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### **A STUDY ON CHALLENGES TOWARDS ONLINE SHOPPING**

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## A STUDY ON CHALLENGES TOWARDS ONLINE SHOPPING

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### INTRODUCTION

Internet is changing the way consumers can shop and buy goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Without doubt internet has influenced consumer lives deeply in which it plays an indispensable and irreplaceable role. Many experts are optimistic about the prospect of online business. In addition to the tremendous potential of the e-commerce market, internet provides a unique opportunity for companies to more efficiently reach existing and potential customers. Through online shopping consumers can shop at any time and anywhere in the world. Online consumers can get more discount and also online shoppers are provide stylish products to their consumer and the product are delivered at correct time with safety.

### REVIEW OF LITERATURE

**Ainin Sulaiman (2005)<sup>4</sup>** in his study entitled “Factors affecting online purchasing among urban internet users in Malaysia” concludes that guarantee, confidentiality of identity, product information and product variety were the main factors will be considered while doing online purchase.

**David M. Walters and Catherine Maria Toase (2005)<sup>5</sup>** in their study entitled “A survey into consumer experiences and attitudes towards online grocery shopping in the UK” found that the majority of the people have experience of on-line shopping, very few actively engage in on-line grocery shopping.

### STATEMENT OF THE PROBLEM

The volume of trade conducted electronically has grown dramatically since the spread of the internet. A wide variety of commerce is conducted in this way spurring and drawing on innovations in [electronic funds transfer \(EFT\)](#), [supply chain management](#), internet marketing, [online transaction processing](#). Hence it is of considerable interest to know:?

### WHAT ARE THE CHALLENGES FACED BY THE ONLINE CONSUMERS?

### OBJECTIVES OF THE STUDY

The following is the objective framed by the researcher:

- To analyse the challenges faced by the online consumer.

### METHODOLOGY

Methodology consists of data, sampling and framework of analysis.

For the purpose of the study both primary and secondary data are utilized. Primary data have been collected from online consumers by distributing questionnaires. Secondary data have been collected from journals, magazines, newspaper, books and websites. Convenient sampling method has been adopted for collecting primary data. Totally 100 samples were considered for the study. The various statistical tools employed to analyze the data are simple percentage.

## SCOPE OF THE STUDY

The study covers the employment of information and communication technology and the benefits obtained by the online consumers. It may also create awareness about the information and communication technology which may benefit to the consumers.

**TABLE 1.1 PROFILE OF ONLINE CONSUMERS**

Particulars	Numbers	Percentage
<b>Age</b>		
Up to 20 years	30	30.00
20-30 years	40	40.00
Above 30 years	30	30.00
<b>Gender</b>		
Male	60	60.00
Female	40	40.00
<b>Marital status</b>		
Unmarried	65	65.00
Married	35	35.00
<b>Educational qualification</b>		
Up to H.Sc	20	20.00
Under Graduate	40	40.00
Post Graduate	20	20.00
Diploma	20	20.00
<b>Type of family</b>		
Joint family	60	60.00
Nuclear family	40	40.00
<b>Monthly income (Rs.)</b>		
Up to Rs.15000	30	30.00
Rs.15001 - Rs. 20000	40	40.00
Above Rs. 20000	30	30.00

Source: Primary data

N=100

Table 1.1 explains that, majority of the online consumers (40.00%) belong to the age group 21-30 years, majority of them (60.00 %) are male; majority of the consumers (65.00%) are married, most of the online consumers (40.00%) are under graduates. Majority of the online consumers (60.00%) are in joint family, and majority of the online consumers (40.00%) monthly income is between Rs.15001 and Rs.20000.

**FINDINGS, SUGGESTIONS AND CONCLUSION****FINDINGS OF THE STUDY**

- Majority of the online consumers (40.00%) belong to the age group 21-30 years
- Majority of them (60.00 %) are male; majority of the consumers (65.00%) are married
- Most of the online consumers (40.00%) are under graduates.
- Majority of the online consumers (60.00%) are in joint family
- Majority of the online consumers (40.00%) monthly income is between Rs.15001 and Rs.20000.

**CHALLENGES OF ONLINE SHOPPING**

The problem of online shopping is ascertained by constructing problem index. ANOVA is applied to ascertain whether there exists any difference in the mean values of problem index based on demographic factors. It is found that there is no significant difference in the problem index of online consumers classified on the basis of age, gender, marital status, educational qualification, occupation, type of family, size of family and monthly income. Chi-square analysis reveals that there is no significant association between problem of online shopping and demographic factors such as age, gender, marital status, educational qualification, occupation, type of family, size of family and monthly income.

**SUGGESTIONS OF THE STUDY**

The following are the few suggestions as follows:

- Consumers shall not hesitate to initiate legal measures in case they are not provided with the assured services.
- Consumer associations shall come forward not only to identify the fraudulent e-entrepreneurs but shall also assist the online consumers in getting their grievances redressed.

**CONCLUSION**

The major problems faced by some of the online consumers are: excess price, the delivery of the purchased product is time consuming, defective product, poor after sales service, lack of understanding for website, product are not meeting expectations, unaware of the buying procedure, absence of security, difficulty to find the right product through online and not easy to cancel the order. The consumers are take more conscious while purchasing the products through online.

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