



A STUDY ON PROBLEMS FACED BY CONSUMERS IN ONLINE SHOPPING IN COIMBATORE CITY

1. Mrs. S. Mohanapriya
Research Scholar
Psg college of arts and science
2. Dr. R.Sathya
Assistant professor
Psg college of arts and science

INTRODUCTION

Online shopping is the activity or action of buying products or services over the Internet. It means going online, landing on a seller's website, selecting something, and arranging for its delivery. The buyer either pays for the good or service online with a credit or debit card or upon delivery. The term does not only include buying things online but also searching for them online. In other words, I may have been engaged in online shopping but did not buy anything. Online shopping has been around for about twenty-five years. It has grown in popularity significantly. Today, we can purchase nearly anything online. In fact, retail experts say that online shopping will soon overtake traditional shopping in monetary terms.

STATEMENT OF THE PROBLEM

Though online shopping is more prevalent now, the problems associated with it acts as a hindrance or setback for online selling companies. The problems in online shopping may arise at any time from entering the website for purchase to receiving or while using the product or even after sales service. This paper aims to find out the problems of online consumers and provide suitable suggestions to overcome them.



REVIEW LITERATURE

K. Ganesh Kumar & Dr. S. Kasthurimeena, has conducted a Study on Customer Problems towards Online Shopping in Coimbatore region. The main objective of the study is to study the consumer's expectation towards online shopping and to study about the customer's opinion towards the problems in online shopping. For this purpose a sample of 270 was collected from the respondents were percentage analysis, ranking on Kendall's correlation and chi square was used as tools to analyse the data and the conclusion is that based on the customers perception towards service provided by the companies Flipkart has the highest priority to the service provided and the priority can be given by the customers to purchase their products in this website.

Dr. N. Senthilkumar, KL. Chandramohan made an attempt to determine the problems faced by customers in online shopping with special reference to Namakkal District. A sample of 200 respondent's were randomly selected for this study from Namakkal District. The selected samples were analyzed using simple percentage, ANOVA, t-test and Friedman ranking test. It is found that customer's gender, age, educational qualification, monthly income have significant difference in the problems faced by customers in online shopping.

OBJECTIVES OF THE STUDY

- To know about the nature of problems faced by the online shoppers
- To find out suitable solution for the problems faced by the respondents in online shopping.

RESEARCH METHODOLOGY

The study is conducted in Coimbatore city using 500 respondents. The total number of questionnaire received was 477. The study is based on primary data and to collect a questionnaire was constructed covering all details in the objective for the study. The data is collected employing convenient random sampling method. Percentage analysis method is used to analyse the data.



ANALYSIS AND INTERPRETATION

Table no 1

Demographic profile of respondents

Particulars	Group	Number	Percent	Total	percent
Gender	Male	245	51.4	477	100.0
	Female	232	48.6		
Age	Less than 25 years	134	28.1	477	100.0
	25-40 years	199	41.7		
	41-55years	88	18.4		
	55 years & above	56	11.7		
Educational Qualification	No Formal Education	32	6.7	477	100.0
	School	86	18.0		
	Under Graduation	144	30.2		
	Post Graduation	135	28.3		
	Professional	80	16.8		
Occupation	Agriculture	48	10.1	477	100.0
	Employee	144	30.2		
	Professional	96	20.1		
	Own Business	86	18.0		
	Others	103	21.6		



Marital status	Married	399	83.6	477	100.0
	Unmarried	78	16.4		
Number of members	2	94	19.7	477	100.0
	3	191	40.0		
	4	136	28.5		
	5& above	56	11.7		
Number of Earning members	1	142	29.8	477	100.0
	2	199	41.7		
	3	80	16.8		
	4& above	56	11.7		
Family income	Below ₹15000	47	9.9	477	100.0
	₹15001 - ₹30000	246	51.6		
	₹30001 - ₹50000	80	16.8		
	Above ₹50000	104	21.8		

Gender

The above table illustrates that out of 477 respondents taken for the study 51.4% of the them are Male and 48.6 % of the respondents are Female

Majority of the respondents are male(51.4%)

Age

With respect to age 28.1% of the respondents fall into the age group of less than 25, 41.7% of the respondents are from age group 25-40 years, 18.4% of them belong to age group 41-55 years and 11.5 % of them belong to age group more than 55 years



Majority of the respondents are in Age group of 25-40 years (41.7%)

Educational Qualification

Regarding Educational qualification 6.7% of the respondents of the study have no formal education, 18% of them have school level education, 30.2% are Under graduates, 28.3% are post graduates, 16.8% of them have professional education.

Majority of the respondents of the study are Undergraduates (30.2%)

Occupation

With regard to occupation 10.1% of the respondents are agriculturalists, 30.2% are employees, 20.1% are professionals, 18% of them have their own business and 21.6% of them fall into others category.

Majority of the respondents of the study are employees (30.2%)

Marital status

Regarding marital status 83.6% of the respondents are married and 16.4% of the respondents are unmarried.

Majority of the respondents are Married (83.6%)

Size the Family

With respect to size of the family 19.7% of the respondents have 2 members in the family, 40% have 3 members, 28.5% have 4 members and 11.7% have more than 5 members in family.



Majority of the respondents have 3 members in their family (40%)

Number of earning members in family

With regard to number of earning members in family 29.8% of the respondents have a single earning member, 41.7% have two earning members, 16.8% have three earning members and 11.7% have four and more number of earning members.

Majority of the respondents have two earning members in family (41.7%)

Monthly Family income

Regarding family income 9.95% of the respondents earn below ₹.15000, 51.6% of them belong to income group of ₹15001-30000, 16.8% of them are in ₹30001-₹50000 and 21.8% earn above ₹ 50000 for a month.

Majority of the respondents earn ₹15001-₹30000 for a month (51.6%)

Table no 2

Problems faced in online shopping

	Frequency	Percent
Yes	195	40.9
No	282	59.1
Total	477	100.0



The above table shows the how much of the total respondents in the study has faced problems while online shopping. It is clear from the data that 40.9% of the respondents to the study has encountered some problems in online shopping.

Number of respondents faced problems in online shopping is 40.9%

Table no 3

Nature of problems faced in online shopping

Particulars	Yes	%	No	%	Total	%
Wrong Products Delivery	94	19.7	101	21.2	195	100.0
Delay in Delivery of Products	72	15.1	123	25.8	195	100.0
Products Damage during Transit	72	15.1	123	25.8	195	100.0
Failed to Receive the Product Order	64	13.4	131	27.5	195	100.0
Issues in Returning the product	131	27.5	64	13.4	195	100.0
Substandard goods	69	14.5	126	26.4	195	100.0



Hidden Charges / Unclear Charge	86	18.0	109	22.9	195	100.0
Warranty Scam	93	19.5	102	21.4	195	100.0
Problems with Payment	78	16.4	117	24.5	195	100.0

It is clear from above table that respondents have faced problems in online shopping in different forms. 19.7% faced wrong products during delivery, 15.1% faced delay in delivery of products, 13.4% have failed to receive the product, 15.1% respondents faced damage during transit, 27.5% of respondents have issues in returning the product, 14.5% received substandard or grey market items, 18% have faced unclear charges issue, 19.5% faced problems in claiming warranty for goods and 16.4% have problems in payment.

Majority of respondents faced problems with return of goods 27.5%



Table no 4

Frequency of problems faced

	Frequency	Percent
Very Frequently	12	2.5
Frequently	109	22.9
Occasionally	57	11.9
Only Once	17	3.6
Total	195	40.9

Table 4 shows how frequently the respondents faced problems during online shopping. Out of 195 respondents who faced problems in online shopping 2.5% faced problems very frequently, 22.9% of respondents faced problems frequently, 11.9% faced problems occasionally whereas, 3.6% faced problems only once in online shopping.

Number of respondents who faced problems frequently is 22.9%

SUGGESTIONS

1.Product

Quality

This is the foremost common problem faced by customers who shop online regularly. The quality of the merchandise is usually not up to the mark with what's presented within the pictures. With the competition growing within the e-commerce industry, as many websites become a marketplace for sellers to sell their products, and therefore the issue of fraudulent sellers is increasing. The checks on registration are poor and selling poor-quality within the name of brands is becoming increasingly common. Even worse, quality-checks became so rare with the magnitude of online sales which is soaring high.



Solution: Make your products undergo a usability test where they're evaluated for his or her usefulness and effectiveness.

2. Logistics are a mess

This is another common issue faced in online shopping. Barring a couple of websites, delivery and logistics may be a major issue. Websites are getting so casual about the delivery quality of products. So many times, either the package is lost or damaged while in transit. Customers are facing a troubled time with the tracking systems which do not accurately locate the product. Often customers choose same-day-delivery by paying a couple of extra bucks only to urge their product delivered. Many of these companies do not follow the stipulated time limit, leaving consumers confused as the products come in too late. The issue is the same with returns. You place an order for the returns to be picked up and there is no response. They will send the delivery guy once they seem fit, almost never consistent with the promised time. Sometimes customers receive the merchandise after the necessity is over.

Solution: Since logistics has become very complex, it's mandatory for ecommerce business owners to stay tabs thereon . An ecommerce platform with inventory management solutions can give a thought to the owner about the stock status and thus, product deliveries are often managed far more accurately

3. Delivery Time Is Not Clear

So many times, the delivery time isn't clearly stated within the order process. More often than not, consumers do not know when the product will be delivered. Consumers buy a product and therefore the eCommerce businesses don't even state the time of delivery. Many a times, these orders take more time than expected to be delivered. It's important for buyers to possess realistic expectations and know once they can expect their orders. It is important for people to know when their product is arriving so that they can plan their day accordingly. Customers often complain that the delivery boys don't even call them before arriving to deliver the merchandise . The best thing is to see with the web site about the estimated time of arrival of a particular product before you place the order.



Solution: Send Message to the customer when the order is shipped then when it's expected to be delivered in order that the customer is ready to receive it.

4. Payment Preferences Are Limited

. With online frauds learning steam, most customers prefer paying cash on delivery as they're skeptical about sharing their card details. This is a standard complaint by many purchasers lately. They do not have many payment methods that they will trust

Solution: Using end to end encryption with SSL certificate helps to save data from intruders. This will help to increase the confidence level of customers.

5. The trouble with Hidden costs

This is another common issue customers face even with leading e-commerce development companies. Online marketplaces don't tell customers the hidden costs on numerous things. For instance, the customer is lured into buying something that says is cost at a particular price. Within minutes, they're paying tons more to urge the merchandise delivered, tax charges, additional shipping, etc. This eventually leads the customer to pay a lot more than he or she had expected.

Solution: an easy solution is to stay the fees so apparent that the purchasers don't feel cheated and buy the products of their interest needless to say

6. Unclear Website Policies

Many shopping websites don't even have clear and concise website policies for return and refund. Consumers get confused due to vague stipulations about a refund and return. When the policies section isn't defined properly, sellers reject a consumer's claim to return or get a refund. This is among the most important challenges that a lot of customers face online. A lot of those websites haven't any clear outline on the warranty and guarantee of products. A buyer can take this to consumer court just in case the stress aren't met with.

Solution: Localization is that the key because the online businesses go global. The website



policies and other information should be available in several languages for people to know them better and clearly.

CONCLUSION

With increasing need for online shopping nowadays, the objective of all online selling firms is to consider ways to attract customers with minimum cost. A customer stays loyal for the website when they are completely satisfied from log-in to log out. So companies have to analyse and upgrade according to the market trends and make online shopping enjoyable to customers.

References:

1. K. Ganesh Kumar & Dr. S. Kasthurimeena, “A Study on Customer Problems towards Online Shopping With Reference to Coimbatore District”, International Journal of Interdisciplinary Research in Arts and Humanities, Volume 2, Issue 1, Page Number 247-251, 2017.
2. Dr. N. Senthilkumar, KL. Chandramohan “A Study On Problems Faced By Customers In Online Shopping With Special Reference To Namakkal District” Suraj Punj Journal For Multidisciplinary Research Volume 9, Issue 6, 2019 ISSN NO: 2394-2886.
3. <https://yourstory.com/2017/04/common-problems-online-shopping>
4. <https://www.icecubedigital.com/blog>
5. <https://consumer.findlaw.com/consumer-transactions/problems-with-online-shopping.html>