

AN ANALYTICAL STUDY ON THE PROBLEMS FACED BY YOUNG WOMEN CONSUMERS IN ONLINE SHOPPING AT THOOTHUKUDI TOWN

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ABSTRACT

Online shopping means buying goods with the help of internet, and now this concept is gaining attention among young shoppers in and around the world. The main aim of this research is to find the opinion towards the problems faced by young women consumers in online shopping. For this purpose, data was collected using Simple Random Sampling Method from 50 young women consumers in Thoothukudi town who are buying products through online. In the current scenario, internet shopping is becoming more common everywhere and they can get any type of product in online at anytime and from anywhere. Hence, the researcher takes into consideration both pros and cons of online shopping so that, he can make carefully an informed decision about what the young consumers feel about internet shopping especially young women consumers in Thoothukudi. Therefore, this helps the researcher to find what type of product they buy in online and identify various problems faced by them in online shopping.

Keywords: Online Shopping, Young, Women Consumers, Problems.

1. INTRODUCTION

Today, the usage of internet has changed the shopping behaviour of young people especially women consumers across the world. Internet has been a great source of advertising, commercial purpose and shopping and it has influenced daily life of the young people more and more compared to the past. Nowadays, the young women consumers are getting used to virtual experience from physical experience by adopting internet shopping. After using instant messaging and electronic mail and web browsing, the fourth most popular activity is online shopping. As per the Price Water House Cooper report, electronic commerce in India has reached to 34% in 2009 and was expected to be 60-70 billion by 2019. According to the reports of IAMAI-KPMF the total number of internet users in India would reach 600 million in 2020. The present world is techno-based world and the internet and technology are ruling us now. The daily use of internet provides a wide range of accessing facility to young women consumers. Therefore, they prefer to buy in online because, it is accessible 24x7, comfortable to shop from anywhere and at anytime, cheaper price with lots of offer, and it is faster than offline shopping and so on. For this reason, young women consumers shop from gift to gadgets in online. Moreover, it is getting its popularity currently among young consumers, and this has brought tremendous changes in the buying behaviour of the young women consumers in general.

2. REVIEW OF LITERATURE

K. Vanitha, et al (2016) focused that good number of trades that is conducted electronically using internet shopping has risen with a wide spread usage of internet and technology these days. The customers should have knowledge about the usage of internet and shopping. It includes transferring of funds through internet, marketing over online, buying and selling of goods and services, etc. The internet shopping has become more popular among the customers and it has not only become the centre of our personal and societal lives, but also of our business and professional lines as well. A sample of 100 respondents was chosen for the study and simple random technique has been used in this study.

K.Ganesh Kumar, et al (2017) studied the process in which internet shopping involves buying and selling of goods and services through internet and it is the best source to use this tool for shopping. The core objective of the study is to find the buyers' expectation towards the internet shopping and to study about the young women consumers' opinion towards the problems faced in internet shopping. For this purpose, a sample of 270 respondents were selected and percentage analysis and Kendall's correlation and chi-square tools were used to examine the data.

S.Ramesh, et al. (2019) analyzed about the technologies that offer different innovative business opportunities and developed competitiveness among the e-marketers in internet marketing. The study was conducted with the aim of analyzing and grading the problems of consumers in online buying. The data was collected from 512 internet users who are living in and around Bengaluru and Karnataka city. Garret ranking method was applied to find out the ranking distribution pattern of consumers in online shopping. Product variation has been quoted as the main problems faced by the internet buyers irrespective of the demographic of their profile. Another problem is delay in delivery that differs with respect to education and consumer's income. These are two main problems faced by online consumers.

3. STATEMENT OF THE PROBLEM

Online shopping is seen as one of the easiest ways to shop goods at our convenience. The trade is conducted electronically by using internet which has developed with a wide range. Right now, online shopping is gaining more popularity among young women consumers in Thoothukudi town. Although, it is growing enormously in one side, on the other hand, online sellers need to take some concrete steps to identify the problems faced by young women consumers in general and corrective measures to rectify them as early as possible. Otherwise, consumers will quit the site and move to another website for shopping. To safeguard the young women consumers, online sellers need to take quick measures to rectify the problems arising in online shopping.

4. OBJECTIVES OF THE STUDY

1. To list the various problems faced by young women consumers in online shopping.

2. To bring out the different solutions for the problems faced by young women consumers in Thoothukudi town.

5. METHODOLOGY

The primary data has been collected from young women online consumers in Thoothukudi town with the help of interview schedule and the secondary data are from books, journals, periodicals and websites. In this current study, the researcher has adopted the simple random sampling method to collect data and Garret ranking method to analyze the collected data. The sample size of the study is limited to 100 respondents of Thoothukudi town. The period of the study covers from September 2019 to November 2019.

6. SCOPE AND LIMITATION OF THE STUDY

It is mainly focusing on the primary data collected from young women online consumers of Thoothukudi town. The study covers the opinion of young women consumers about internet shopping and the problem faced by them in online shopping. The study is limited to Thoothukudi town alone and it is mainly focused on the problems faced by young women consumers in the town.

7. ANALYSIS AND INTERPRETATION

Problems faced by Young Women Consumers in Online Shopping

S. No	Problems	Garret Mean Score	Rank
1	Women are educated but have no freedom to shop in online	47.84	I
2	Women are earning even then they have less chances to go for online shopping	46.94	II
3	Women are restricted to spend huge amount for internet shopping purpose	41.50	III
4	Advertisement gives false offers to the product which are related to women	36.71	IV
5	Women consumers must be ensured awareness about the product related to them	28.35	V

Source: Primary Data -The above table clearly depicts that the problems faced by young women consumers in online shopping. Out of 50 respondents, majority of the respondents 47.84 say that women are educated but have no freedom to shop in online and 46.94 of the respondents say that women are earning even then they have less chance to buy what they want in online shopping and 41.50 of the respondents feel that women are restricted to use huge amount for internet shopping purpose and 36.71 of the respondents say that the advertisement gives falls offers to the product which are specifically related to women and 28.35 of the respondents say that women consumers must be ensured of awareness about the product that are exclusively related to them. These are the few problems faced by young women shoppers in Thoothukudi town.

8. SUGGESTIONS

To rectify the problems faced by young women consumers the following suggestions have been put forth:

- First and foremost, the online sellers should make awareness of their product and its usage to young women shoppers.
- Online Sellers should also focus more on young women consumers than men.
- They should offer a lot of chances to young women consumers to shop in online by giving discounts and offers like if you take one and you will get one free.
- Even if the damaged products are delivered to consumers replace them immediately with good products and avoid false advertisements.
- Provide video conference facility to young online consumers to interact with online sellers.

9. CONCLUSION

Due to sophistication in the technology and its development, a large number of consumers like to shop in online. The young women consumers in Thoothukudi town are like to buy through internet. Online shopping is getting its familiarity day by day among the young women consumers. Though it is attracting them quickly, understanding the young women consumers' attitude and buying behaviour remain still a challenge for online marketers even today. Hence, the researcher made an attempt to find the problems arising in online shopping that affects the young women consumers very much today. By studying the influencing factors, we can understand young women consumers buying behaviour to a certain extent and it is easy to find solution for the problems arising in online shopping and rectify them as earlier as possible, and make consumers to buy without fear.

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