



A STUDY ON THE PROBLEMS FACED BY THE COLLEGE STUDENTS IN THEIR ONLINE SHOPPING

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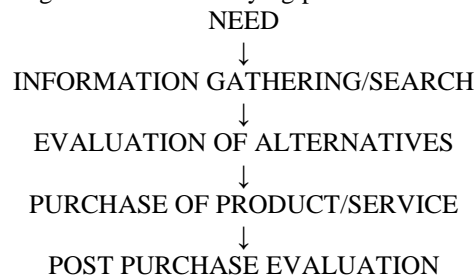
Abstract:

Online shopping - an wonderful invention, in which the consumers can directly buy goods or services from a seller in real time with the help of online shopping mechanism, with no intermediary service, over the Internet . It is also known as online shop, e-shop, e-store, internet shop, webshop, webstore, online store, or virtual store. It is a form of electronic commerce where in the sale or purchase transaction is completed electronically and interactively in real -time. Recently, a large percentage of electronic commerce is conducted entirely in electronic form. This process is called Business – to – Consumers (B2C). Online retailers are also known as e-tailers and online retail is sometimes known as e- tail. Almost all big retailers are now electronically present on the World Wide Web. Online shopping, such an easy way of doing shopping mechanism provides the changed face of retailing to the shoppers. Initially, the consumers very well go through the websites of the stores before travelling to the stores to purchase. Later, now, many shoppers are just bypassing the direct visit store and order for the required products or services through online directly from the websites. Even with all the great efforts of online stores to improve their system or mechanism, there are few problems that the consumers still have to face while their online shopping. This paper aims to analyze the issues in online shopping system.

Key Words: Online Shopping, E-Commerce, Business –To- Consumers (B2C), Webshops, E-Tailers & E-Tail

Introduction:

Any individual who purchases goods and services from the market for his/her end-use is called a consumer. It can be also meant that consumer is one who consumes goods and services available in the market. Recent marketers carefully prepared demographical profiles about different consumers based on various factors to engage with personalized marketing or customized services strategies. Each and every consumer has their own preferences towards particular products and services. Consumer interest is the willingness of consumers to purchase products and services as per their need, want, taste etc, A study on such piece is called Consumer behaviour. Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy their needs and wants. The following explain the various stages of consumer buying process:



Need, the most important factor which actually initiates the purchasing of products and services, in turn it triggers the individual to take purchasing decision. After the decision taken to buy some products or services the individuals search for and collect as much as possible information about them with the help of various sources such as personal sources (friends, family members, colleagues, etc.), commercial sources (media advertisements, sales people, in-store displays, etc), public sources (newspapers, radio, magazines, etc) and experiential sources (own experience). After gathering relevant information, the individuals try to choose the best option available as per his need, want, taste, etc, and then purchase the required products or services. Then, the post purchase evaluation, which refers to a customer's analysis whether the product was useful or not, whether the product fulfilled his need or not, etc.

Internet - has been changed the face of retail selling. Customers are very well able to search for information and evaluate alternatives through online. In store retail sales processes have, in many organisations, a challenged one to adapt to the increased power consumers. Now-a -days customers are shifting more and more to the production process or user interactive products with their strong process and product knowledge through their participation. So, internet has become a valuable research tool for online shoppers, which provides enormous information that is much more important in purchasing decisions.

Review of Literature:

S.No	Name	Source	Outcome
1	Smith and Rupp (2003)	The factors that affect buying behaviour of customers	The issues have been identified were : The marketing effort, socio -cultural influence, emotional factor, the psychological factors and privacy factors, to the experience, the purchase and post –purchase decisions
2	Mohd Shoki Md Arif, Michele Sylvester, Norhayati Zakuan, Khalid Ismail (2014)	Consumer Perceived Risk, Attitude and Online Shopping Behaviour; Empirical Evidence from Malaysia	This study provides empirical evidence in the study of consumer online behaviour. Four types of risks - product risk, financial, convenience and non-delivery risks - were examined in term of their effect on consumers' online attitude
3	Adrita Goswami et.al (2013)	Customer Satisfaction towards Online Shopping with Special Reference to Teenage Group of Jorhat Town	This research explicitly indicates that online marketer should give more importance on price factor and after sale factor. In this Competition era all the online marketers should have to concentrate on the customer's satisfaction to retain the existing customers and have to offer new scheme day by day to attract the new customers
4	Abbas Nathier Al barq (2006)	Intention to Shop Online Among University Students in Jordan	The current study investigates possible factors that influence consumer Internet intention towards students' online shopping behavior and also deals with several factors such as usefulness and ease of use are become important predictors toward attitude toward on-line shopping that influence students buying intention were analyzed.
5	K.Vanitha and Dr.M.Prakash (2016)	A study on common problems face by customers in online shopping	The main intention of the project is identify the various problems faced by the customers and to know the reasons for the problems while conducting online shopping.
6	Burke, RR (2002)	Success of Business to Consumer (B2C) e-Commerce Transactions	Studied the existing security measures which assure and motivate the online shoppers to do their online shopping

Statement of the Problem:

Though purchasing goods and services through online to own living room is certainly a more convenient than actually driving to a physical store, people still may experience problems with online shopping from time to time. This study attempts to study some of the more common issues, such as getting the wrong item, problems related to payment process, replacement of the product, poor customer support etc, from the young people who prefer to go for online shopping according to many studies.

Objectives of the Study:

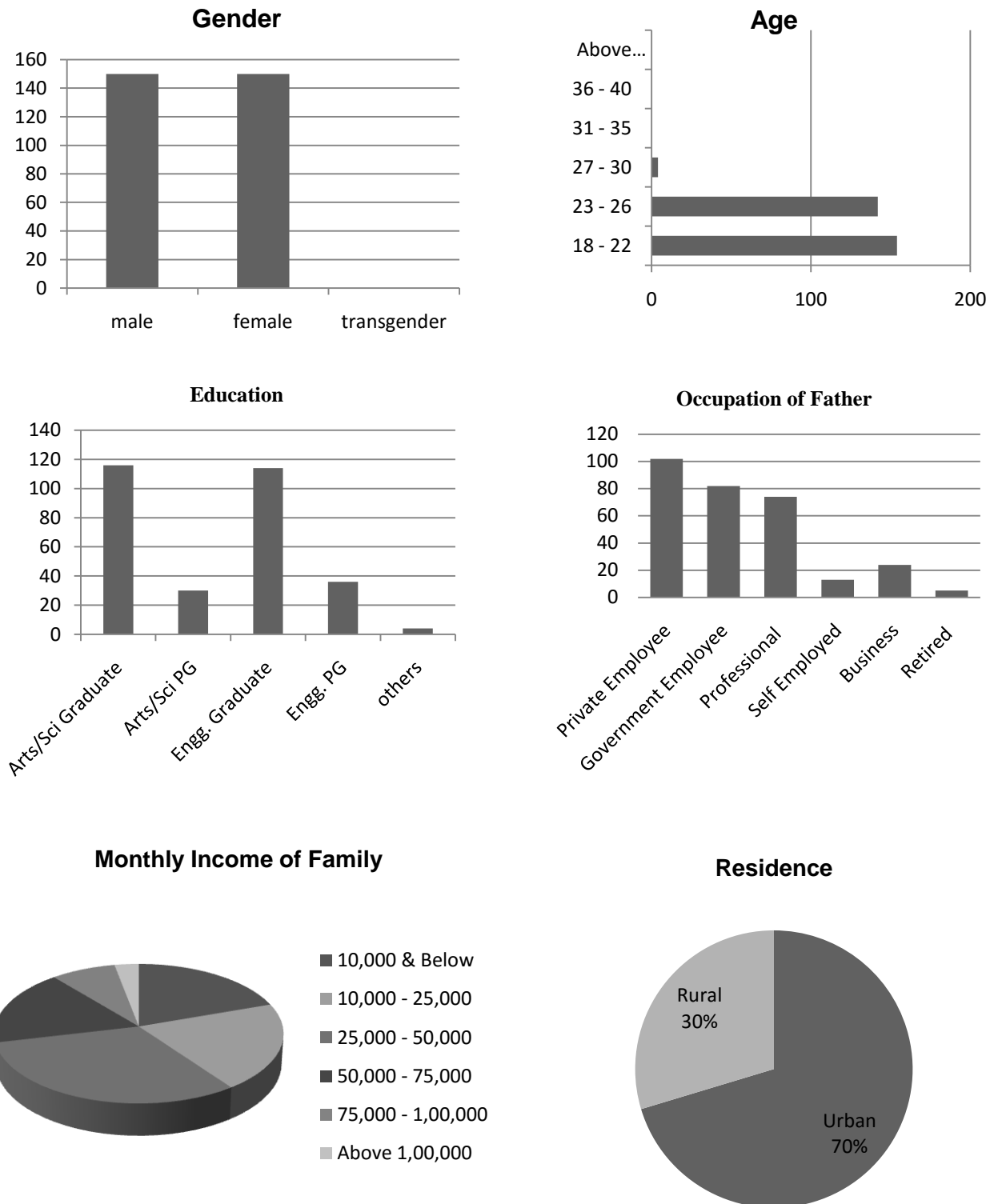
- ✓ To study the problems faced by the college students in their online shopping
- ✓ To identify the factors which contributes the problems to the online shoppers which in turn make them dissatisfied
- ✓ To analyse the online shoppers' opinion towards the grievance procedures undertaken by the online stores

Methodology:

The descriptive study aimed to analyze the problems faced by the customers in their online shopping. Data was collected through structured questionnaire. About 300 questionnaires were circulated, were taken back and considered as sample size. So, 300 students of various colleges (includes selected Engineering and Arts & Science Colleges) in Coimbatore have become the sample units for this study. Quota sampling technique were adopted to obtain the responses from 300 college students (Arts & Science: 150, Engineering: 150). The study was conducted in Coimbatore city, Tamil Nadu state, India, during September, 2017. To study the experience with the problems faced in online shopping , the respondents were asked to represent their opinion using five point scale with 1 – Strongly Agree, 2 – Agree, 3 – Neither Agree and Disagree, 5 – Disagree 5 – Strongly Disagree.

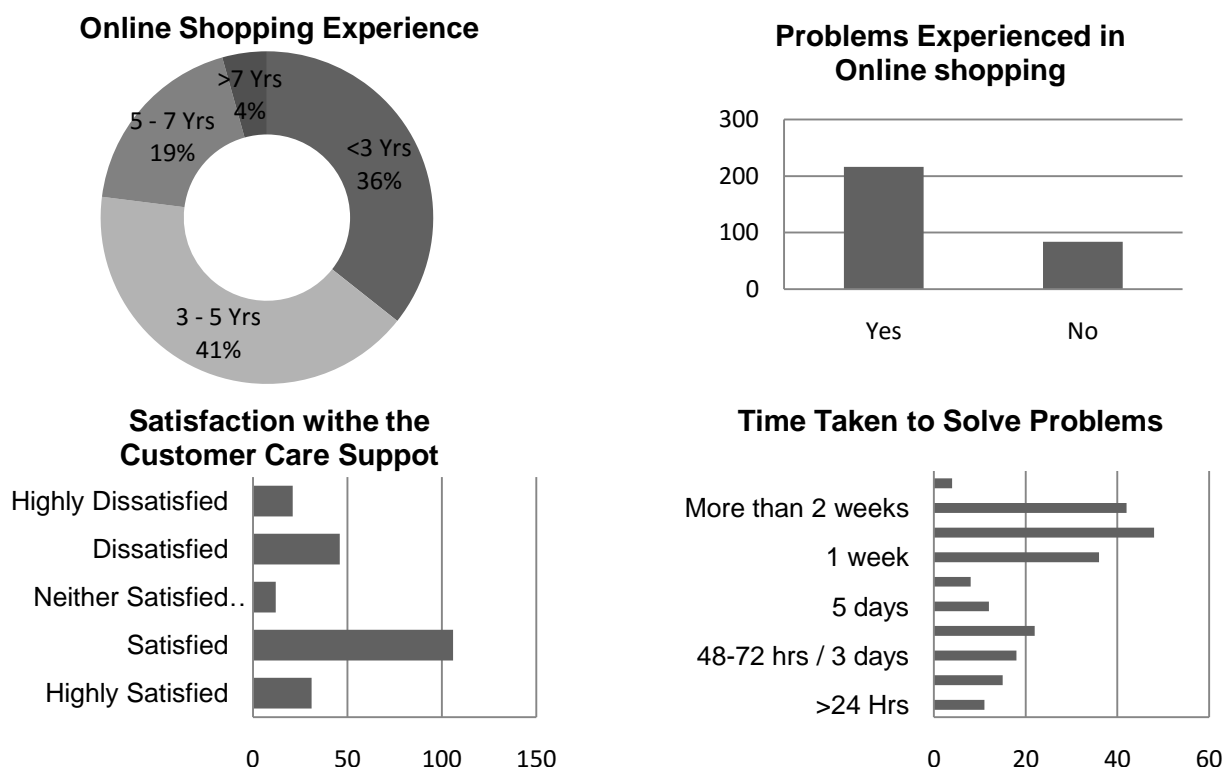
Results and Discussion:

Graph 1: Demographic Profile of the Respondents



Most of the respondents fall between the age group of 18 to 26 years. Most of the respondents were undergoing their UG courses in both Engineering and Arts & Science discipline. Many (93%) respondents were Full Time students. Most (34%) of the respondents' fathers were Private employees. Majority (32%) of the respondents have 3 to 4 persons in their family. Most (70%) of the respondents were residing in urban area. The monthly family income of many (31%) respondents falls between 25,000 to 50,000 rupees.

Graph 2: Online Shopping Profile of the Respondents



All the respondents have experienced with online shopping. Majority (41%) of the respondents were having 3 to 5 years of online shopping experience and most (72%) of the respondents experienced problems in their online shopping. 52% of the respondents used their phone to contact customer care department followed by e-mail . Majority (22%) of the respondents pointed out that 2 weeks and more than 2 weeks time taken to resolve their problems arised in online shopping. Around 80% of the respondents did not like to submit more of their personal data. Most (57%) of the respondents agreed that some stores deal with inferior goods. Around 68% of the respondents agreed that they fear to make credit card payment for their online shopping. Around 60% of the respondents neither agreed nor disagreed against the time taken to refund money were long. Only 45% , 48% and 54% of the respondents disagreed that they received defective items, they received the products which they have not ordered and they received the products which they ordered with other specification respectively. Around 60% of the respondents agreed with the received poor customer service. Around 46% of the respondents disagreed against its difficult to reach customer care by phone. Only 40% of the respondents disagreed with they took more effort to replace the defective products they received. More than 80% of the respondents agreed with there is no security in online mechanism. Around 70% of the respondents agreed that they were not aware to complaint online frauds. Around 60% of the respondents said that they would recommend online shopping to others and at the same time around 30% of them would not recommend.

Chi-Square Test:

H₀: There is no significant association between the modes used to contact customer care department and the respondent's satisfaction towards customer care service

H₁: There is significant association between the modes used to contact customer care department and the respondent's satisfaction towards customer care service

Modes / Level of Satisfaction	HS	S	NSND	D	HD	Row. Total
e-mail	14	25	4	14	8	65
Phone	11	63	0	28	11	113
Live chat	0	3	3	0	0	6
Social Media	6	13	2	2	1	24
Help Desk / FAQ	0	2	3	2	1	8
Col. Total	31	106	12	46	21	216

Since, it has been observed from the above table, that the calculated value obtained is 59.919 and the tabulated value found is 26.296 (at 5% significance and with the Degree of Freedom 16), H₀ is rejected.

So, there is significant association between the modes used to contact customer care department and the respondent's satisfaction towards customer care service

H₀: There is no significant association between the courses studied by the respondents and the respondent's opinion on the user-friendliness of websites of online shops

H₁: There is significant association between the courses studied by the respondents and the respondent's opinion on the user-friendliness of websites of online shops

Courses / Level of Satisfaction	HS	S	NSND	D	HD	Row. Total
A.UG	4	8	18	84	2	116
A.PG	5	9	1	6	9	30
E.UG	1	3	20	43	47	114
E.PG	4	9	8	4	11	36
Others	2	2	0	0	0	4
Col. Tot	16	31	47	137	69	300

Since, it has been observed from the above table, that the calculated value obtained is 143.996 and the tabulated value found is 26.296 (at 5% significance and with the Degree of Freedom 16), H₀ is rejected.

So, there is significant association between the courses studied by the respondents and the respondent's opinion on the user-friendliness of websites of online shops

Weighted Average Method:

S.No	Statement	S.Ag(5)	Ag(4)	NN(3)	D.Ag(2)	S.Dis(1)
1	Websites are not user friendly	80	124	141	274	69
2	More options to place order	80	92	171	252	78
3	Don't like to submit personal data	620*	548	57	22	9
4	Some stores deal with inferior goods	855*	432	30	22	0
5	Fear to make Credit Card Payment	480	440	69	118	12
6	Failures in Digital Payment	130	276	99	290	27
7	Long time to refund money	330	108	537*	42	7
8	No timely delivery	60	132	36	330	78
9	Received defective items	210	132	36	270	78
10	Received product not ordered	170	84	48	290	84
11	Received products with other specifications	195	100	60	328	52
12	Poor customer service	465*	356	216	68	12
13	Difficult to reach customer care people by phone	190	200	222	192	42
14	Item damaged due to poor handling	110	96	198	176	100
15	More efforts to replace	210	80	276	242	25
16	No security in online mechanism	560	588*	36	38	10
17	Not aware to complaint online frauds	610*	396	24	94	24

S.Ag – Strongly Agree, Ag – Agree, NN – Neither Agree Nor Disagree, D.Ag- Disagree, S.Dis – Strongly Disagree

The above table shows that majority of the respondents stated that some online stores deal with inferior goods (the mean score of 855), Most of the online shoppers said that they do not like to submit too much of personal data (620), Many respondents accepted that they are not aware to complaint online frauds (610), many pointed that no security in online mechanism (588) and many highlighted that poor customer service (465).

Suggestions:

Since most of the online buyers felt that the return policy and replacement of goods as a toughest task, the online shoppers may make return policies as simple as possible to keep their buyers comfortable for long run. Still majority of the online buyers felt that they do not like to submit their personal details; the online shops may accept the fact and no need to compel every time of purchase. The customer service must be improved as most of the online buyers are dissatisfied with it. The overall security aspects of online shopping must be also strengthened. The online shoppers may create awareness among the online buyers about the online frauds and handling them suitably when it requires.

Conclusion:

Many researches exhibit that online shopping has very bright future. Identifying the actual needs and wants of the customers and responding towards them without any hurdles or problems is a greatest challenge for the online marketers. This study mainly focuses on the problems faced by the students in online shopping and it reveals that most of the respondents still experiencing poor security mechanism in online shopping, some of the stores which sell poor quality inferior goods, receiving of defective items, poor customer service etc,. The online retailers have to take suitable measures to overcome those problems to retain the customers and to sustain and develop their business globally.

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