A STUDY ON ISSUES FACED BY CONSUMERS IN ONLINE SHOPPING WITH REFERENCE TO TIRUPUR CITY

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ABSTRACT

Online shopping is on trend today. Online shopping has evaded many households and is also continuing to add new members to its population every passing hour of the day. Economic growth and stability of the Indian consumer market in the past years has resulted in higher disposable income of common man, which in turn support the development of modern urban lifestyles and a rise in awareness of consumer has affected customer behaviour in cities, and even rural areas. With the ever-increasing penetration of web and social media, the purchasing behaviour of Indian consumers has changed dramatically

KEYWORDS

E-commerce, customer awareness, customer behavior.

SCOPE OF THE STUDY

The study will provide a clear view on the problems faced by online shoppers in tirupur city. This findings of the paper will help the e-retailers and the manufactures of the products to draw a detailed understanding on the nature of problems faced while purchasing online. The study will be useful to these stakeholders in understanding the nature of competitive landscape currently prevailing in online shopping practices and the nature of strategic measures to be taken by them to retain their customers loyal and for the sustainability of their business in the long run.

OBJECTIVES OF THE STUDY

- To identify nature of problems faced by the consumers while shopping on online
- To assess nature of loyalty extended by the online shoppers towards various shopping websites.

RESEARCH METHODOLOGY

1. Area of the study

The area chosen for study is Tirupur city. It's the fifth largest city in Tamilnadu with a population of 877778 (as per 2011 census).This a textile and industrial hub contributing to 90% of total cotton knit wear exports from India.

2. Source of data

The study is based on primary data. For this study the data is collected from the respondents employing questionnaire. It is framed in such a manner that it covers all the above said objectives to collect data.

3.Sampling design and sample size

The responses were collected from 500 respondents. Out of which, 23 questionnaires were not fully filled so after rejecting those, the total sample taken for the analysis was 477. Convenience sampling technique was used in the study.

4. Tools for analysis

The following tools are applied for the purpose of the study.

- Percentage analysis,
- Chi – Square Test.

5. Limitations

The limitations of the study are
- The conclusions for the study are drawn from the responses given by 477 respondents only.
- The details are collected in Tirupur city only.

LITERARTURE REVIEW

1. Dr.C.K.Sunitha(2018)[1],in her study named "Problems towards online shopping" conducted to find out the problems associated with online shopping.Purchasing from virtual shop internet is known as internet shopping. though online shopping is very convenient for purchasing, there are many problems faced by the online customer, so the researcher made an attempt to find out the major problem faced during online shopping. For this purpose the researchers used analytical as well as descriptive methods. It is descriptive as some facts of previous study are used, analytical as the researcher used Questionnaire and collected data from respondents in nagercoil district. The sampling technique used was convenient sampling. For analysis the researcher indentified the basics problem faced in online shopping into ten and collected customers opinion on these problems. The ten issues that are taken for the research are time for products, delivery lack of credit facilities, identifying theft is difficult, cumbersome formalities in returning the of product, lack of privacy, No internet usage skills, lack of trust-worthiness, physical touch of samples is impossible and more expensive. The results indicate the main problem in online shopping are, lack of physical touch, time taken for delivery of product.

2. Sri Astuti Pratrainingsih, et.al.,(2013)[2] conducts a study "Factors influencing customers loyalty in online shopping" to identify important reasons that makes a customer loyal to an shopping website. To identify the same a model was framed to investigate the influence of satisfaction, trust and commitment on customer loyalty towards a web store. The data for the study are collected from 300 students. The results portrays that all the factors had an impact on consumer loyalty.

ANALYSIS AND INTERPRETATIONS

Percentage Analysis

Demographic And Socio Economic Profile Of The Respondents

The demographic and socio-economic profile of the study includes Gender, Age, Educational Qualification, Occupation, Marital status, Size of the Family, number of earning members in family and Family income. The following table shows the results of the Demographic and socio-economic profile of respondents in the study

Table No: 1

Demographic and socio-economic Profile of Respondents

Particulars	Group	Number	Percent
Gender	Male	245	51.4
	Female	232	48.6
	Total	**477**	**100.0**
Age	Less than 25 years	134	28.1
	25-40 years	199	41.7
	41-55years	88	18.4
	55 years & above	56	11.8
	Total	**477**	**100.0**
Educational Qualification	No Formal Education	32	6.7
	School	86	18.0
	Under Graduation	144	30.2
	Post Graduation	135	28.3
	Professional	80	16.8
	Total	**477**	**100.0**
Occupation	Agriculture	48	10.1
	Employee	144	30.2
	Professional	96	20.1
	Own Business	86	18.0
	Others	103	21.6
	Total	**477**	**100.0**

Particulars	Group	Number	Percent
Marital status	Married	399	83.6
	Unmarried	78	16.4
	Total	**477**	**100.0**
Family size	2	94	19.7
	3	191	40.0
	4	136	28.5
	5& above	56	11.7
	Total	**477**	**100.0**
Number of Earning members	1	142	29.8
	2	199	41.7
	3	80	16.8
	4& above	56	11.7
	Total	**477**	**100.0**
Family income	Below ₹15000	47	9.9
	₹15001 - ₹30000	246	51.6
	₹30001 –₹50000	80	16.8
	Above ₹50000	104	21.8
	Total	**477**	**100.0**

Source: Primary data

Gender

The above table 4.1 illustrates that out of 477 respondents taken for the study 51.4% of them are Male and 48.6 % of the respondents are Female.

Majority of the respondents are male(51.4%)

Age

With respect to age 28.1% of the respondents fall into the age group of less than 25 years, 41.7% of the respondents is from age group 25-40 years, 18.4% of them belong to age group 41-55 years and 11.8 % of them belong to age group more than 55 years

Majority of the respondents are in Age group of 25-40 years (41.7%)

Educational Qualification

Regarding Educational qualification 6.7% of the respondents of the study have no formal education, 18% of them have school level education, 30.2% are Under graduates, 28.3% are post graduates, 16.8% of them have professional education.

Majority of the respondents of the study are Undergraduates (30.2%)

Occupation

With regard to occupation 10.1% of the respondents are agriculturalists, 30.2% are employees,20.1% are professionals,18% of them have their own business and 21.6% of them fall into others category.

Majority of the respondents of the study are employees (30.2%)

Marital status

Regarding marital status83.6% of the respondents are married and 16.4% of the respondents are unmarried.

Majority of the respondents are Married (83.6%)

Size of the Family

With respect to size of the family19.7% of the respondents have 2 members in the family,40% have 3 members,28.5% have 4 members and 11.7% have more than 5 members in family.

Majority of the respondents have 3 members in their family (40%)

Number of earning members in family

With regard to number of earning members in family 29.8% of the respondents have a single earning member, 41.7% have two earning members, 16.8% have three earning members and 11.7% have four and more number of earning members.

Majority of the respondents have two earning members in family (41.7%)

Monthly Family income

Regarding family income 9.9% of the respondents earn below ₹.15000, 51.6% of them belong to income group of ` 15001-30000, 16.8% of them are in ₹30001-₹50000 and 21.8% earn above ₹ 50000 for a month.

Majority of the respondents earn ₹ 15001-₹ 30000 for a month (51.6%)

CHI-SQUARE TESTS FOR DEMOGRAPHIC VARIABLES AND FREQUENCY OF ONLINE SHOPPING

Chi-square test has been applied to find out if there is any significant relationship between Demographic variables like Gender, Age , Educational qualification, Occupation, Marital status, Size of family, Number of earning members in the family, Monthly family income of the respondents and their frequency of problems faced in online shopping. The relationship between these variables is tested at 5% level of significance. Null hypothesis is framed and the results are highlighted below.

Ho: "There is no significant relationship between the Demographic variables of the respondents and their frequency of problems faced in online shopping.

Table No 2

Chi-Square tests for Demographic variables and Frequency of problems faced in online shopping

Demographic variables	Value	Df	Sig	S/NS	Accepted/ Rejected
Gender	25.375	3	.000	S	Rejected
Age	109.302	9	.000	S	Rejected
Educational Qualification	62.126	12	.000	S	Rejected
Occupation	47.291	12	.000	S	Rejected
Marital status	17.258	3	.001	S	Rejected
Size of Family	68.552	9	.000	S	Rejected
Number of Earning members in family	54.324	9	.000	S	Rejected
Monthly family income	32.329	9	.000	S	Rejected

The results from table 2 show that demographic factors like Gender, Age, Educational qualification, Occupation, Size of the Family, Number of Earning members in the family, Monthly family income have 0.00,0.00,0.00,0.00,0.01,0.00,0.00,0.00 as their significance values respectively. As their significant values are below 0.05 the null hypothesis is rejected and it can be conclude0d that these personal factors have significant influence on their frequency of problems faced in online shopping.

It can be concluded that these personal factors Gender, Age, Educational qualification, Occupation, Size of the Family, Number of Earning members in family, Monthly family income have significant influence on the frequency of problems faced in online shopping.

Table No 3

Website loyalty

	Frequency	Percent
Yes	369	77.4
No	108	22.6
Total	477	100.0

The table 3 shows the details of respondents who are ready to purchase from the same website for their future purchases. As per the results 77.4% of the respondents said they are willing to purchase from the same website and the rest of them are not sure whether they are making future purchases with the same website.

Majority of the respondents are willing to purchase from the same website (77.4%).

CONCLUSION

Technology brought shops to homes , the evolution of ecommerce has made marketing of products very easy. Online shopping has been helpful to people who cannot find time for purchases in their day to day lives. The rate of internet penetration, increased standard of living and economic conditions accelerated the online sales and that made many companies sell their products online. Online shopping has many advantages like easy search and selection, ordering, cash on delivery option and home delivery of products. Companies should keep the mantra "Consumer is King" in their minds, watch the changes in online e-commerce markets and adapt the products and services to serve the customer requirements.