Online Shopper Faceing Problems 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 launching their products exclusively 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.

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 allows consumers to directly 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 storefront and virtual 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.

Online Shopper Faceing Problems:
The most common problem faced by customers in online shopping is that there is no guarantee of a product's quality. With most e-commerce websites acting as aggregate or for sellers to sell their products, more fraudulent 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 expecting 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.

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 interacting with the user interface forget that a huge pinball or minesweeper consequence 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 implement stringent 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 customers 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.

REVIW OF LITERATURE:

According to Ko et al. (2012), problem is the possibility of loss in achieving a favorable outcome while consumers doing online shopping, in accessing and making online buying, individuals encounter a host of risk. In fact, consumers perceive a higher level of risk when purchasing through Internet compared with traditional retail transactions. Indicating individuals feeling of uncertainty with the possibility of negative outcome in their online purchasing.

Claudia. I. (2014), consumers fear about delivery will be delayed due to various circumstances, such as the delivery company won't deliver the purchased products within the time frame agreed with customers. The feeling of fear that the products may be damaged during handling and transporting them to the consumers is also part of non-delivery risk. Convenience risk is about consumer perceptions of risks that the purchased product will take a lot of time and effort to repair and adjust before it can be used.

Consumers may feel worry about the online security with respect to using their credit cards and disclosing personal information. So, even though customers order goods online, but majority of them prefer alternative method of payments, such as cash at delivery, bank account transfers and other than using their credit cards. In other situation, consumers also fear that certain e-commerce websites are not secured enough and need constant reassurance. Previous Studies indicated that fear of credit card fraud represents one of the most invoked concerns when buying online.

Salimkhrain (2011) suggested that problem is a measure of expected dissatisfaction with a buying decision, based on the purchase goals of the buyers, and therefore, it is a powerful index for explaining consumer behavior since consumers are more often motivated to minimize potential failure than to pursue purchasing success. Problem reduces the willingness of consumers to buy goods over the internet.

Masoud, E.Y (2013) stated that consumer intentions to use Internet as a shopping Non-delivery problems is one of the biggest worried when customers decided to buy products online. Goods damaged and they were sent to the wrong place after confirmation of online order. The delivery process, for examples the product may get damaged during transportation, delivered to a wrong address, or in some cases, delayed. Such as the delivery company won't deliver the purchased products within the time frame agreed with customers. The feeling of fear that the products may be damaged during handling and transporting them to the consumers is also part of non-delivery problems.

Kim, I.,(2015) It is related to the product performance of problems, which is a loss for customers when a brand or product does not perform as expected due to the shoppers" inability to accurate evaluate the quality of the product online. The fear of product not functioning or performing as expected is increasing in online environment. In the incapability of touching, feeling, testing or trying the products before they are purchased are the primary concerns when purchasing online, and those concerns will increase the product or performance of problems.

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:

Primary data:
The primary data were collected from the field directly with the help of an interview schedule.

Sample size:
The data were collected from 50 sample respondents at Nagercoil city selected through convenience sampling.

Secondary data:
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.

Tools for analysis:
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

Variables	Category	Frequency	Percentage (%)
Gender	Male	20	40
	Female	30	60
Age	Below 20	8	16
	20-30	20	40
	30-40	10	20
	40	7	14
	50 and above	5	10
Level of Education	HSC	10	20
	UG	22	44

Variables	Category	Frequency	Percentage (%)
	PG	13	26
	Diploma	5	10
	Any other	-	-
Occupation	Students	25	50
	Business/profession	10	20
	Government agencies	8	16
	Private services	4	8
	Unemployed	3	6
Monthly Income	Below Rs.10,000	4	8
	Rs.10,000-20,000	10	20
	Rs.20,000-40,000	18	36
	Rs.40,000-60,000	10	20
	Above Rs.60,000	8	16

Source: Primary data.

The above table shows that most of the respondents are female (60%), who are online purchasing in the study area as compared to male in the city. The respondents in the age group of 20-30, maximum use the online purchasing in Nagercoil (40% each). Among the total of 50 sample respondents, (44%) of the respondents having educational qualification of undergraduate level use the online shopping. Similarly another (26%) of the respondents having educational qualification of post-graduate level also use the online shopping. Under the occupation category the students (50%) maximum use the online purchasing. As regards the income, the persons who are earning Rs.20,000-40,000 income level (36%) maximum use the online purchases in Nagercoil.

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

SI. No	Statement of problems	Mean score	Standard deviation
1	Lack of touch and feel property	2.26	1.28
2	Extra delivery charge	4.26	0.84
3	Lack of interaction with salesperson		
4	No clear usage specification	3.46	1.06
5	Availability in nearby shops	3.19	0.96
6	Fear of duplicate product	2.72	1.17
7	Low Quality	2.54	1.05
8	Non-Availability of Products	4.05	0.09
9	Side Effects	2.16	1.06
10	Power break ups	2.84	1.20
11	Poor Package	3.19	0.96
12	Security problems	2.36	1.43
13	Poor internet connectivity	3.83	0.99
14	High Price and No Warranty	3.99	0.96

Source: Primary data.

It can be inferred from the above table 2 that among the different problems faced by using online customers, the major problem faced by the respondents while using online shopping is Extra delivery charge with a mean score of 4.26 and Standard deviation of 0.84 , Non-Availability of Products is the second important problems with a mean score of 4.05 and Standard deviation of 0.09, High Price is the third problems with a mean score of 3.99

and standard deviation 0.96, Poor internet connectivity is the Fourth problems with a mean score of 3.83and standard deviation, No clear usage specification is the fifth problems with a mean score of 3.46 and standard deviation 1.06, Side Effects to be last problems of selecting, with the least mean score of 2.16 and standard deviation 1.06.

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 delay.

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