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Consumer Challenges in E-Shopping Dynamics

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ABSTRACT:

India has the fastest-growing population of online users. By 2022, it is predicted that internet penetration in India would have doubled. It will increase from its current 34 percent to almost 60%. Online shopping has increased dramatically as a result of the government's measures for digitalization and e-governance, as well as the rising number of smartphone users, internet access, and surging digital payments.

Future predictions call for a strong rise in internet purchasing due to rising middle-class incomes and the millennial generation. According to projections, the middle class will make up the majority of Indians by 2022. More and more consumers are purchasing online since it's convenient and for the reasons indicated above, however the biggest worry is Customers are gullible to deception, fraud, and unfair trade practices because they are either ignorant of or careless about the measures that should be taken while purchasing online and about their rights. Online shoppers frequently experience concerns with privacy, security, payment methods, unfair contract conditions, and defective, unsafe, or low-quality goods. This survey emphasizes consumers' awareness of safety precautions to take when purchasing online as well as the many problems they encounter.

Keywords: online shopping, online shopping issues, consumer awareness, unfair trade practices.

1. Introduction:

India has the fastest-growing population of online users. According to the Economic Times, Internet usage is second most popular in India. By 2022, it is predicted that India's internet penetration would have nearly doubled. It will increase from the current 34% to 60%. Online shopping has increased dramatically as a result of the government's measures for digitalization and e-governance, as well as the rising number of smartphone users, internet access, and surging digital payments.

The traditional ways of purchasing and selling are significantly changing as a result of modernization and enormous technology improvement. Everyone desires convenience shopping in this period because they don't have the time or energy to visit a physical store for whatever they need. Nowadays, people prefer doing their shopping online since it is more convenient, and window shopping is a great way to address the two main issues of product diversity and pricing. Since the income of the middle class is increasing and millennial are increasing a sharp increase in window shopping is estimated in the future. It has been estimated that by 2022 middle class will be the largest segment of Indian population. Due to the convenience and above mentioned reasons more and more consumers are shopping online. As a result of internet global brands are at doorstep which changed the way of acquiring.

Online shopping has many benefits, including the convenience of not having to physically travel to a store, the availability of a wide selection of products that meet specifications, and the ability to shop whenever it is convenient. However, the biggest concern is that many consumers are either ignorant of or careless about the best practices for shopping and their legal rights, leaving them open to fraud, deception, and unfair business practices. While window shopping, it is highly typical for customers to receive faulty, dangerous, or low-quality goods as well as experience unfair contract terms, privacy, security, and payment concerns.

2. Review of Literature:

Ayushi Singh, Sukhwinder Singh (2019) study reveals technological advancement has inspired the population of the country to adopt with the growing surge of internet. Such changes require strong guidance for proper implementation and administration of e- contracts in India.

Parul Sinha (2017) study concludes that consumers in the present economic environment are not aware of their rights and thus the path to exploitation is smooth.

R. Sivanesan (2017) study reveals Online websites must ensure about the quality and right of the information to their customers. Since transaction is online the customers must be ensured of web security and confidential card information.

Hossein Kaviar (2011) according to this study Electronic commerce, still at a fledging stage, urgently needs consumer participation. The first step to activate consumers shall be to provide a complete, trustable structure for transacting procedures.

Adeshara, (2013) study **concludes** that lack of product information, unawareness of security features and few payment options are all cited as recurring frustrations regarding online shopping.

Li & Zhang, (2002) according to them possible risks can be avoided or lessened through acquiring the necessary experiences and obtaining certain skills and knowledge on computers, the web, and shopping online

Sandeep Soni (www.financialexpress.com), published on December 11, 2019) the number of fraud cases in the e-commerce sector has increased by a whopping 475 per cent between August 2016 and November 2019,

3. Objective of the Study

The objective of the study is given below

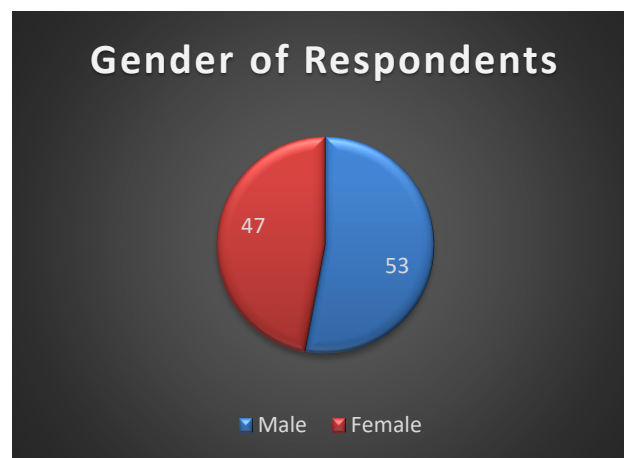
1. To know the types of issues faced by online shoppers.
2. To know about the consumer's awareness about intricacies of online shopping.

4. Methodology of the Study

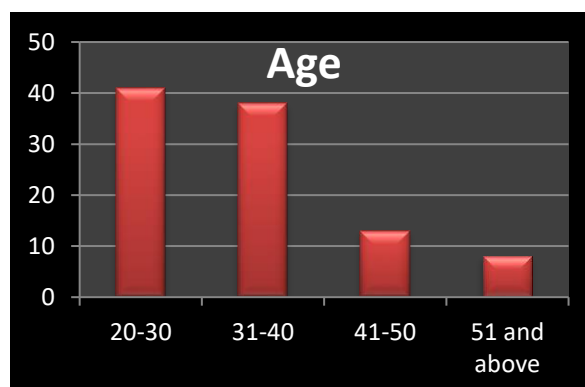
Due to the use of a descriptive research approach, this study is of a descriptive character. The district of Nagpur served as the source of the data. Simple random technique has been selected for data collection. From the entire population, the researcher randomly selected 100 samples. Primary sources of data were questionnaires, and secondary sources included books, periodicals, and websites. In order to examine the validity and reliability of the Data, a reliability test has been carried out using SPSS.

5. Result and Discussion

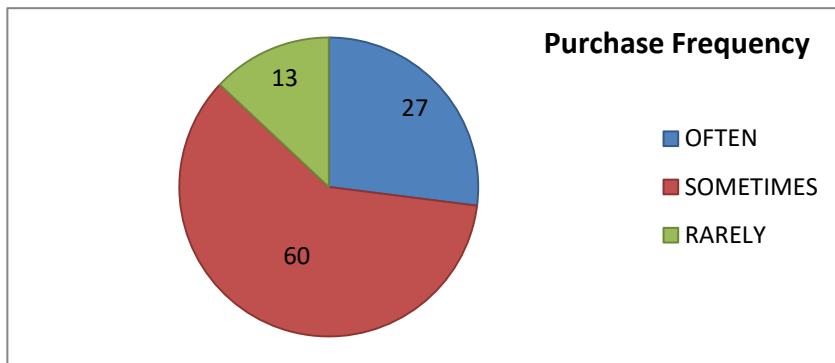
1. Gender



2. Age

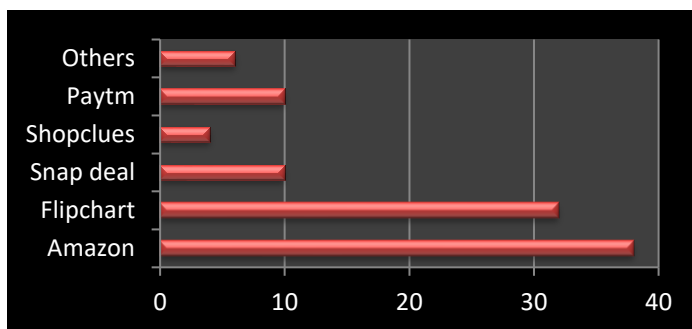


3. Frequency of Purchase.



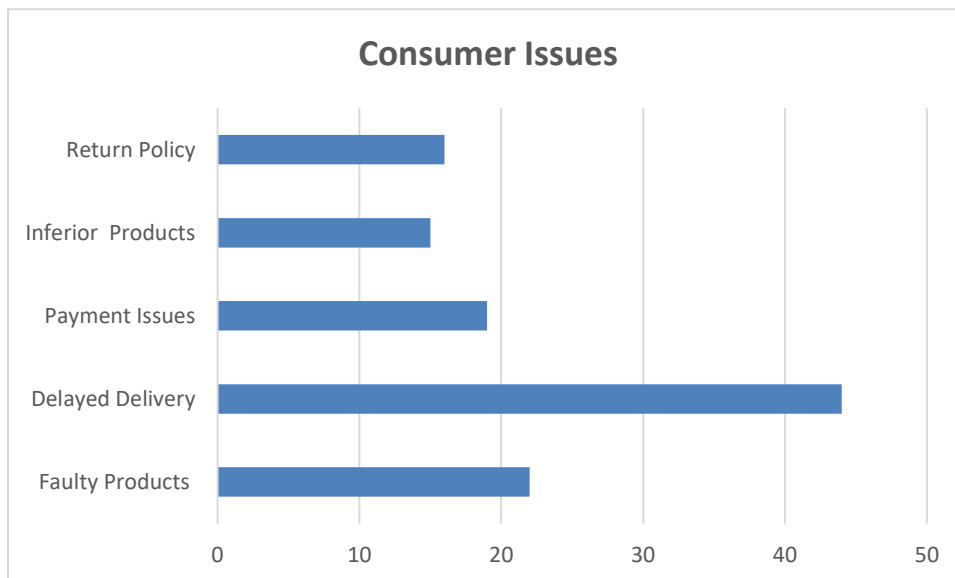
The question was asked to know the frequency of purchases of consumers shopping online. All the data was gathered from shoppers who have done shopping or shop online.

4. Preferred Purchase mode?



Amazon and Flipkart are the most preferred websites for online buying. Maximum respondents prefer to shop through these two websites..

5. What are the different types of issues faced by you?



Delay in delivery and Faulty products are the most common issues faced by shoppers followed by issues like return related issues, payment related issues etc.

Frequency Table

1. Most consumer face issues while online shopping

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid DISAGREE | 20 | 20.0 | 20.0 | 20.0 |
| AGREE | 77 | 77.0 | 77.0 | 97.0 |
| STRONGLY AGREE | 3 | 3.0 | 3.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

2. most consumer did not check seller identity

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid DISAGREE | 56 | 56.0 | 56.0 | 56.0 |
| AGREE | 30 | 30.0 | 30.0 | 86.0 |
| STRONGLY AGREE | 14 | 14.0 | 14.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

3. Consumers do not read privacy policy

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid DISAGREE | 31 | 31.0 | 31.0 | 31.0 |
| AGREE | 59 | 59.0 | 59.0 | 90.0 |
| STRONGLY AGREE | 10 | 10.0 | 10.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

4. Consumers do not read Consumer rights

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid DISAGREE | 28 | 28.0 | 28.0 | 28.0 |
| neutral | 1 | 1.0 | 1.0 | 29.0 |
| AGREE | 71 | 71.0 | 71.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Reliability Analysis

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .734 | 7 |

The reliability of scale was carried out with the help of Cronbach's Alpha the value obtained 0.734 shows the scale is significantly reliable

Conclusion:

There is no denying that online commerce will continue to exist. Depending on whose side of the argument you are on, online shopping can either be a blessing or a curse. We can confidently state that contemporary urban consumers are increasing their online shopping closeness in order to increase their comfort level and choice when online purchasing and are not constrained by the physical vicinity of the close-by confined market places. The majority of consumers experience some form of difficulty when purchasing online, with product delivery delays being the most frequent problem, according to research done for this study on customer concerns. This essay also examined the need for preventive steps to be taken.

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