

PROBLEM FACED BY ONLINE SHOPPING CONSUMERS IN TIRUPUR DISTRICT

***Mrs. DEEPA,**

Research Scholar, Department of Commerce, Chikkanna Govt.Arts College, Tirupur,Tamilnadu.

****Dr.G.VENUGOPAL,**

M.com, MBA, Mphil, B.Ed, PGDCA., Ph.D,

Research supervisor, Asst.Professor of Commerce, Chikkanna Govt.Arts College, Tirupur,Tamilnadu

ABSTRACT

On-line shopping is one of key business activities offered over the Internet. Internet users attitudes about online shopping are not entirely consistent. They are willing to shop online because it is convenient and a time -saver, but they also do not like sending personal or credit card information over the internet. Objectives of the study, To study the problems faced by respondents towards online shopping in Tirupur district. Methodology of the study, In this present study, descriptive research design has been used. The online shoppers are respondents in this study. 125 respondents have been used in this study. Convenience sampling method has been used in this study. Primary as well as secondary data have been used in this study. Conclude this study, purchased and after ordering product delivery is felt to very quickly after that service also better service provider to sellers and there is very low level categories respondents only getting a duplications product and un less quality of product and customers service related issues.

Keywords: Consumers, product, delivery, etc.,

INTRODUCTION

On-line shopping is one of key business activities offered over the Internet. Internet users attitudes about online shopping are not entirely consistent. They are willing to shop online because it is convenient and a time -saver, but they also do not like sending personal or credit card information over the internet. Knowledge of the buyers, their buying motives and buying habits is a fundamental necessity for the marketing man. Such an understanding of buyer behaviour works to the mutual advantage of the consumer and marketer allowing the marketer to become better equipped to satisfy the consumer's need efficiently and to establish a loyal group of customers with positive attitude towards the company's products. The study of consumer behaviour is the understanding of how individuals or organisations behave in the purchase situation. It is really psychology applied to marketing, specifically to the buy decision. To understand the buyer and to create a customer through this understanding is the main purpose of buyer behaviour studies. For marketing to be successful, it is not only sufficient to merely discover what customers require, but also find out why it is required, only by gaining a deep and comprehensive understanding of buyer behaviour can marketers goals be realized.

REVIEW OF RELATED LIRTERATURE

Anders Hasslinger, Selma Hodzic and Claudio Opazo (2007) examined particular factors that influence the online consumer with reference to university of kristianstad's student. In this research, price, trust, and convenience were identified as important factors. Price was considered to be the most important factor for majority of the students.

Dr.Gangandeeppagra and Dr.R.Gopal (2013)studied the impact of demographic factors of consumers on online shopping parameters like satisfaction with online shopping, future purchase intention, frequency of online shopping, number of items purchased and overall amount spend on online shopping. The results of the study revealed that online shopping India is significantly affected by various demographic factors like age, sex, education, etc.

S.Murugan, Dr.Muthalagu & Dr. D.Durairaj (2016), in this research paper they revel that the occupational health problems to the salt pan workers. Working environmental conditions of salt industry exposes the workers to direct contact with inhalable salt dust; salt crystals give direct impact on brine, physical stress, direct bright sunlight and glare due to sunlight reflected by salt crystals and brine surface. However, the extreme weather and hard labour conditions in the salt workers cause lot of health issues among the salt workers. Though salt as a commodity has become highly important, much literature is not available on the online marketing, distribution and productivity of industry. Research has been carried out to analyze the conditions of workers, their hardships, social security and competition in the employment. Studies were also conducted. Efforts were also made to examine the empowerment issues of online seller attempts were made to focus on the women who are e- toiling in some most of the marginalized conditions. Though this type of research on labour and gender-specific issues are important, research papers that present an integrated view of the industry are also important. Keeping this research gap in view, the present paper makes an attempt to present a micro-integrated view of the online industry. in India.

STATEMENT OF THE PROBLEM

The advent of internet and technological advancements has been a boon for the retailers to reach the customers easily any time at their doorstep. Tirupur is important city which has the sixth largest GDP in India. The traditional retailers in the organized sector are now exploring the opportunities of doing multi channels retailing in the by having both online and offline sales in order to capture the attention of customers spread across. The changing of life style of people and changing family structure have redefined the shopping patterns off customers in this modern era. So, there is a need to study the factors in e-marketing which would help the retailers improve their online sales by understanding the minds of e-shopping.

NEEDS OF THE STUDY

The Rapid changes in business strategy, especially those related to the internet, are leading to fundamental changes to how companies interact with one another and with customers. The internet technology has the potential to alter almost every aspect of business operations. As a result, it is necessary to take a multidisciplinary approach for understanding the customers and marketer's view online marketing since the online marketer act as intermediaries between customers and producers of the goods and services.

OBJECTIVES OF THE STUDY

1. To study the problems faced by respondents towards online shopping in Tirupur district.
2. To find out the suitable suggestions to improve the online shopping in Tirupur District.

RESEARCH DESIGN AND SAMPLING

In this present study, descriptive research design has been used. The online shoppers are respondents in this study. 125 respondents have been used in this study. Convenience sampling method has used in this study. Primary as well as secondary data have been used in this study. The primary data have been collected through interview schedule. Secondary data have been collected various resources like, books, journals, magazines, etc., Tirupur district is sampling unit in this study. Period of study from October 2018 to December 2018.

Problem faced by online shopping consumers in Tirupur district.

LIMITATIONS OF THE STUDY

The following limitations were accrued during the study.

1. Due to the sensitive matter, the online purchaser does not reveal original data in connection with finance and accident.
2. This study was covered only one district of Tamilnadu. Because this was restricted to these districts alone.

ANALYSIS AND INTERPRETRATION

| S.NO | PROBLEM | MEAN SCORE | RANK |
|------|-------------------------------------|------------|------|
| 1 | POOR QUALITY | 67.43 | 1 |
| 2 | COLOUR VARIATION | 65.32 | 2 |
| 3 | DISTRIBUTION POINT IS NOT AVAILABLE | 63.12 | 3 |
| 4 | CAN'T TOUCH AND SEEN | 59.01 | 4 |
| 5 | HINDRANCE IN DELIVERY | 58.43 | 5 |
| 6 | RECEIVE DAMAGE PRODUCT | 50.32 | 6 |
| 7 | QUANTITY DIFFERENCE | 49.34 | 7 |
| 8 | RECEIVE WRONG PRODUCT | 49.01 | 8 |
| 9 | HIGH DELIVERY CHARGE | 43.55 | 9 |

SOURCE: PRIMARY DATA.

Above the table shows that,

This table lists the mean rank of each variable. High rank corresponds to the higher values of the variables. It reveals the ranking of reason for selecting the products.

“Poor quality” was ranked first by the selected sample respondents with the mean score of 67.43. “Colour variation” was ranked second with the mean score of 65.32. “Distribution point is not available” and “Can’t seen and touch” occupied third and fourth position with the mean score of 63.12 and 59.01 respectively. “Receive damage product” was ranked fifth with the mean score of 50.32. “High delivery charge” occupied last position with the mean score of 43.55. It is evident that most of the respondents gave top priority to poor quality as the first rank for problem faced by respondent while purchasing online shopping. The Friedman test determines if the average ranking differs across variables.

SUGGESTIONS OF THE STUDY

Online shopping companies must consider what they can do to differentiate their business from all the others that offer the same services or products. The differentiator must be the level of service, the unique experience that is offered to customers. One has to engender loyalty so that customers go out of their way to shop with you. This holds true even for critical product categories like medicines, as this research suggests.

Online consumers can get the required product from several stores, but even than they mostly prefer patronizing this some online shoppers from where they usually purchase. To do this, we need to focus on actions that show we acknowledge and understand online customer needs.

Essentially, it is certain preferred service behaviours exhibited of the time of interaction with the online customer or what is more popularly referred to as the Moment of Truth here are a few insights, as a conclusion of our study, for aiding a marketer to create the ultimate customer experience

CONCLUSION

This Study conclude that current trends in internet marketing using online shopping and covers with buyers satisfaction and customers problem and the various parameter using statistical tools for using simple percentage and rank analysis and also this study covered most of the respondents comes under male categories and most them purchases offer time purchases decision making is his own decision and most of the respondents feel to durability of product. purchased and after ordering product delivery is feel to very quickly after that service also better service provider to sellers and there is very low level categories respondents only getting a duplications product and un less quality of product and customers service related issues.

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