

A STUDY ON CUSTOMER PROBLMES OF ONLINE SHOPPING WITH SPECIAL REFERENCE TO TIRUNELVELI DISTRICT

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ABSTRACT

The main objectives of this study are a study on customer problems of online shopping with special reference to Tirunelveli district. I have selected the sample size 400 respondents in Tirunelveli district. it is used to descriptive research design was selected the present study is confined to analyzing problems in online shopping in the Tirunelveli district, the customers in the district who are engaging in online shopping were defined as the population for this study. The population size could not be measured, so the population size of the study is infinity. Judgmental sampling is adopted for the present study. Online Shopping is a major growth in the field of e-commerce and will certainly be the upcoming buzzword of shopping across the world. In the present era, all online business companies are managing their business online and initiating necessary steps to sell their products or services online.

Key Words: Online shopping, Problems, customer

INTRODUCTION

customers of online shopping have highly faced the quality related problems such as quality can't be examined online and low quality and high prices followed by customer service problems such as receiving damaged goods and difficulty to change defective products and confusion such as confused by over choices and complex process of order or payment whereas, they have poorly

faced the rate problems compared with traditional shopping and lack of personalization such as can't touch and see, difficult to get answers for our queries and difficult to contact the seller.

Review of Literature

Hasan Mahmud, Alamgir Kabir, A. M. Salem, Kazihise Ntikurako and Guy Fernand (2016) conducted a study on The comparative analysis of online shopping information platform's security based on customer satisfaction. This paper constructed the measurement of four-dimensional models that are appropriate for measuring customer satisfaction with online shopping information platform security. This paper also conducted the factor and multiple regression analysis to verify the measurement model. By using questionnaires surveys and analysis from the groups of Hohai University students, this research provided suggestions for the development of a large online shopping portal that will help to improve customer satisfaction with the security of the online shopping information platforms.

Objectives of the Study

1. To analyse the determinants of customer usage on online shopping
2. To find out the problems of online shopping faced by the respondent

Research Methodology

The descriptive research design was selected because the study attempts to explain the personal details as demographic characters and opinions of customers about their usage and problems online shopping. Population plays a significant role in determining the sample design. Since the present study is confined to analyzing problems in online shopping in the Tirunelveli district, the customers in the district who are engaging in online shopping were defined as the population for this study. The population size could not be measured, so the population size of the study is infinity. Judgmental sampling is adopted for the present study. Judgmental sampling is a non-probability sampling technique where the researcher selects units to be sampled based on their knowledge and professional judgment.

Data Analysis and Discussion:

Table--1

Ranking of Problems of Online Shopping

Factors	Not at all a Problem	Very little Problem	Mild Problem	Moderate Problem	Severe Problem	Weighted Scores	Rank
Products Related Problems	14	140	777	192	45	1168	7
Security Related Problems	7	122	741	340	0	1210	6
Lack of Personalization	14	280	426	360	70	1150	9
Websites Problems	134	0	684	336	105	1259	4
Delivery Related Problems	9	200	492	392	145	1238	5
Customer Service Problems	25	122	492	500	125	1264	2
Confusion	30	216	270	464	280	1260	3
Rate Problems	26	264	453	244	150	1137	10
Quality-Related Problems	1	120	555	516	125	1317	1
After-Sales Service Problems	76	208	213	340	320	1157	8

Source: Primary Data

Table 1 presents the ranks of the problems of online shopping faced by customers. It shows that the topmost problem of online shopping faced by the customers is Quality Related Problems (WTS = 1317 & Rank 1) while Rate Problems (WTS = 1137 & Rank 10) were the least problem. In between these two extremes of problems of online shopping faced by the customers, the other problems in descending order with the ranking are Customer Service Problems (WTS = 1264 & Rank 2), Confusion (WTS = 1260 & Rank 3), Website Problems (WTS = 1259 & Rank 4), Delivery Related Problems (WTS = 1238 & Rank 5), Security Related Problems (WTS = 1210 & Rank 6), Products Related Problems (WTS = 1168 & Rank 7), After Sales Service Problems (WTS = 1157 & Rank 8) and Lack of Personalization (WTS = 1150 & Grade 9).

Table 2

ANOVA – Problems of Online Shopping

Problems with Online Shopping	Statistics	Sum of Squares	df	Mean Square	F	Sig.
Products Related Problems	Between Groups	17.722	7	2.532	4.700	.000**
	Within Groups	618.956	1149	.539		
	Total	636.678	1156			
Security Related Problems	Between Groups	3.471	7	.496	1.221	.288
	Within Groups	466.525	1149	.406		
	Total	469.997	1156			
Lack of Personalization	Between Groups	9.070	7	1.296	1.388	.207
	Within Groups	1072.921	1149	.934		
	Total	1081.991	1156			
Website Problems	Between Groups	14.726	7	2.104	3.194	.002**
	Within Groups	756.659	1149	.659		
	Total	771.385	1156			
Delivery Related Problems	Between Groups	26.316	7	3.759	4.336	.000**
	Within Groups	996.078	1149	.867		
	Total	1022.394	1156			
Customer Service Problems	Between Groups	30.839	7	4.406	4.337	.000**
	Within Groups	1167.080	1149	1.016		
	Total	1197.919	1156			
Confusion	Between Groups	25.527	7	3.647	2.619	.011**
	Within Groups	1599.997	1149	1.393		
	Total	1625.525	1156			
Rate Problems	Between Groups	16.469	7	2.353	2.181	.034**
	Within Groups	1239.494	1149	1.079		
	Total	1255.964	1156			
Quality-Related Problems	Between Groups	17.557	7	2.508	4.592	.000**
	Within Groups	627.646	1149	.546		
	Total	645.203	1156			
After-Sales Service Problems	Between Groups	15.102	7	2.157	1.389	.206
	Within Groups	1784.659	1149	1.553		
	Total	1799.761	1156			

** Significant at 0.05 level

Table 2 reveals that the observed *F* value for products related problems of online shopping is 4.700, which is associated with a zero per cent risk of being wrong in rejecting the null hypothesis. This is tiny a risky (below the standard of 5 per cent risk), so the study is unable to

accept the null hypothesis ($3H_0$) in the case of products related problems. The study, therefore, concludes that there was a statistically significant difference in the products related problems. $F(7, 1149) = 4.700, p < .05$. Since the result is significant, the mean values of online commerce companies for products related problems faced by the customers were used to find out the online commerce companies which have the highest and least products related problems. The represents of means values of various online commerce companies for products related problems of online shopping faced by the customers are graphically represented in figure 4.14.

Table 3
Null Hypothesis ($3H_0$) Test Summary

Null Hypothesis	Test	Problems with Online Shopping	p-value	Decision
There is no significant difference in the problems of online shopping between online commerce companies.	ANOVA	Products Related Problems	.000**	Rejected
		Security Related Problems	.288	Accepted
		Lack of Personalization	.207	Accepted
		Website Problems	.002**	Rejected
		Delivery Related Problems	.000**	Rejected
		Customer Service Problems	.000**	Rejected
		Confusion	.011**	Rejected
		Rate Problems	.034**	Rejected
		Quality-Related Problems	.000**	Rejected
		After-Sales Service Problems	.206	Accepted

**Significant at 0.05 level

Table 3 reveals that the null hypothesis ($3H_0$) was rejected at the 5 per cent level of significance for the problem of products related problems, website problems, delivery-related problems, customer service problems, confusion, rate problems and quality-related problems of online shopping due to the p -value is less than 0.05. The null hypothesis ($3H_0$) is accepted at the 5 per cent level of significance for the security-related problems, lack of personalization and after-sales service problems of online shopping due to the p -value being higher than 0.05.

Findings on Problems of Online Shopping

- This section throws light on the results of the problems of online shopping. The major findings of various analyses related to the problems of online shopping are as below:
- The study found out the most common problems of online shopping faced by customers while they purchasing, i.e., Products Related Problems, Security Related Problems, Lack of Personalization, Website Problems, Delivery Related Problems, Customer Service Problems, Confusion, Rate Problems, Quality Related Problems and After Sales Service Problems.
- The study revealed that customers of online shopping have highly faced quality-related problems whereas; they have poorly faced the rate problems compared with traditional shopping and lack of personalization.
- The customers of online shopping reported that products related problems, website problems and customer service problems occurred in Ajio.com, confusion and rate problems highly occurred in PaytmMall.com, delivery-related problems highly occurred in Jiomart.com and quality-related problems highly occurred in Tatacliq.com.
- The customers of online shopping also reported that products related problems and website problems poorly occurred in Snapdeal.com, delivery-related problems, confusion and quality-related problems poorly occurred in Amazon.in, customer service problems occurred poorly in Flipkart.com and rate problems poorly occurred in Jiomart.com.
- The security-related problems, lack of personalization and after-sales service problems faced by the customers of online shopping in all online companies were more or less the same manner.

Suggestions based on the Results of Problems of Online Shopping

- The customers of online shopping reported that products related problems, website problems and customer service problems highly occurred in Ajio.com more than in other online companies. Hence, the followings are suggested to Ajio.com to solve the above problems.
 - ❖ The online company should help the customers to assess the product properly and give them all the information they need to feel comfortable purchasing the product. Use the same structure and specific labels for similar products to help the customers compare and decide.

- ❖ The online company should pay attention to keeping its website design up-to-date, user-friendly and easy to handle.
- ❖ The online company might have an efficient process and a highly motivated customer service team. Using a shared inbox, saved replies for repeated questions, and collision detection will empower the customer service team to solve customers' requests in an organized, efficient manner.
- The customers of online shopping reported that confusion and rate problems highly occurred in PaytmMall.com. Hence, the followings are suggested to PaytmMall.com to solve the above problems.
 - ❖ To avoid confusion, the online company needs to serve customers via their preferred communication channel. Setting a cohesive multi-channel customer service strategy is crucial if the company want to meet and exceed customers' expectations.
 - ❖ The online company should conduct thorough research into competitors and the market to develop a digital marketing strategy. Invest in promotional offers to help create a better rate and brand presence.
- The customers of online shopping reported that delivery-related problems highly occurred on Jiomart.com. Hence, it is suggested that whenever possible, try using local or domestic suppliers as this automatically reduces the time it takes to stock up on inventory and reaches any delivery point. Extra delivery charges and delivery conditions changed after the transaction have to be avoided. If the product is shipped wrong, take extra effort to keep the customer happy.
- Customers of online shopping reported that quality-related problems highly occurred on Tatacliq.com. Hence, it is suggested that Tatacliq.com should maintain the quality of their product and services by building separate quality control cells for the products sold online so that quality problems can be solved.
- The study revealed that the security-related problems, lack of personalization and after-sales service problems faced by the customers of online shopping in all online companies were more or less the same manner. Hence, the followings are suggested to solve the above problems.
 - ❖ To avoid security-related problems, online companies should use advanced solutions for fraud detection that incorporate Artificial Intelligence (AI) and Machine learning (ML) technologies.

- ❖ To avoid a lack of personalization, online companies are advised to fix the exact descriptions for the products to satisfy the attitude of bargaining, authentic reviews on a product, and develop Augmented Reality (AR) technologies to give a real shopping experience. They may use customer experience technology to talk to customers via their preferred channels (like phone, email, live chat, video call, online help centres or in-app messaging).
- ❖ To avoid after-sales service problems, online companies are advised to have a constant follow-up with their customers to ascertain the quality of product and deliverance performance and necessary steps may be initiated, if any pitfall is noticed.
- The central government should set up some kind of legal framework to check online fraud. The state government should appoint a grievance officer in charge of resolving problems of online shopping in every district.
- The consumers of online shopping have to be educated themselves in the area of the Consumer Protection Act, 1986, the Information Technology Amendment Act, 2008, and Policies laid down by regulatory bodies like the Reserve Bank of India, the Indian Medical Association (IMA), etc.
- The consumers of online shopping should know the consumer forum/commission to get remedies for their problems faced due to online shopping.

CONCLUSION

In conclusion, if the aforesaid suggestions are carried out by the authorities of online companies, there will be further improvement in online marketing not only in the Tirunelveli district but also in the country. The issues identified in the present study would provide a sound theoretical and analytical background for future research in the area of online shopping. It is hoped that the present study will provide a springboard that will provide an impetus for empirical research in this area. And the present study would be useful to become online marketing as "need to have" than a "nice to have" marketing. It is therefore earnestly hoped that the authorities will consider the suggestions given in the study.