

E-Shopping: Advantages and Disadvantages

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1. ABSTRACT

Nowadays many people make use of E-shopping, but it's important to know, what are the factors which affect their decision-making while doing E-shopping by estimating its advantages and disadvantages. Therefore, the purpose of this paper is to investigate the advantages and disadvantages of E-shopping from a consumers point of view.

E-shopping is a method in which an individual can buy a product by making use of online retailing websites through internet. The analysis and the conclusions of this research paper is based on the primary as well as secondary sources.

Primary data was collected by conducting questionnaire survey. Secondary data was collected by analysing and comparing several other journals, magazines websites and other useful internet material.

This paper attempts to study and survey the advantages and disadvantages of E-Shopping from consumers point of view.

KEYWORDS: *E-Shopping; advantages; disadvantages; online websites.*

2. INTRODUCTION

E-Shopping is a method with the help of which customers can buy products by just one click. Gone are the days when retail success was all about physical stores. Every retailer is now offering online store interfaces for consumers. Some of the successful examples of these online retailing corporations are Alibaba, Flipkart, Snap deal, Amazon.com, Homeshop18 and eBay. With the boom in technology, mobiles and internet access, every individual has unlimited access to the information they require and enjoy a wider range of choices in selecting products and services with highly competitive prices.

3. BACKGROUND/LITERATURE REVIEW

Vyas and Srinivas 2002 stated that majority of the internet users were having positive attitude .

Towards online buying of products/services. There exists a need for developing awareness about consumers' rights and cyber laws. Marketers are required to educate

consumers. It calls for developing a better distribution system for online products.

Jarvenpaa, S. L., & Todd, P. A. 1997 mentioned that people are attracted to E-Shopping not only because of convenience provided by it , but also because of broader selections, comparative pricing , and access to information.

According to Husenoy and Yildirim the lack of physical interaction tends to be one of the main disadvantage.

Demangeot and Broderik (2010) also mentioned that the perceived ease of use does not affect the behavioural pattern in case rather influenced by security and privacy issues.

According to (Shanthi & Desti, 2015) the age also affects the perception of online-Shopping. Older people are not attached as much as younger ones are of online Shopping.

According to (Thakur, 2016) the online Shopping is most often used among (20-25) age divisions.

According to (Vegiyayan Ming and Harun, 2013) information quality and purchase quality are statistically significant in the case of customer satisfaction in Malaysia.

The following statement helps that what are the factors which affects the customers decision while E-Shopping

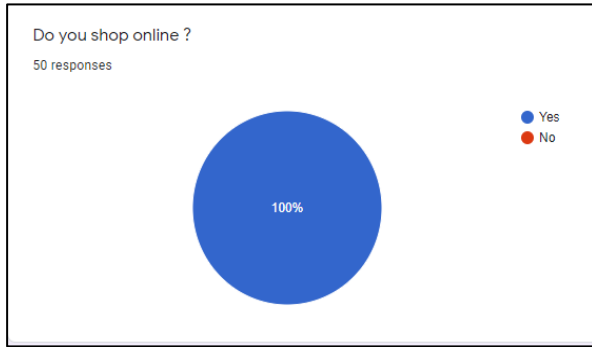
(Zeithaml et al., 2002) states that "Computer anxiety" is defined as an individual's fear when he is faced with the possibility of using computers

4. METHOD AND MATERIALS

- A questionnaire is an instrument consisting of series of questions .Questionnaires are like type of written interview. They can be carried out face to face, through telephone, computer or post. In this survey two research method questions were used those are Quantitative and Qualitative.
- Following are the types of questions used in the survey :
 - Open Ended Questions
 - Multiple choice Questions
 - Dichotomous Questions

5. DATA AND RESULTS :-

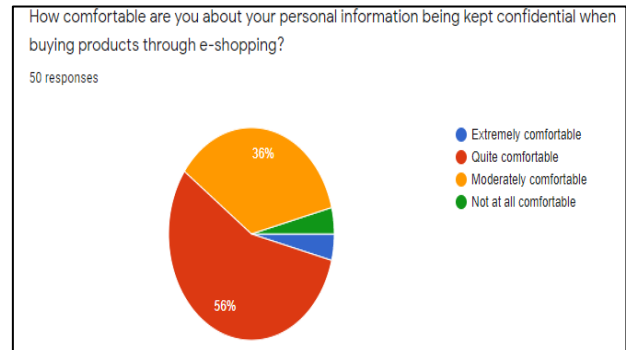
This survey was conducted among 50 respondents, here in this first survey question it was asked whether respondents have used E-Shopping or not, everyone had agreed that they have used E-Shopping.



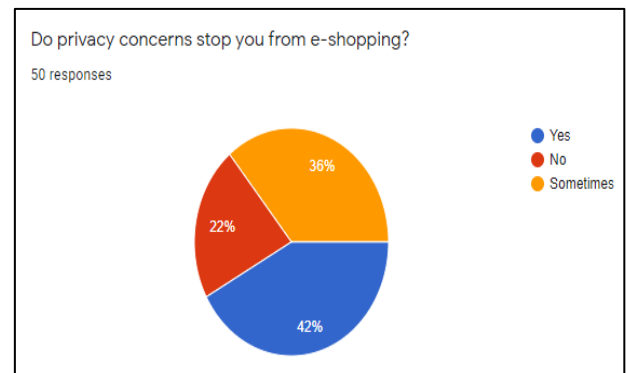
Here 30 respondents would prefer shopping in stores and remaining 20 respondents would prefer E-Shopping over shopping in stores..



Here 28 of respondent are quite comfortable with using E-Shopping, whereas 18 respondents are moderately comfortable with using E-Shopping, 2 respondents are extremely comfortable and 2 respondents are not at all comfortable.



Here 22 people are not concerned about their privacy while using E-Shopping, 18 respondents are sometimes concerned about their privacy and 21 respondents are concerned about their privacy while using E-Shopping.



Here in the bar graph respondents have answered whether they agree or disagree with the statements :

E-Shopping is convinient to shop :

Here as evident in the bar graph 37 respondents agree with the convinience provided by E-Shopping , 7 respondent strongly agree with the convinience provided by E-Shopping whereas 6 respondents are neutral about the convinience provided by E-Shopping.

E-Shopping has wider variety:

6 respondent strongly agree's with the variety provided by E-Shopping . 33 respondents quite agree with the variety provided by E-Shopping. Whereas 11 respondents are neutral about the variety provided by E-Shopping .

E-Shopping has cheaper goods

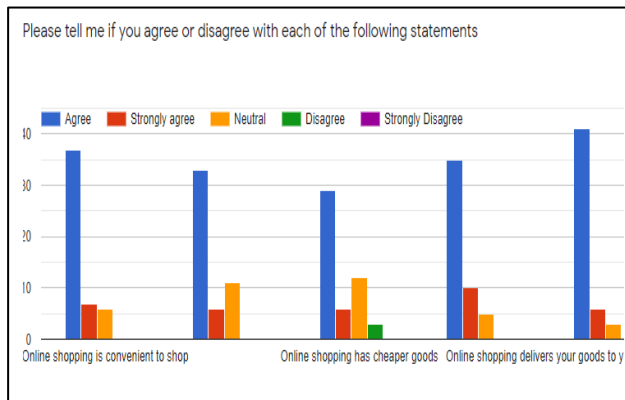
29 respondents agree that E-Shopping provides cheaper goods,12 respondents are quite neutral that E-Shopping provides cheaper goods, 6 respondent strongly agrees with that E-Shopping provides cheaper goods . 3 disagree with it

E-Shopping saves time and energy

35 respondents agree that E-Shopping saves time and energy, 10 respondents strongly agree with it whereas 5 respondents are neutral about it.

E-Shopping delivers your goods to your home without the need for travel

6 respondents strongly agree that E-Shopping helps reduce the effort to travel to get the product, 41 respondents agree whereas 3 respondents are neutral about it.



Here, there are some opinions given by the respondents regarding the facts which concerns them about E-Shopping

Do you have any major concerns when shopping online? If so, please tell me what they are?

50 responses

-
- nothing
- nothing
- nope
- Nothing
- Nope
- Most of the time, The product delivered is way different from product displayed...p.s Electronics
- whether the product is as it is mentioned in the website
- Recording my buying patterns for advertising

Do you have any major concerns when shopping online? If so, please tell me what they are?

50 responses

- sometimes products are not as same as shown in the website
- frauds in online shopping
- it becomes difficult to check the quality of the product before placing an order
- Dress material cannot be accessed physical hence quality of cloths not ensured
- misuse of personal data while performing online payment
- not being able to physically examine the product
- If site is not secured, you have a risk of losing your card information.
- No guarantee of getting product in original shape, might get damage on the way.

50 responses

- rejected products not picked up in time
- Customer services center should be available 24/7 in all web based stores
- can't check the quality of products before purchasing
- bank data being misused
- no
- delivery doesn't happen in given time
- lack of interactivity with the retailers
- personal data being saved
- not being able to check the product

6. DISCUSSIONS

The purpose of this survey was to determine the advantages and disadvantages of E-Shopping.

Open ended, Dichotomous Questions and Multiple Choice Questions were used in this survey. Through survey analysis it can be concluded that 100% of the total respondent were aware and have used E-Shopping i.e. they have experience of E-Shopping.

After analysing the results of survey it can be concluded that majority of the respondents would prefer shopping in stores over E-Shopping, This gives us insight that most of respondents are not comfortable with E-Shopping.

84% of the total 50 respondents present the advantages of E-Shopping as

- Convenience
- Variety in products
- Time and Cost Efficient
- Provides cheap products

1.2 % of total 50 respondents disagree with the advantages. Whereas 14.8 % of respondents neither agree or disagree with the advantages i.e. they were neutral.

Facts which concerns the consumers while E-Shopping:

- Lose of Tactile experience.
- Security Concerns.
- Delay in delivery
- Storage of customer's pattern data.

7. CONCLUSIONS

E-Shopping is one of the most popular way which is used for shopping, but it's not something that everyone is comfortable using .There are positive as well as negative approach with this shopping method. The survey showed that there are several advantages and disadvantages of E-shopping .The advantages of E-Shopping are fast, smooth, time efficient and easy.

On the other hand the disadvantages that are specified by the respondents are Unreliable, Uncertain and risk taking since many of the respondents were not sure about the security provided by the websites. Other disadvantages stated by the respondents were that the lack of physical inspection of products before purchasing it.

According to the respondents delay in delivery is also one of the disadvantages.

Once the disadvantages of E-Shopping is reduced the usage of E-Shopping will increase.

Regarding Security concerns online websites can use techniques so that they can gain trust of consumers,

for e.g.

For example an online website should provide assurance to the new consumer that the website is secured and their payment data will be kept secure as there won't be any security breach with in the website , After assessing the assurance provided by the websites , the new consumers will get comfortable for using E-Shopping in future .

Another main disadvantage which came in to scenario was lack of tactile experience.

People are not comfortable to buy products by just visually inspecting it, so in future the online websites should work on the disadvantages so that they could gain more number of consumers.

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9. REFERENCES

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