इतिहासाचार्य वि. का. राजवाडे मंडळ, धुळे
या संस्थेचे त्रैमासिक

|| संशोधक||

पुरवणी अंक ४ – मार्च २०२३ (त्रैमासिक)

- शके १९४४
- वर्ष : ९०
- पुरवणी अंक : ४

संपादक मंडळ

- प्राचार्य डॉ. सर्जेराव भामरे
- प्राचार्य डॉ. अनिल माणिक बैसाणे
- प्रा. डॉ. मृदुला वर्मा
- प्रा. श्रीपाद नांदेडकर

अतिथी संपादक

- प्राचार्य डॉ.एन.बी. पवार
- प्रा. डॉ. पी.एम.होनराव
- डॉ. जे.सी.तांबोळी

✸ प्रकाशक ✸

श्री. संजय मुंदडा

कार्याध्यक्ष, इ. वि. का. राजवाडे संशोधन मंडळ, धुळे ४२४००१
दूरध्वनी (०२५६२) २३३८४८, ९४२२२८९४७१, ९४०४५७७०२०

कार्यालयीन वेळ

सकाळी ९.३० ते १.००, सायंकाळी ४.३० ते ८.०० (रविवारी सुट्टी)

मूल्य रु. १००/-
वार्षिक वर्गणी रु. ५००/-, आजीव वर्गणी रु. ५०००/- (१४ वर्षे)

विशेष सूचना : संशोधक त्रैमासिकाची वर्गणी चेक/ड्राफ्टने
'संशोधक त्रैमासिक राजवाडे मंडळ, धुळे' या नावाने पाठवावी.

अक्षरजुळणी : सौ. सीमा शिंत्रे, वारजे–माळवाडी, पुणे ५८.

"A Study on Problems faced by E- Shoppers with reference to students in Kolhapur City"

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ABSTRACT :

The present study was carried out on problems faced by students at the time buying the products and services through online shopping mode. The researcher has collected primary data from 120 selected college students from Kolhapur city. The 45 respondents have faced problems regarding to online shopping. Students are faced problems related to website and internet. Internet is a channel of communicating people, search market information, does marketing research, entertainment. Now a day's internet used for buys and sell the products and services. Electronics marketing is used for promote the business by using various modern tools and techniques of information technology. India is the second largest number of internet user over the world. Today's market is a product orients market, so it is needed to develop and produce the products and services as per the requirement of consumer.

Keywords: Internet, Consumer, Problem, Buying Behaviour, E Shopper.

1.1. INTRODUCTION :

E commerce is a source of promote the business by using digital platform such as internet, video marketing, email marketing, mobile marketing, social media marketing, blogs marketing etc. Business to Business (B2B), Business to Consumer (B2C) and Consumer to Consumer (C2C) are the three types of e commerce. In the development of e-commerce various online shopping companies are play important role such as Amazon, Flipkart, Myntra, Snapdeal, and HomeShop18 etc. According to Philip Kotler if product performance match with buyers expectations the buyers are satisfy about products and services and product performance falls shorts buyers expectations the buyers are dissatisfy. The customer satisfaction level is depending on buying behaviour of consumer. Consumer behaviour is a individual decision ware they decide what, when, why, when how much and when purchase the products and services. There are various factors are affect on buying behavior of e shoppers such as personal factors, economical factors, social factors, cultural factors and psychological factors. In the today's global ad modern market online shopping play significant role.

1.2. STATEMENT OF THE PROBLEMS:

In the today's modern marketing era online shopping platform is a rapidly growing. The youth population of India mostly prefer the online shopping sites for buy the products ad services. the students are buy some products from recognized online shopping sites but there are some problems faced regarding to online shopping. Considering the overall situation of market the researcher has come across the investigation question as- which problems faced by students regarding online shopping?

1.3. OBJECTIVES THE STUDY:

The main objective of this research paper is to study the problems faced by students regarding online shopping.

1.4. RESEARCH METHODOLOGY:

The researcher has used convenience sampling method for selecting sample of colleges from Kolhapur city under the stream Arts, Commerce and science and selects 12 colleges. Researcher has use purposive quota sampling method and snowball sampling method for the select 10 students from each college. The sample size of study is 120 college students who buy the products and services through online shopping websites.

1.5. ANALYSIS AND INTERPRETATION OF DATA

1.5.1. Frequency of online shopping

Table 1.1 :Frequency of online shopping

Sr. No.	Parameters	Respondents	Percentages
1	Very often	14	11.67
2	Often	25	20.83
3	Sometime	62	51.67
4	Rarely	19	15.83
	Grand Total	**120**	**100**

(Source: Field Survey)

The objective behind collecting this information is to know frequencies of online shopping by students. It shows the frequency of buying behaviour of students.

The above table shows frequency of buying products of students. 62 students are doing online shopping sometime, 14 and 25 students are doing online shopping very often and often respectively, and 19 students doing online shopping rarely.

Table 1.2 : Preference to online shopping websites

Sr. No.	Websites	Total Respondents	% of Respondent	Preference
1	Amazon	104	86.67	1
2	Flipkart	93	77.5	2
3	Snapdeal	68	56.67	3
4	Jabong	74	61.66	4
5	Shopclues	52	43.34	5
6	Myntra	46	38.33	6
7	Homeshop18	36	30	6
8	Other Websites	27	22.5	6

(Source: Field Survey)

1.5.2. Preference to online shopping websites

Above table shows that preference given by students to online shopping websites. Some students prefer more than one website so they give preference to more than one website.

Amazon is preferred with first preference by 60% of total students. 45% students give second preference to Flipkart website. It is observed that majority students give first preference to Amazon website.

1.5.3. Problems faced by students regarding online shopping

Table 1.3 :   Problems regarding online shopping

Parameters	No. of Respondents	Percentage
Yes	45	37.5
No	75	62.5
Total	**120**	**100**

(Source: Field Survey)

It is necessary to know the problems of online shopping. There are various problems faced to students at the time doing online shopping. This problems basically classified in problems are related to internet and problems are related to online shopping websites.

Above table shows that 37% students are faced at the time doing online shopping. There are 63% student's opinions no problems are faced regarding online shopping.

(5- Strongly Agree, 4 Agree, 3-Neutral, 2Disagree, 1.S.D- Strongly Disagree) :

Above table shows the problems faced by students regarding online shopping websites. There are 45 students faced problems related to online shopping. These problems are classified in two categories as problems related to internet and problems related to online shopping websites. It is found that the major problem regarding online shopping is can't touch and seen the products physically and the mean of this problem is 3.69 which is high as compare with other problems. More than 70% respondents are agree about the problem of can't touch and seen the products physically.

The some students faced problems related to products brand, speed of internet network, server problem, color variation, product quality, transaction failure or delay and friends suggest about the risk of online shopping. It is observed that the majority respondents face problems are related to internet. The average mean of problems related to internet is 3.19 and a problem related to website is 3.09.

1.6. CONCLUSION :

This study concludes that the majority students (51.66%) are buy some time products through online shopping sites. The Amazon play important role in development of online shopping and its impact 86.67% students prefer Amazon website for online shopping. This study also conclude that the 45 students are faced problems are related to internet and website. The main problem of online shopping is can't touch and seen the products physically.

1.7. REFERENCES :

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Table 1.4 : Problems of Online Shopping

Sr. No.	Problems	5	4	3	2	1	Total Score	Mean	SD
**Problems related internet**								
1	Slow internet network	20	64	63	6	1	154	3.42	0.839
		12.99	41.56	40.91	3.9	0.64	100		
2	Server not found	5	104	33	6	4	152	3.38	0.984
		3.29	68.42	21.71	3.95	2.63	100		
3	Virus	5	36	51	22	7	121	2.69	1.041
		4.13	29.75	42.16	18.18	5.78	100		
4	Delay and Failure Transaction	35	52	42	14	4	147	3.27	1.176
		23.82	35.37	28.57	9.52	2.72	100		
**Problems related websites**								
5	Poor Quality	15	72	42	20	1	150	3.31	0.900
		10	48	28	13.33	0.67	100		
6	Can't touch & Seen	50	72	36	6	2	166	3.69	1.041
		30.13	43.37	21.69	3.61	1.2	100		
7	Color variation	35	64	27	26	0	152	3.38	1.072
		23.03	42.1	17.76	17.11	0	100		
8	I Receive wrong & damage product	10	32	75	16	2	135	3.00	0.853
		7.41	23.7	55.56	11.85	1.48	100		
9	Fear about Misuse of cards	10	48	39	20	8	125	2.78	1.166
		8	38.4	31.2	16	6.4	100		
10	Lack of After sales services	25	20	48	32	3	128	2.84	1.086
		19.53	15.62	37.5	25	2.35	100		
11	Doubt about the product or brand	30	72	39	16	0	157	3.49	0.944
		19.11	45.86	24.84	10.19	0	100		
12	Doubt about Delivery	5	48	45	28	3	129	2.87	0.968
		3.88	37.21	34.88	21.71	2.32	100		
13	Fear about personal information of display	20	36	51	24	3	134	2.98	1.055
		14.93	26.87	38.06	17.91	2.23	100		
14	Poor services	15	16	54	32	4	121	2.69	0.996
		12.4	13.22	44.63	26.45	3.3	100		
15	Friend suggests about risk of online shopping	20	60	27	26	4	137	3.4	1.167
		14.6	43.8	19.71	18.98	2.91	100		

(Source: Field Survey)

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