

E-Shopping: Frictions, Vexations and Solutions

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ABSTRACT: E- Commerce has augmented rapidly in the recent years with the development of internet. Online shopping is the third most popular activity on the internet after email and web browsing. As more and more businesses continue to establish an online presence, they are finding that some consumers are still reluctant to shift in that same direction. For various consumers there are still concerns with security and passing personal data over the Internet. One advantage of shopping online is being able to quickly seek out deals for items or services with many different vendors. Another major advantage for retailers is the ability to rapidly switch suppliers and vendors without disrupting users' shopping experience. Online shopping has transformed the way of shopping of the individuals. It has turn out to be a part of every other person and it has made shopping the most convenient option. But there are some major problems also which one can face in online shopping. Online shopping has transformed the way of shopping of the individuals. It has turn out to be a part of every other person and it has made shopping the most convenient option. But there are some major problems also which one can face in online shopping. Online shopping initiatives are increasingly luring working professionals, women and children. To take advantage of this growing opportunity, retailers must ensure they are addressing the needs of potential customers, which include attractive pricing and the convenience of ordering online. The e-commerce boom has certainly changed the way we shop for the better. But, like everything else, the world of online shopping is not all roses. Online shopping is far too convenient to get hindered by these problems. But if e-commerce sites can fix these issues, they will certainly improve customer experience and hence generate more sales.

KEYWORDS: Online Shopping, Buying Behaviour, E-Commerce, E-Shopping

I. INTRODUCTION

E- Commerce has augmented rapidly in the recent years with the development of internet. This ease of access to internet and as because the online stores are available 24 x 7 and their inventories are frequently more complete than those of their brick and motor counterparts it has driven consumers to shop online. Online shopping is the third most popular activity on the internet after email and web browsing. Online shopping is used as a intermediate for communication and electronic commerce, it is to boost or pick up in value, quality and attractiveness of delivering customer benefits and better satisfaction, that is why online shopping is more of convenience and day by day escalating its popularity. Through electronic marketing and internet communication business firms are coordinating different marketing activities such as market research, product development, inform customers about product features, promotion, customer services, customer feedback and so on. However, not all consumers are participating in online transactions as part of the Internet boom. As more and more businesses continue to establish an online presence, they are finding that some consumers are still reluctant to shift in that same direction. For various consumers there are still concerns with security and passing personal data over the Internet. There is a disparity between the number of consumers who visit a site and the number of actual purchases being made (Shim et al., 2001; Changchit, 2006).

1.1 DRIVERS OF INTERNET SHOPPING

- ✦ Online stores are open 24 hours a day and many consumers have internet access both in work and at home. In fact a step ahead the internet is in their hands in the form of mobile internet. Thanks to the network carriers who offer internet at various convenient charges. On the other hand the conventional store requires travel and must take place only during business hours.

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- ✚ In the event of problem with the purchased product the consumers are concerned with the ease with which they can return an item for the correct one or for a refund. Online companies have more munificent return policies to compensate for the customary advantage of conventional stores.
- ✚ Online stores endow with a to supplemental merchandise information, such as instructions, safety procedures, demonstrations, or manufacturer specifications. Some provide background information, advice, or how-to guides designed to help consumers decide which product to buy.
- ✚ Some stores even allow customers to comment or rate their items.

One advantage of shopping online is being able to quickly seek out deals for items or services with many different vendors. Another major advantage for retailers is the ability to rapidly switch suppliers and vendors without disrupting users' shopping experience.

1.2 TRENDS IN INTERNET SHOPPING

Online shopping in India is in its blossoming stages. However, more and more people are getting hold of confidence about shopping goods online. Consequently, online shopping trends are recuperating and guarantee a vivid future. The internet has been around in India since quite some time now.

1.3 FRICTIONS IN INTERNET SHOPPING

Online shopping has transformed the way of shopping of the individuals. It has turn out to be a part of every other person and it has made shopping the most convenient option. But there are some major problems also which one can face in online shopping.

- Quality issues
- Delivery/logistics
- Digital payment failures
- Hidden/additional charges
- Unclear return and guarantee policies
- Lack of security

1.3.1. Quality Issues

The major problem while buying stuff online is that one has no assurance of a product's quality. Reviews are not always reliable and all the research can't assure the product's quality. False sellers who purposely misinform customers to increase sales are the prime reason for faulty/sub-par products being sold online. With the volume of goods e-commerce companies handle these days, it can be quite tricky for them to conduct quality checks on each and every one of the products they're selling. Additionally, the issue of getting the right size remains a serious hitch for buying clothing and footwear online. Sizes vary from brand to brand, and since one cannot try out the products before buying them, selecting the size is always a gamble.

1.3.2. Delivery and Logistics

One tight spot that constantly turns up while shopping online is when the order will be delivered. While all e-commerce sites have order tracking systems for their customers, they aren't always precise. Delivery personnel often turn up at customers' homes when they are at work or out somewhere as there's no way to fix a particular time slot for the delivery to take place. This similar issue exists while returning products. Another problem is that the immense majority of the Indian population which lives in rural areas and Tier-III cities is unable to shop online because not all e-commerce sites provide delivery services to their locations.

1.3.3. Digital Payment Failures

Whether a customer is paying by credit/debit card, net banking, or one of the several digital wallets that exist today, the failure of digital payments always looms transparency while making online transactions. An uncertain internet connection or a technical malfunction often results in the payable amount being debited from a customer's account without being credited to the seller. And retrieving this amount is anything but a quick process; one has to inform the site and then wait around 7-10 days before the amount is refunded to their bank accounts. But this situation

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is steadily getting better as the sector is focusing more on cashless transactions and customers are getting more informed about making payments online.

1.3.4.Hidden/Additional Charges

Everyone has experienced on spotting a great deal on a product and when they one click away from purchasing it they would notice an additional shipping charge. This is commonplace on all e-commerce sites when your order amount isn't high enough to meet the criteria for free shipping. And even when it is, sometimes these shipping charges are added on each individual product (if you're buying multiple products of course) and not the collective order.

1.3.5.Unclear Return and Guarantee Policies

Since there is no idea of the product's quality until it gets in our hands, returning things purchased online is pretty a regular feature. Unless a customer shops from one of the established e-commerce companies, it's vital to go through the return policy while making a purchase. But the majority sites have unclear return policies that can leave the customer with a inferior product and no way to return it. The same applies for guarantees, as most sites don't clearly mention what the policy is for a product and then snub to carry out replacements if the customer receives a damaged product.

1.3.6.Lack of Security

Cyber security, or more precisely the lack of it, is a major problem on the internet today. E-commerce sites record important customer data like name, phone number, address, and bank details. If these sites don't execute rigorous cyber security measures, the customers' data is at risk of falling into the immoral hands who can then wreak havoc on your bank account. Most of the big players in online shopping community certainly encompass the best-in-class security measures to guard their customers' information, but the same can't be said regarding the myriad minor sites that may not have the expertise to do so.

II. EXATIONS AND SOLUTIONS

2.1 DEFICIENT IN CHOOSING SUPPORT

It's a common acuity that having a large assortment of products is key source to online dominion. However, psychology experts suggest that choosing between a hefty numbers of products can be physically exhausting. Presenting loads choices without any choosing support is a source of great consumer vexation. Once the shoppers are stressed out, there's every possibility that they won't choose anything at all.

Solution:It's crucial to always consider the mind and the purchase behaviour of every customer. Many consumers, especially millennial, shop online not knowing what they want exactly, but they know they want it fast. It's the e-tailers' chance to step up as passionate and knowledgeable expert who helps them discover products that they'll love and provide them ways to easily and instinctively pick the product that's right for them

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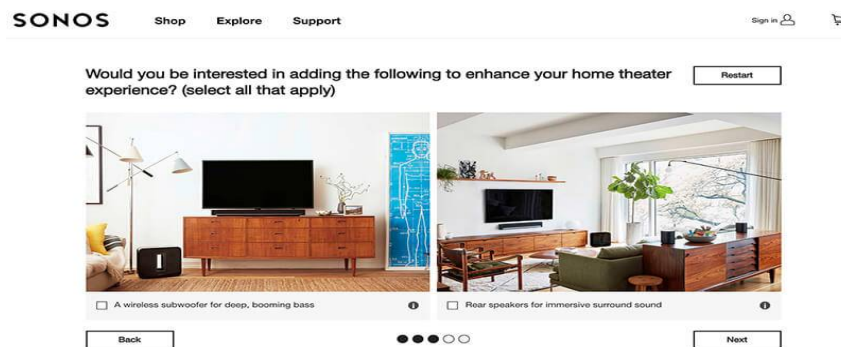
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Example: Sonos Speaker Selector.

Fig .1



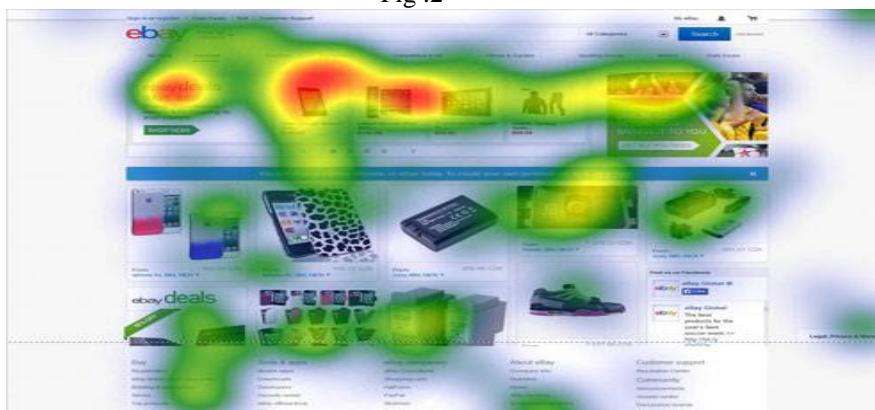
Digital advisor at Sonos, by offering an interactive product advisor, Sonos makes it easy for shoppers to figure out which sound system is best for them in a few steps

i. Knotty Websites

While shoppers are attracted to complex-looking sites, they are increasingly frustrated by complicated site navigations, irresistible options and irrelevant details. Studies by Forrester Research estimate that approximately 50 percent of potential sales are lost because visitors can't find what they are looking for. Your visitors shouldn't have to learn how you want them to navigate your site, it should come naturally.

Solution: Make sure that the navigation and site structure is simple, yet informative. The e-tailers can use heat map tools to understand what their shoppers are trying to do and lessen the number of clicks it takes them to locate the products they're looking for. Confiscate all the clutter that can sidetrack your visitors and allow them to get a good feel for your company and the products you're selling.

Fig .2



Source: www.eyeproved.com

An effortless and intuitive navigation not only reduces shopper frustration, it's also a great confidence builder. Simply put, make them fall in love with you and your store on first sight.

ii. Lacklustre Experience

The attention span of an online shopper isn't any shorter than that of any other shopper on the high street. The only key difference is once the online shoppers are distracted, uninspired or uninterested they're gone.

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Solution: Create affluent, pleasing adventures that resonate with today’s impatient shoppers. Generate integrating approaches and technologies make shopping more interactive and engaging, such as:

- Interactive product guides
- Social shopping

These are some of the great ways to sustain your shopper’s attention, and, the e-tailers should remember to always design their website with speed in mind. Not all customers have access to the same high-speed internet.

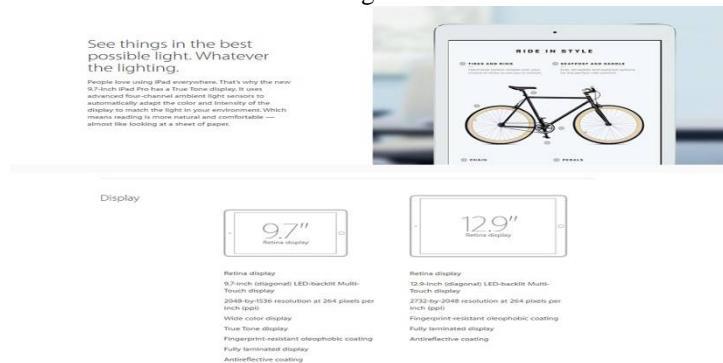
iii. Missing Product Information

Consumers hate dealing with returns just as much as retailers or brand manufacturers do. They refuse to purchase a product online, if they cannot capture it mentally or cannot imagine how it will look like once unpacked. Failing to furnish product information that addresses the shopper’s queries about a product is a crucial mistake. It reduces the e-tailer’s reliability and triggers its visitors to leave the site in a hot second.

Solution: To shun ticking online shoppers off, facilitate them to assess your product as it should be and provide them with all the information they require to feel comfortable in purchasing your product. Use the same structure and spec labels for similar products to help your customers compare and decide.

Example: Experience-based descriptions and Specification information of iPad Pro at apple.com

Fig .3



iv. Virtual Reality

Humans are tactile beings and their sensory experiences are the fundamental part of their shopping experience. Not being able to physically try out and feel a product is most likely one of the major cons of online shopping. To make up for this disadvantage, online retailers have to go the superfluous mile and sell an experience, not just the product.

Solution: Entice your shoppers with compelling convincing product descriptions and images that highlight the benefits of each feature, attribute and appeal to their imagination. The best product descriptions go beyond telling shoppers what the product is, indeed it explains why it’s great for them. Exemplify how the product feels, how it helps them solve a problem, save time, or how it makes them happier. Complement the text with real-time pictures, graphics and videos.

Example: Fashion juggernaut ASOS allows its shoppers to watch unique ‘catwalk’ videos to better understand how long the garment is, how it is cut, how it fits, and how it moves ultimately, helping shoppers make better purchase decisions.

It is found that customers will shop from a business again if they were satisfied with the experience. So yes, going that extra mile for your customers and addressing their pain points will certainly pay off in one way or another. Conversions happen when you get the basics right and go beyond simply putting products out on display.

IV. DISCUSSION AND CONCLUSION

Online shopping is undoubtedly on an ascendant trajectory. While 43% of sales are influenced by online, online sales account for only about 9% of retail. It’s still a striking figure, but it also shows that there’s huge scope for development and enhancement. There are still groups of online shoppers who still snub to purchase online. To take advantage of this growing opportunity, retailers must ensure they are addressing the needs of potential

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customers, which include attractive pricing and the convenience of ordering online. The rapid growth of online coupon sites suggests that consumers in India are looking for deals, highlighting the need for online retailers to adopt effective marketing and pricing strategies for their goods. Online shopping initiatives are increasingly luring working professionals, women and children. What have added most to online shopping is household appliances and apparel and groceries. The customer behaviour is changing dramatically. People are not only using the web to book air tickets and movie tickets but also do not hesitate in placing orders for mobiles, laptops and other consumer electronics and home appliances even food and stuff. Seeing this bold consumer behavior, more companies are collaborating with such daily deal and discount sites. In the growing competition space, companies with good delivery services score points over others. Keeping in mind this growing potential, not just large brand but even general retail chains is upgrading their sites for ecommerce, making it more convenient for customers to place online purchase orders.

The e-commerce boom has certainly changed the way we shop for the better. But, like everything else, the world of online shopping is not all roses. Despite all the efforts of e-commerce companies to alleviate them, there are a few problems that customers still have to face while shopping online. Online shopping is far too convenient to get hindered by these problems. But if e-commerce sites can fix these issues, they will certainly improve customer experience and hence generate more sales.

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