

Problems in Online Shopping: A study with Reference to Thoothukudi

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Abstract

Every person's shopping habits and preferences are unique, and these in turn are shaped by the psychological and social factors that play a role in the decision-making process regarding what to buy. As a result, each person's consumer behaviour is distinct from that of other people. In today's world, interactive forms of media such as the World Wide Web are enjoying ever-increasing levels of popularity, which is driving this trend forward at a breakneck speed. Over the course of the past decade, the majority of commercial enterprises have kept pace with advances in technology. The use of technology (specifically, the computer) to improve the effectiveness of marketing activities is known as online shopping or marketing. The transformation of the Internet from a research tool into a free network that anyone can use has led to the evolution and tremendous growth in usage of the Internet. This has led to the deregulation of the Internet, which has made it possible for anyone to use the Internet. This has led marketers to become more open to the idea of using the Internet as a marketing tool. People are swayed to purchase products after being exposed to advertisements posted on social media websites, which in turn generates revenue for the businesses involved in the transaction. The current research will provide a perspective on the challenges that consumers in Thoothukudi face when attempting to purchase clothing products via advertisements found on social media platforms.

Keywords: Consumer Behavior, Online shopping, Clothing Products and Social Media Advertisements.

1. Introduction

Online shopping and online consumer behaviour depend on these factors such as Website visibility, online shops credibility, information comparison, payment security, privacy, website interface, convenient time, education level and experience of network culture. In addition, social, personal, and psychological behaviour also affects the consumer behaviour in online shopping, as it is based on individual to individual perceptions. Online shopping and online consumer behaviour depend on these factors. The behaviour of customers when shopping in traditional stores as opposed to shopping online is very different. Both include social, cultural, personal, and psychological factors, but traditional shopping is much more influenced by these factors as compared to online shopping. The reason for this is that online customers are restricted with social cultural environment and psychological factors. Traditional shopping is much more influenced by these factors as compared to online shopping. When doing business online, one must rely primarily on his or her own individual preferences and the individual's own individual perceptions. In the world of marketing, one of the most cutting-edge and cutting-edge-est tools is e-marketing. It includes using various forms of multimedia, graphics, and text in a variety of languages to create advertisements, online forms, and online shops where products can be viewed, promoted, and sold. This type of innovative use of internet technology also includes using multiple languages. Building or promoting a website is not the only component of e-marketing, and neither is placing a banner ad on another website considered to be part of the practice. It includes advertisement (in the form of flash, text, graphics, audio or video), product display, product navigation, three-dimensional product views, basket selection, checkout, and payment. The terms e-marketing and internet marketing are interchangeable and refer to the same thing.

In today's modern world, there are a million people online who have the potential to become customers of a company by purchasing a product or using a service that it provides. Customers are paying more attention to their daily online shopping as a result of rapid and fast developments in information technology and increased levels of competition. Because of the intense competition in the market and the high standards that online consumers have set for online retailers, it is essential for an online retailer to have a solid understanding of the factors and approaches that contribute to increased sales. According to the findings of the study, websites that provide the best overall customer experience have a significant competitive advantage when it comes to

increasing online sales. Because shopping online is a relatively new medium of retailing that has given rise to new expectations among consumers, it is critical to gain an understanding of customers' shopping patterns and the goods and services they seek in order to improve business operations and increase sales. Because different customers in different parts of the world have their own distinct perspectives and attitudes, it is not an easy task for an online retailer to identify and satisfy the needs of each and every customer who makes a purchase from their store.

2.Literature review

According to study conducted in 2018 by Dr. K. Premalatha and Ms. S. Revathi, the vast majority of Indian consumers continue to engage in more tried-and-true purchasing behaviours and demonstrate consistent usage patterns over the course of time. Customers who purchase for things via the internet often have an immediate need for the product. According to research conducted by V. Mathan Kumar and R. Velmurugan (2019), the majority of buyers make their purchasing decisions based on factors such as user reviews, the availability of simple EMI alternatives, the availability of relevant information about the product, the facility for returning the product, and the facility for order tracking details. As a result, it is essential for online stores to conduct regular surveys of their customers to determine the requirements they have, to react quickly to any issues that may arise, and to provide a comprehensive set of services, including the sale of low-cost, high-quality products, the exchange of items that are defective, and the prompt delivery of all orders. According to the opinions of V. Sivakumar and Shankar R. (2019), advertisements on social media will have an effective reach of items regardless of the companies being advertised. Roy and Datta (2022) conducted research to determine consumers' perspectives on and preferences for both traditional and internet shopping environments. The survey came to the conclusion that when it comes to purchasing items online, factors such as cost, discount offers, replacement facility, convenience, and so on play more significant roles than they do when shopping in traditional brick-and-mortar establishments. The possibility of further research as well as some managerial implications have been investigated.

3.Statement of the problem

Online shopping and consumer behaviour are typically influenced by factors such as website visibility, credibility, information availability and comparison, payment security, privacy, website interface, time economy, literacy level, and experience of network. These factors are typically based on an individual's perception and his own personal thinking, but they can also be influenced by other factors. The behaviour of consumers when shopping online differs from that of consumers when shopping traditionally; however, both types of shopping involve social, cultural, personal, and psychological factors. When compared to online shopping, traditional shopping is subject to a significantly greater amount of influence from the aforementioned factors. Trade advertising on the internet has evolved into new forms that have advantages that are superior to those of more traditional mediums such as print media, television, and radio. They not only make an impression on the audience, but they also motivate members of the audience to engage with the marketing statistics that are produced by the various communication strategies that are followed through the various social networking sites. Sites that facilitate social networking will emerge as the most important arena for highly targeted marketing and advertising. The problems faced by the consumers while making the online purchases are numerous and that too changes from time to time. Because of this, it is essential to conduct research on the problems of consumers. With the help of above setting the present study is intended to find the solution for the following research objective.

1. To identify the problems faced by the respondents to make online shopping

4.Research Methodology

The research contains an equal amount of analytical and descriptive components. The foundation of this study is made up of primary data, which was amassed with the assistance of an exhaustive and meticulous

questionnaire. The secondary data collection for the study included contributions from a variety of sources, including books, websites, newspapers, magazines, the internet, company reports, and business journals. The people living in thoothukudi who took part in this survey were the focus of the study, and a significant number of them shopped online on a regular basis. A sample size of one hundred has been calculated through the use of a technique known as "stratified random sampling."

5. Analysis and discussion

Table 1: Demographic Profile

Variables	Classification	Frequency
Gender	Male	71
	Female	29
Age (In years)	Less than 30	26
	Between 30 & 40	33
	Between 40 & 50	31
	More than 50	10
Area of Residence	Rural	19
	Urban	81
Marital status	Married	74
	Unmarried	26
Education	Under Graduation	51
	Post-Graduation	31
	Professional level	18
Annual Income (INR Lakhs)	Less than 5	66
	Between 5 and 8	21
	Between 8 and 10	11
	Above 10	02

Source: Primary data

The above table denotes the demographic profile of the respondents who are the consumers of online shopping in thoothukudi. It is clear from the table that;

- Most of the respondents are male comprising at the count of 71, followed by female respondents of 29.
- A total of 33 respondents are aged between 30 & 40, followed by 31 respondents at the age group between 40 & 50, 10 respondents at the age group of above 50 and finally 26 respondents are in age group less than 30.
- Majority of the respondents have their residence in urban region comprising of 81 in numbers and rural region comprises of 19 respondents.
- 74 respondents are married and 26 respondents are unmarried.

- 51 respondents are under graduates, followed by 31 respondents are post graduates and 18 respondents are professionals
- 66 respondents have less than 5 lakhs, 21 respondents have their annual income of between 5 and 8 lakhs, followed by 11 respondents have their annual income between 8 and 10 lakhs and 02 respondents have their annual income of more than 10 lakhs per annum.

Table 2: Problems Faced by respondents towards online shopping

S. No	Attitude		Percentage of frequency					Total
			SA	A	N	DA	SDA	
1	Performance risk	N	18	20	32	16	14	100
2	After Sales Service	N	23	18	24	21	14	100
3	Physically examination of the products	N	34	29	18	8	11	100
4	Delivery delay	N	29	19	26	11	15	100
5	Unavailability of cash on delivery over certain products	N	37	22	19	10	12	100
6	Mismatch between the products ordered and received	N	26	21	25	17	11	100
7	Guilty over the impulsive purchases	N	28	22	21	17	12	100
8	Low quality	N	31	29	15	11	14	100
9	High cost in case of some products	N	33	26	13	17	11	100
10	Loss of fun on in store visit while shopping	N	30	25	19	11	15	100

Source: Compiled and calculated using the primary data.

The table above expresses the respondents' Problems Faced by respondents towards clothing products purchases through Social Media Sites. The table confers both the frequency and percentage of their responses that range between Strongly disagree, Disagree, Neutral, Agree and Strongly agree. 32 respondents Neutral of Performance risk, 24 respondents Neutral of After Sales Service, 34 respondents Strongly Agree of Physically examination of the products, 29 respondents Strongly Agree of Delivery delay, 37 respondents Strongly Agree of Unavailability of cash on delivery over certain products, 26 respondents Strongly Agree of Mismatch between the products ordered and received, 28 respondents Strongly Agree of Guilty over the impulsive purchases, 31 respondents Strongly Agree of Low quality followed by 33 respondents Strongly Agree of High cost in case of some products and 30 respondents Strongly Agree of Loss of fun on in store visit while shopping.

6. Analysis of difference between the problems of respondents towards online shopping purchases through Social Media Sites and their demographic profile

H₀: There is no significant difference between problems of respondents towards online shopping and their demographic profile

Table 3: Analysis of Variance

Dependent Variable	Independent Variable	<i>f</i>	P
Purchase behaviour	Gender	318.62	0.05*
	Age	1258.95	0.04*
	Residence	1298.14	0.59
	Marital Status	26.84	0.00**
	Education	658.30	0.02*
	Annual Income	1.784	0.03*

Source: Primary Data

The table 3 depicts the analysis of variance for checking the Analysis of difference between the problems of respondents towards clothing products purchases through social media advertisements and their demographic profile. It can be concluded that all the independent variables except residence are found significant with the problems at p values 0.05, 0.04, 0.00, 0.02 and 0.03 respectively. Hence, it can be conferred that there is a difference between problems of respondents towards clothing products purchases through social media advertisements and their demographic profile. via; gender, age, marital status, education and annual income.

7. Conclusion

Marketers who use social media outlets provided by third parties have a responsibility to ensure that their marketing campaigns do not encourage customers or any other parties to engage in activities that would violate the privacy policies of the social media company, and marketers also have a responsibility to ensure that they are adhering to these policies. Companies that manage their own blogs or other social media platforms should also maintain comprehensive policies that disclose the company's data collection, use, and storage practices, as well as any responsibilities that third parties have regarding the privacy and security of customer information. The social media marketing process is made more difficult by the fact that the online environment generates not only opportunities but also complications and challenges. Because of the open nature of the web, information found online is accessible to any and all audiences. This highlights the importance of maintaining coherence in the planning, design, implementation, and control of online marketing communication.

8. References

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