A Study on the Customer Perception Towards Problems of Online Shopping wrt to the Vijayawada City

D.Varsha[1] J.Gayathtri Manasa[2] Sk.Ayesha[3] Md.Afreen[4] Ch.Jyohi Sreedhar[5]

1,2,3,4 II BBA PB Siddhartha College of Art and Science, Vijayawada

5 Assistant Professor BBA PB Siddhartha College of Arts and Science,Vijayawada

ABSTRACT

Online shopping, sometimes known as e-shopping, is a type of electronic commerce that enables customers to make direct purchases from sellers using a computer browser and the internet. The development of the Internet has given businesses the chance to remain competitive by giving clients a convenient, quicker, and less expensive option to make transactions.

A well-structured Questionnaire was prepared and distributed online to the customers who are using online shopping. The various secondary information sources used for the present research include journals magazines and websites. The data collected was analyzed through Percentages, Anova is done by using JASP. The study selected 122 customers randomly who are using online shopping.

From the data analysis, it was found that majorly male respondents who are 30 and above age are significantly influencing the problem of on line shopping.

Key Words: Customer Perception, Problems of Online Shopping,Percentage Analysis and   ANOVA

INTRODUCTION

Online shopping is a shopping which conducts its operations entirely or partially on the internet. The main aim of online shopping is to provide doorstep delivery to customers. Online shopping is also known by many other names such as e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, and virtual store. It allows the consumers to directly buy the goods and services from a seller over the internet website. In online stores, all the products are described through text with photos, videos and multiple files. Consumers can easily access through the internet and shop from anywhere across the globe. online shopping is the activity of making one's living or making money by producing or buying and selling products (such as goods and services). The convenience of online shopping is the main attraction for consumers.

The main purpose of these online stores is to save precious time and money. Online shopping is more convince. Online shopping websites are mobile-friendly and easy to use by new customers. Sitting in one place you can shop in many other countries which is the best aspect of online business, there is no time limit online business is open 24/ 7, and 365 days online shopping is nothing but a boon for the customers. The customer is comfortable to get the delivery on time. In online shopping there are many Unique payment systems that offered easily and safe payments to customers. Consumers all around the globe shop online, but how they perceive and purchase products widely varies.

Technology has shortened distances between continents, countries, cities and people. People living in different parts of the world now have similar tastes, perceptions, styles and accessibility. Online shopping has opened the doors of globalization as it allows consumers to buy products from anywhere and anytime from the any part of the world. This online shopping model that will help the e-tailers / e-vendors to increase their customers worldwide. It is easy to cancel the order and send the product back.

It is the biggest time saver for the busy customer to do the online shopping. The customer can get every product available in a matter of time. When everything has got closed, if there is a huge risk outside then online shopping helps the customer a lot. One of the biggest advantages of online shopping is buyers do not have to wait too long for standing in line. The entire process of selecting, buying, and paying can be done through on click through online shopping.

It helps a person to sort his/her shopping list in one place. There will be a lot of option for a single product that customer needs . many people mostly prefer online shopping to buy from many brands and companies products which they are not available in their home town. Shopping online can be very personal so the customer's personal information will be safe. This is one of the most important reason that customer would choose online shopping rather than offline shopping or brick and motor stores . Price is

one of the strongest influencing factor of consumers to purchase goods from online stores . The luxury of free shipping is different from the online shopping and brick and motor stores.

REVIEW OF LITERATURE

(yunjimoon, 2013) Currentonline competitive environment , exploring a new way to increase customer loyalty is closely connected to the issue of electronic service quality .this research aims to explore the effect e-service quality on customer perception .online platform as a intangibility major problem faced by customers .

 (bagla, 2017)At the store the customer gets to touch and feel the product they purchase before buying which help the customer to take the decision to buy the product or not whether the product will suit the customer need or not. Whether, we can and see feel a product is also a reason which determines whether a person's wants to go for shopping or not. Tangibility of any product also determines the online shopping. Without touching the preferred or desired substance nobody can get security about the worthiness or quality or sense of any preferred product. The product ordered by the customer in online shopping takes a intangibility.

(B.Sharma, 2020) Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers, smartphones, and smart speakers.

An online shop evokes the physical analogy of buying products or services at a regular retailer or shopping . Online stores usually enable shoppers to use the "search" feature to find out specific models, brands or items. Online customers must have access to the internet and a valid method of payment to complete a transaction, such as credit card, debit card, or services like PayPal, Amazon pay, Paytm, etc. The largest of these online retailing we'd site are Amazon, Flipkart, Myntra, eBay.

(S.periyaswami, 2023)commonly faced problem by consumers at Failed or missed deliveries. when the delivery attempt is unsuccessful, either due to incorrect addresses, absence of the customer, or logistical errors. This can result in additional delivery attempts or customers having to collect the package from a delivery center, causing inconvenience and wasted time to customers. Another common issue is receiving damaged or lost packages. Poor handling during transit or mishaps in the delivery process can lead to

packages arriving in a damaged state or getting lost entirely. Customers may have to go through a lengthy process of filing claims or contacting customer support to resolve the issue.

(Stacy A. Voccia, 2015) Same-day delivery is becoming trend now a days but the customers has to pay extra shipping charges for same day delivery of products so for immediate purchase of goods customers are not choosing online stores because of additional charges so now a days customers are facing this problem mainly on online

(Batarlienė, 2018) Sometimes Transportation is one of the major dangerous freight Thousands of tons of dangerous goods that may explode, cause spillage or otherwise pose a treat to the environment, human health and even property are transported through various countries' territories as transit goods and inside of the country. Approximately 25 percent of the transported freight are dangerous. A number of products and customers faces transportation of dangerous freight since hazardous materials are realized in the transportation processes.

(Abreu, 2022) The relationship between order tracking and customer satisfaction, to answer the following research question: How do order tracking systems influence B2B customer satisfaction with transport companies. A qualitative study was carried out consisting of semi-structured interviews with 12 professionals in the field of logistics with experience in tracking systems in different shopping sectors ,it was possible to understand that time savings and the speed of obtaining information, among other factors, were the benefits most highlighted by customers, which contribute to satisfaction with logistics companies. Thus, it is concluded that it will be advantageous for transport and logistics companies to provide an order tracking system to their B2B customers, to contribute to the satisfaction and loyalty of these customers, as well as to improve logistics processes.

(MRS.Divya, 2017) The person whose income is more, do more online shopping as compared to the person whose income is less. Income plays a major role to purchase online products. Higher income people prefers to purchase online more than offline as it gives them reliability and convenient. Higher the income higher wills the purchasing of online product and vice-versa.

(MRS.Divya, 2017) Bargaining: In offline store a customer can do physical bargaining to the seller unlike shopping online. In online shopping a customer cannot do bargaining as the price of the product is fixed. Some of the customer purchased products depending upon bargaining so they do not go for online shopping as they feel shopping online is more costly than the market.

RESEARCH OBJECTIVES

1.   **To study the customer perceptions towards problems of online shopping**
2.   **To study the influence of Gender and Age on problems of online shopping**

RESEARCH METHODOLOGY

Primary Source

A well structured Questionnaire was prepared and distributed online to the customers who are using online shopping

Secondary Source

The various secondary information sources used for the present research include the journals and magazines and websites.

Tools used for Data Analysis

 The data collected was analyzed through Percentages, Anova are done by using JASP

Sampling Design

The study covers only the selected customers who are using online shopping. In this study convenient random sampling technique has been used and 122 customers were selected on random basis.
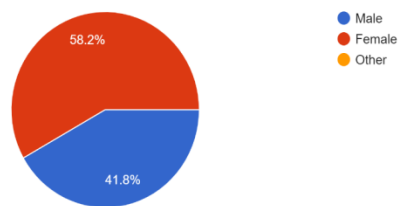
RESULTS

1.   **Demographic Analysis of the respondents**

Age
122 responses
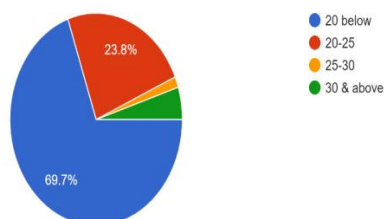
- 20 below
- 20-25
- 25-30
- 30 & above

From the above study, it is identified that Teenagers are 69.7% and the elders are 23.8%. hence it is clarified that Teenagers do more online shopping than elders.

Gender
122 responses

From the above study, females do 58.25% where as male do 41.8% online shopping .therefore females spend most of the time in online shopping compared to men

Education Qualification
122 responses

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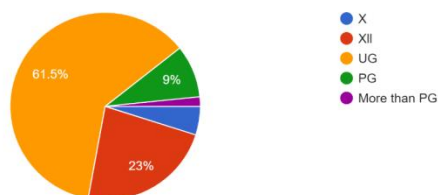
From the above study , 61.5% are UG , 23.9% are secondary students and   10.1% are others. Hence graduates spend most of their time in online shopping.
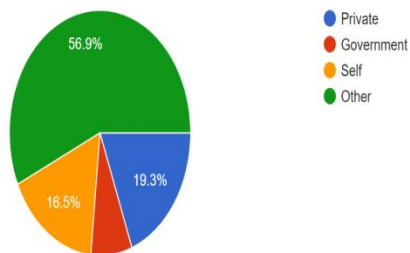
Location
120 responses
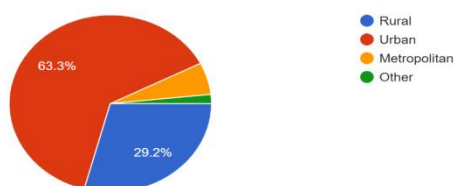
From the above study ,63.3% of urban and 29.2% of rural people are shopping online.

Rural people do online shopping but not more than the urban people .
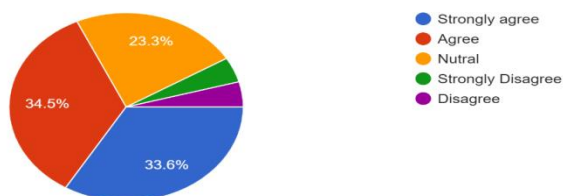
Profession
109 responses

From the above study, majority55.9% students do more online shopping than employees, 27.6% employees in private and public sectors.

2.   To study the customer perceptions towards problems of online shopping
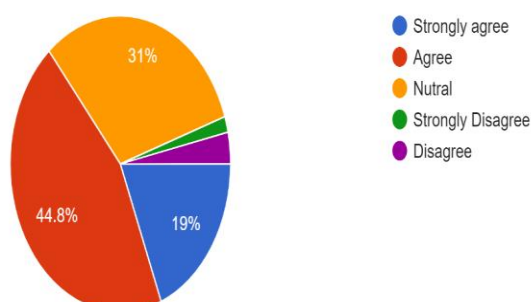

You can't touch the Product.
116 responses

From the above study it is identified that 68 percent of customer are   stating that product intangibility is a big problem faced in online shopping .remaining 32 percent costumers are against it .
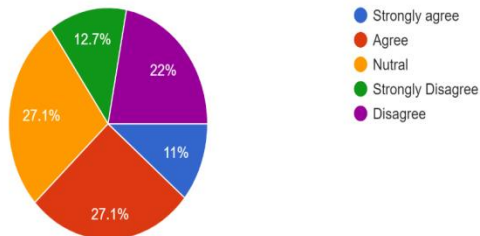

Delivery and logistics.
116 responses

From the above study, people are satisfied with delivery and logistics .people agree percentage is 44.8% , neutral is given as 31% by people.
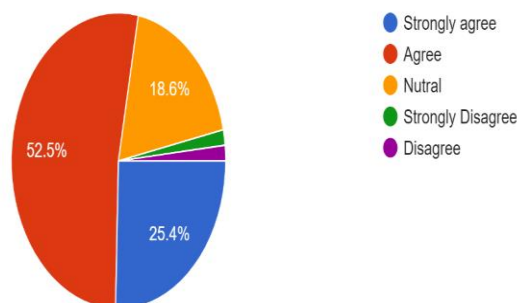
Damaged while in transportation.
118 responses

From the above   study ,it shows that 27.1% is balancing amount of people agree that online products are damaged while transportation.
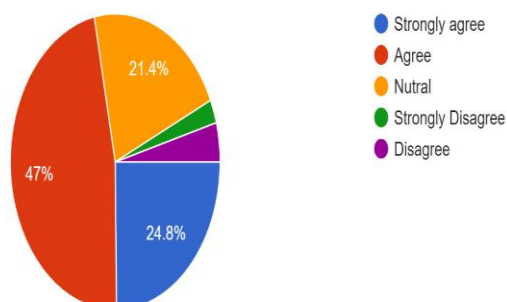
Order tracking systems.
118 responses

From the above analysis, 52.5% percent of people agreed to order tracking system . This is the main problem faced by people while receiving the products .
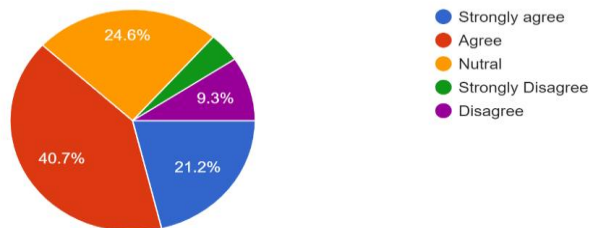
You cannot Bargain.
117 responses

From the above analysis, 47% people agreed that bargaining is not possible in online shopping .whereas are 24.8% people are neutral with the opinion.

Hidden costs and shipping charges.
118 responses

From the above analysis, 40.7% people agreed that hidden costs are more in online shopping . where as 9.3% people disagreed to it .

The same ordered product is delivered.
118 responses
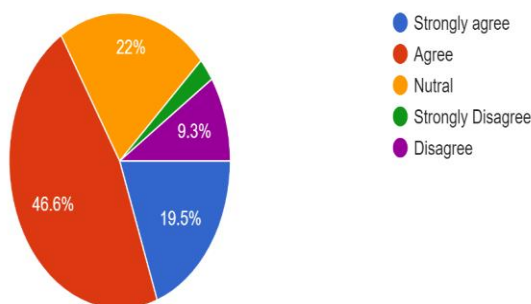
From the above study, 46.6% of people are agreed with same ordered product is delivered. And 19.3% of people are fully satisfied to that .

Navigation
117 responses

From the above study , 47.9% people agreed with navigation. And 30.8% people

Are just satisfied to that.

3.   To study the influence of Gender and Age on problems of online shopping

Test of Normality:

Descriptive Statistics

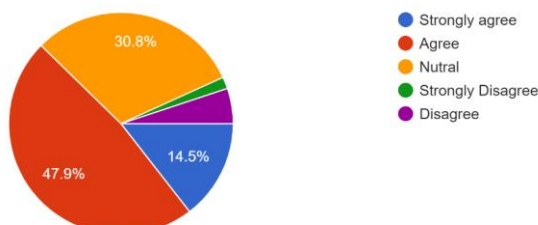|	OLC_24
Valid	118
Shapiro-Wilk	0.813
P-value of Shapiro-Wilk	< .001

After performing shapiro wilk test to test the data normality, it is identified by observing p value (0.001) ,it is highly significant. Data is normally distributed

4.   To study the influence of Gender on problems of online shopping

NH: Gender is not affecting

AH: Gender is affecting

ANOVA - OLC_24

Cases	Sum of Squares	df	Mean Square	F	p
Gender	0.660	1	0.660	1.153	0.285
Residuals	66.458	116	0.573		

Note. Type III Sum of Squares

After performing anova test the study is identified that p value is greater than o.o5. Reject null hypothesis. From the above table it is identified that gender**significantly influences on problems of online shopping.**

Post Hoc Tests

Standard

Post Hoc Comparisons - Gender

		Mean Difference	SE	t	p$_{tukey}$
Female	Male	-0.151	0.141	-1.074	0.285

From the above table it is represent that   male **significantly influences on problems of online shopping.**

5.   To study the influence of Age on problems of online shopping

NH: Age is not affecting

AH: Age is affecting

ANOVA - OLC_24

Cases	Sum of Squares	df	Mean Square	F	p
Age	2.108	3	0.703	1.232	0.301
Residuals	65.011	114	0.570		

After performing anova test the study is identified that p value is greater than 0.05. Reject null hypothesis. From the above table it is identified that Age is **significantly influencing on problems of online shopping.**

Post Hoc Comparisons - Age

		Mean Difference	SE	t	p_{tukey}
1	2	0.069	0.165	0.417	0.975
	3	-0.217	0.540	-0.401	0.978
	4	-0.617	0.348	-1.774	0.291
2	3	-0.286	0.553	-0.517	0.955
	4	-0.686	0.367	-1.870	0.247
3	4	-0.400	0.632	-0.633	0.921

Note. P-value adjusted for comparing a family of 4

Is Below 20 2 is 20 -25,3is 25-30 41s 30 and above .From the above table it is represent that age group of 30 and above significantly influences on problems of online shopping.

FINDINGS

1.   68 percent of customer are stating that product intangibility is a big problem faced in online shopping

2.   It is identified that Teenagers are 69.7% and the elders are 23.8%. hence it is clarified that Teenagers do more online shopping than elders.

3.   Females do 58.25% where as male do 41.8% online shopping .therefore females spend most of the time in online shopping compared to men .

4.   61.5% are UG , 23.9% are secondary students and   10.1% are others. Hence graduates spend most of their time in online shopping.

5.   63.3% of urban and 29.2% of rural people are shopping online.Rural people do online shopping but not more than the urban people .

6.   majority 5.9% students do more online shopping than employees, 27.6% employees in private and public sectors.

7.   people are satisfied with delivery and logistics .people agree percentage is 44.8% , neutral is given as 31% by people.

8.   It shows that 27.1% is balancing amount of people agree that online products are damaged while transportation.

9.   52.5% percent of people agreed to order tracking system. This is the main problem faced by people while receiving the products.

10.   From the above analysis, 47%people agreed that bargaining is not possible in online shopping .whereas are 24.8% people are neutral with the opinion.

11.   From the above analysis, 40.7%people agreed that hidden costs are more in online shopping where as 9.3% people disagreed to it .

12.   From the above study, 46.6% of people are agreed with same ordered product is delivered. And 19.3% of people are fully satisfied to that .

13.   From the above study,47.9% people agreed with navigation. And 30.8% people Are just satisfied to that.

14.   From the data analysis it was found that the male respondents who have 30 and above age are significantly influencing the problems of on line shopping.

SUGGESTIONS

Most of the respondents facing a major problem with intangibility, hidden charges, problems with order tracking system, delivering wrong product ,cant bargain ,damaging while transporting, navigation and logistics.

From the respondents opinions it is suggested to the on line marketers that, improve the online mechanisms to avoid above kind of problems.

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