

Problems faced by women customers in online shopping

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Abstract

In this technological world, more number of consumer are showing interest in online shopping because it provides many benefits to consumer than the traditional bricks-and-mortar retail stores. It is shopping through online or internet. A lot of shoppers are using the internet now-a-days as it provides a lot of reward to shoppers. It saves time, certain products are to a large extent cheaper and allow customers to purchase product from anywhere in the world and anytime. At the same time, it involves some complexity and problems in the practical life. Hence the researcher has taken the study entitled the problems faced by the women customers in online shopping. Here the study involves both primary data and secondary data. The primary data collected through snowball sampling and then the collected data analysed with the help of statistical tools such as percentage analysis, weighted average score and Garret ranking method to make the conclusions.

Key words: Online shopping, Women customers, Internet & modern shopping

Introduction

Traditional shopping is a method of buying a product where a person goes to a mall and chooses a store where he wants to buy stuff by walking from one rack to another, by checking out different displays and trying products. Here we can choose a product physically and check out what product is like, how looks like, and verify the features it has. Therefore, some consumers prefer the traditional type of shopping over online shopping because for one, it allows customers to check out an item. Due to the technological changes in the society, the new method of shopping has been emerged in the world of business i.e. online shopping. It is the process whereby consumers directly buy goods or services form a sellers in real-time, without an intermediary service, over the Internet. It is a form of electronic commerce. The sales or purchase transaction is completed electronically and interactively in real-time such as in Amazon.com. However in some cases, an intermediary may be present in a sale or purchase transaction such as the transactions on e-Bay.com.

Statement of the problem

Online shopping has become more popular since the internet came up into the society. It provides many advantages to the individual namely saves time and money, access from everywhere, convenience, availability 24 hours a day, variety of products, various options available to compare products and brands, etc. Though the online shopping gives number of

benefits to its customers, it involves some of the problems. In our society women play crucial role in our family and society and there is no doubt they are the most powerful consumers in the world. Hence the researcher has taken the topic titled 'Problem faced by the customers in online shopping.

Objectives

This study covers the following objectives

- ❖ To study the socio economic status of the women customer online shopping
- ❖ To identify the factors motivating to women customer towards online shopping
- ❖ To analyse the opinion of the women customer towards online shopping
- ❖ To examine the problems faced by the women customer related to online shopping.

Scope of the study

The primary aim of the study is to analyse the problem faced by the women customer in online shopping in kovilpatti taluk. It includes socio-economic condition of women customer, motivating factor for online shopping, opinion of the women customer towards online shopping and problem faced by the women customer and to offer suitable solution to overcome the problem and improve the online shopping in our society in future.

Research methodology

This study has been conducted among the women customers of online shopping. The study is empirical in nature. In this study the snowball sampling method has been used to determine the sample. Both primary and secondary data has been used. The primary data has been collected through interview schedule. For this study 100 respondents were taken as a sample size. The collected data was analysed by the various statistical tools like percentage method, weighted average method and Garret ranking method and the secondary data has been collected from various journals, magazines and websites etc.

Limitation of the study

- ❖ The results of the study are confined to a Kovilpatti Taluk only. Therefore it cannot be generalised
- ❖ The accuracy of the results relied on the opinion of the respondents. There are few customers may lack in their response.

Analysis and Interpretation of data

Table 1 - Demographic profile of the respondents

1.Age	Frequency	Percentage
Below 30 years	44	44
31-40 years	32	32
41-50 years	10	10
Above 50 years	12	12
Total	100	100
2.Marital status	Frequency	Percentage
Single	50	50
Married	32	32
Widowed	18	18
Total	100	100
3.Educational qualification	Frequency	Percentage
Higher secondary	18	18
Diploma	21	21
Graduate	38	38
Professional	23	23
Total	100	100
4.Occupation	Frequency	Percentage
Government employee	12	12
Private employee	26	26
Businessman	19	19
Professionals	18	18
Home maker	8	8
Students	17	17
Total	100	100
5.Monthly income	Frequency	Percentage
Below Rs.20,000	37	37
Rs.20,001-30,000	27	27
Rs.30,001-40,000	20	20
Above 40,000	16	16
Total	100	100

Table 2

Category of Product purchased by the respondents

S.NO	Product purchased by the respondents	No. of respondents	Percentage
1	Cloths and shoes	12	12
2	Jeweller and watches	9	9
3	Cosmetics and perfume	16	16

4	Consumer electronics	11	11
5	Food	8	8
6	Health and supplements	3	3
7	Mobile phones	14	14
8	Books	10	10
9	Household appliances	2	2
10	Baby care products & toys	6	6
11	Sports and accessories	7	7
	Total	100	100

Table 3

Factors considered by the respondents before online shopping

S.NO	Motivating Factors	No. of respondents	Percentage
1	Product rating	21	21
2	Product review	35	35
3	Advise for offline store	8	8
4	Comparison of price	24	24
5	Referred by friends	12	12
	Total	100	100

Table 4 - Opinion of the customers towards online shopping

S. NO	Opinion towards online shopping	Weighted average					Average $\frac{\sum WX}{\sum W}$	Rank
		5	4	3	2	1		
		SA	A	N	DA	SDA		
1	Product are cheaper	145	84	120	12	4	365/100 =3.65	6
		29	21	40	6	4		
2	Easy to search for what you want	155	88	90	24	5	362/100 =3.62	7
		31	22	30	12	5		
3	Make comparison with other product	115	120	111	20		366/100 =3.66	5
		23	30	37	10	0		
4	Lead time	240	96	60	16		412/100 =4.12	1
		48	24	20	8	0		
5	Easy to shopping	80	168	114	6	1	369/10 =3.69	3
		16	42	38	3	1		
6	Save myself from market crowd	225	108	36	20	6	395/100 =3.95	2
		45	27	12	10	6		
7	It's complicated	50	88	36	72	20	266/100 =2.66	10
		10	22	12	36	20		
8	Do not touch	80	28	150	40	7	305/100 =3.05	8
		16	7	50	20	7		
9	Quality status	140	96	117	12	3	368/100 =3.68	4
		28	24	39	6	3		

10	Risk of credit card transaction	30 6	20 5	81 27	60 30	32 32	225/100 =2.25	12
11	Additional charges	80 16	48 12	30 10	84 42	20 20	262/100 =2.62	11
12	Lack of security	50 10	88 22	144 48	0	20 20	302/100 =3.02	9

Table 5 - Problem faced in online shopping

S.NO	Problems	Garrett ranking	Average scores	Rank
1	Products are not delivered on time	4842	48.42	5
2	Desired product is not available is store	4198	41.98	9
3	Use personal information at other platform	4700	47.00	6
4	Goods are not supplied as per order	4532	45.32	8
5	Return process of products are very cumbersome	5974	59.74	1
6	Incomplete and inappropriate information about product on websites	5235	52.35	3
7	Websites is not informative and attractive	4684	46.84	7
8	Refund is not settle on time	5650	56.50	2
9	Personal information is not safe	5147	51.47	4

Findings

- ❖ 44% of the respondents are under the category of below 30 years age group, 50% of the respondents are single and 38% of the respondents are graduate. Further 26% of the respondents are private employee and 37% of the respondents are earning the monthly income above Rs. 40,000.
- ❖ It is observed that 16% of the respondents are purchased cosmetics and perfume item through online channels
- ❖ Majority 20% of the respondents prefer online shopping because it is anytime purchase
- ❖ 42% of the respondents prefer cash on delivery in online shopping as mode of payment
- ❖ It is observed from the weighted average rank analysis that the lead time is got first rank out of 12 rank with regard to the opinion about online shopping.
- ❖ According to garrett ranking method, the return process of product are very cumbersome is ranked first with regard to the problems of women online customers in online shopping.

Suggestions

- ❖ Majority of the customers are youngsters and graduates. Only less numbers of people are old age and less educated. Hence it is suggested that the online retailer have to take initiate to reach the other segment of people through advertisement or other specific strategy may adopted.

- ❖ The findings of the study reveals that majority of the customers are facing the problem of return process of product are very cumbersome and delivery point is not available to interior area of Kovilpatti. Therefore online shopper should take more attentions on the delivery point and take steps to avoid the complexity of return process.
- ❖ The online retailers should take necessary steps to make aware about the varied sales promotions schemes, which make this online buying more attractive and popular among the buyers.
- ❖ Online website must ensure about the quality and accuracy of the information to their customers. Since transaction is online the retailers must be ensure of web security and confidential card information.
- ❖ The finding says that online shopping could be made successful only by making the delivery of undamaged goods and proper delivery time. Hence the online shopper should take necessary steps to delivery time and ensures quality.

Conclusion

The internet shopping is much more convenient than off-line shopping to some extent, such as faster speed, wider selection and lower price, there are still many problems with internet shopping. Online shopping is achievement popularity among the younger generation but in today circumstances to become equally popular among all age groups and cover wide area. The study has revealed the most of the customers have encouraging attitude towards online shopping and also majority of the customers suffer due to unnecessary delay. So the online shopper should consider the problem as revealed in the study and necessary steps to settle and improve the online shopping environment in the future.

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