadgets and groceries to clothing and cars.Online shopping is used as a medium for communication and electronic commerce, it is to increase or improve in value, quality and attractiveness of delivering customer benefits and better satisfaction, that is why online shopping is more convenience and day by day increasing its popularity. When customers buy products from online shopping they do not touch or feel the product in a physical sense. Not only benefits but also risk is associated with online shopping. We understand that lot of risk is involve while buying an online product whether it will reach us on proper time or not is also a concern and also there may arise a risk of product size and colour as it may differ in real view or sense. Sometimes the product ordered is kind of damaged. So this appendix provides an overview of problems associated with online shopping.

II. Statement Of The Problem

Due to development of sophistication in the technology, a large section of customers prefer online shopping. With the competition is fierce in e-commerce, the online retailers supposed to get to know more about the problems of the consumers on the online shopping. Hence the prime purpose of the research is to identify and analyze the problems of consumers to shopping online.

III. Review Of Literature

Cuneyt and Gautam (2004) claims trust in the internet shopping with advanced technology, and frequent online shopping to the internet being secured as a trustworthy shopping channel.

Rios & Riquelme, 2008 said, from customer aspects, firstly, consumer trust has been acknowledged in marketing literature as a crucial factor for successful business trades, because online businesses are essentially intangible and consumers cannot use physical and tangible features to infer trust.

Iyer and Eastmen (2014) found that the population of senior who are more literate, more knowledgeable and who are more aware of the technology and those who have a positive behaviour towards online shopping and internet are more into online shopping. But the population of senior who are less aware of the internet and the shopping sites are less involved in the shopping sites because they do not have a positive attitude towards online shopping rather they are much more interested in offline shopping and the seniors who are more involved in the internet uses more online sites for purchasing the goods over the internet. The senior which have more knowledge about the internet and the shopping sites they compares both the shopping i.e. online and offline shopping for their purchasing of goods. However their knowledge and the use of internet by them has no connection with their age and their satisfaction level while purchasing online.

IV.   Objectives Of The Study

1. To study the factors influenced to purchase the products through online shopping.
2. To study the problems faced by the consumerson online shopping
3. To offer suggestion to solve the problems of online shopping.

V.   Methodology

The study is an empirical research based on survey method. The primary data were collected from the consumers in Kanyakumari District with the help of an Interview schedule. In addition to the primary data the researcher also collected secondary data. The secondary data were collected from the books, journals, magazines, periodicals and websites.

VI.   Sampling Technique

In this present study, the researcher has adopted the convenient sampling method. The sample size of the study is limited to 50 respondents.

Analysis and Interpretation

(i) Factors influenced to purchase the products through online shopping

The factor influenced by the consumers may differ from person to person. The consumers have chosen the online shopping depending upon the advertisement, trust, convenience, time saving, shopping experience, product perception, webquality andservice. The following   Table 1 shows the factors influencing the consumers to purchase the products through online shopping.

Table-1
Factors influenced to purchase the products through online shopping

S. No	Factors	No. of respondents	Percentage (%)
1	Advertisement	12	24
2	Trust	7	14
3	Convenience	8	16
4	Shopping experience	5	10
5	Product perception	10	20
6	Service	3	06
7	Web quality	5	10
	Total	**50**	**100**

Source: primary data

From the above table, it is clearly reveals that, 24 % of the respondents are influenced by advertisement, 20 % of the respondents are chosen the product on the perception about the product, 16 % of the respondents purchased by convenience, 14% by trust, 10% by shopping experience and web quality and only 6 % by service.

(ii)Problems faced by the consumers towardsonline shopping

The consumer faced various problems while purchasing the products through online. As to identify the problems**,** the consumers have been asked to assign rankings. To find the out overall rankings in the order of preferences**,** Friedman Test was conducted**,** the result of which is shown in the following Table 2.

Table -2
Problems faced by the consumers towards online shopping

S. No	Problems	Mean score	Rank
1	Lack of Security	4.53	II
2	Poor Quality of product	5.05	I
3	Delay in delivery	2.81	V
4	Terms and conditions	3.09	III
5	Poor service	3.01	IV
6	Payment process	2.51	VI
7	Out of stock	1.98	VIII
8	Difficult Finding the Address	2.11	VII

Source: primary data

From the above table, it is clearly understood that the respondents were mainly faced the problem of low quality of the product. It was ranked first among the Eight factors, with a mean score value of 5.05. Lack of security was ranked second among the problems with a mean score of 4.53. The study also reported that terms and conditions was ranked third among the problems with a mean score value of 3.09. Poor service was ranked as fourth 3.01, delay in delivery was ranked as fifth 2.81. Payment process was ranked sixth with a mean score value of 2.51, finding the address was ranked seventh 2.11 and out of stock was ranked eighth 1.98.

VII. Findings Of The Study
- Advertisement is the main factor influenced by the consumers on online shopping.
- Consumers facing the problem of poor quality of the productreveals first.

VIII. Suggestions Of The Study
- The merchant should improve the quality of the product and proper product description should be given.
- Advertisementplays an important role in online shopping so that the online marketers take additional efforts in this regards
- The merchant should given the guarantee about security of the customer details and payment details.

IX. Conclusion
Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web. To take advantage of this growing opportunity, retailers must ensure they are addressing the needs of potential customers, which include attractive pricing and the convenience of ordering online. The rapid growth of online coupon sites suggests that consumers in India are looking for deals, highlighting the need for online retailers to adopt effective marketing and pricing strategies for their goods.The consumer face lot of problems while purchasing a product from online. Especially poor quality of product. So that the online marketers has been taken proper step to minimise this problem in order to increase consumer satisfaction.

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