

RESEARCH PAPER

A study of factors which restrain consumers from online shopping in Lucknow, the capital of Uttar Pradesh

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ABSTRACT

E-commerce has made it easier for small business owners, artists and entrepreneurs to sell online from an online store or website. It is easy for the customers to compare products online than at malls or physical stores and there is a lot of information available online regarding products so why not use this vast information. This study will help the e-tailers to change their course of action, logistics or marketing strategies to attract more customers online and win their trust with lesser complains and increased profit for the firm. Samples were selected by convenient and purposeful sampling from a large number of customers at Lucknow. The sample size was 150 and people were interviewed from various areas of Lucknow to get diversity in the sample. The data was analysed by using percentage method. Out of 150 respondents 29 face the problem of not getting products delivered at their door step which represents 19 per cent of respondents. 52 per cent respondents find high prices of a product (when compared to the price of the same product offline) a major reason to abstain them from purchasing online. There has been a small number (12 out of 150 respondents) of respondents who have experienced a change in colour of the actual product yet that number counts and because of this these respondents do not want to shop online with those particular websites and lose their trust on most shopping sites. Out of 150 respondents 77 have received poor or low quality of products which did not match to their expectation and so they now do not want to continue shopping online with particular websites because of such products received through online purchase. This number shows 52 per cent of respondents who have already lost their trust on various e-tailers. Around 7 per cent respondents abstain from shopping online as they do not want to disclose their account number or debit/credit card details to websites which cannot be trusted for personal details and do not provide COD facility.

KEY WORDS : Online shopping, Respondents, Products

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An increase of humans penetrating into the digital world and gaining an access to cheaper and easily available internet through computers, tabs, smart phones gave rise to online marketing and so purchasing goods and services online became a trend and then a need. Shopping online has become more practical and convenient. E-commerce has made it easier for small business owners, artists and entrepreneurs to sell online from an online store or website. It is easy for

the customers to compare products online than at malls or physical stores and there is a lot of information available online regarding products so why not use this vast information. There is also no limitation of time with online shopping too so people can just sit back with their laptop, tab or smart phone and shop at any day of the week and at any time of the day whenever it is suitable. Online shopping is a multibillion dollar industry worldwide and is expected to grow by 8 per cent to 12 per cent in the next few years. Every time people appear to shop online, they not only spend more time than before but also more money than before. An estimated 1.66 billion people worldwide purchased goods online in 2017. In the same year global e-retail sales amounted to 2.3 trillion U.S. dollars.

In the years to come e-commerce is expected to boom in Asia. Digital buyers in this region are projected to become more than 60 per cent internet users of the region. Whereas in India e-commerce penetration is 30 per cent till now and there is a lot of scope for improvement. World's rapidly increasing diverse population creates challenges as well as opportunities for people. Online shopping is such mode which is providing opportunities for consumers as well as e-tailers as well as new challenges for both the genres. But everything has its pros and cons and so has online shopping too. Where there are people who depend on internet for most of their shopping, there are also people who do not want to purchase online due to certain perceived risks or disadvantages involved with online shopping. For online consumers' perceived risk is defined as a degree to which a person expresses uncertainty about a service or product (Mathur, 2015). In an online shopping environment, as compared to an existing physical one, greater risk and less trust are expected because of the fact that there is huge difficulty in evaluating a product as there are no visual or tangible indications related to the quality of the product nor face-to-face interaction with sales personnel and the purchase is affected by security and privacy issues (Laroche *et al.*, 2005). Therefore, it is assumed that people may feel a certain degree of risk when purchasing a product through the Internet. For example, consumers are worried that the Internet still has very little security concern with respect to using their credit cards and disclosing personal information or concerned about purchasing a product from sellers without physically examining the products

(Paul, 1996). Lucknow is a fast developing city. The capital of Uttar Pradesh and has an average literacy rate of 77.29 per cent which among males is 82.56 per cent and among females is 71.54 per cent. With increasing literacy rate there is increased online penetration giving rise to online shopping too. Youngsters of the city as well as elders and aged people do a lot of online purchases now-a-days as they have access to various websites from where they can purchase items of their liking without wasting time in markets. With increasing population of the city people find it better to shop online rather than spend most of the time travelling within the city. Still there are matters of concern where people inspite of being educated and possessing good internet facility do not want to shop online. This study will help the e-tailers to change their course of action, logistics or marketing strategies to attract more customers online and win their trust with lesser complains and increased profit for the firm.

METHODOLOGY

Samples for the study consisted of youngsters, adults and old aged people of various income groups and from both the sexes (whether married or unmarried). Samples were selected by convenient and purposeful sampling from a large number of customers at Lucknow. The sample size was 150 and people were interviewed from various areas of Lucknow to get diversity in the sample. The data was analysed by using percentage method.

ANALYSIS AND DISCUSSION

Location of respondents many times creates a barrier in online shopping even if people are willing for online purchases. While surveying people living in outer areas of Lucknow like Mati Industrial area (Deva road), TSM (Amausi) etc. It was concluded that most of the shopping websites do not provide home delivery to these less reached places as there are less customers or perceived risk of the delivery person to get misguided or even robbed in some cases. Table 1 and Fig. 1 shows that out of 150 respondents 29 face the problem of not getting products delivered at their door step which

Table 1: Effect of location on online shopping			
Does your present location abstain or stop you from purchasing online?			
	Yes	No	Total
Number of respondents	29	121	150
Percentage of respondents	19%	81%	100%

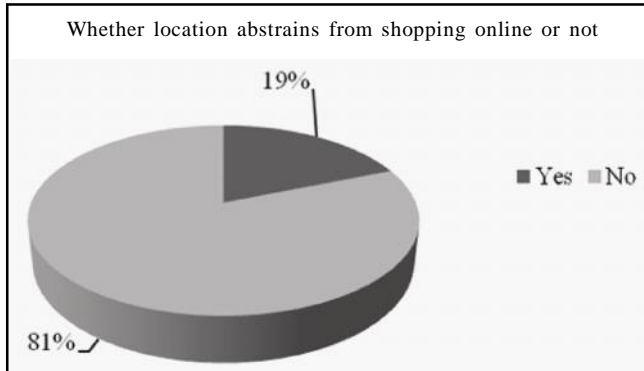


Fig. 1 : Pie chart showing the effect of location on online shopping

represents 19 per cent of respondents. This tends to be a big reason enough for people (living in very interior or outer areas of a city or town) not to purchase online.

High price of a product is another factor which to a certain extent reserves the reason to abstain people from shopping online. Table 2 and Fig. 2 shows that around half *i.e.* 52 per cent respondents find high prices of a product (when compared to the price of the same product offline) a major reason to abstain them from purchasing online. This represents 77 respondents out of 150 find online prices of same products to be high. Most people who purchase products online do check their prices offline in the local market and sometimes seek the favour of a known shopkeeper or being an old customer to get products at low prices. Whenever they find the online prices to be higher than the local markets, it works in

Table 2 : Effect of high prices of online products on online shopping

Does high price abstrain or stop you from purchasing online?	Does high price abstrain or stop you from purchasing online?		
	Yes	No	Total
Number of respondents	77	73	150
Percentage of respondents	52%	48%	100%



Fig. 2 : Pie chart showing the effect of high prices of online products on online shopping

favour of offline purchasing. Studies reveal that price perception, when measured on a comparative basis, has a direct and positive effect on customer overall satisfaction and intention to return (Jiang and Rosenbloom, 2005).

Whenever consumers order a particular colour of a product, they are very particular about receiving exactly the same colour of the product. Sometimes the websites do not specify the colour, exact size or expected details of the product which acts as a disadvantage for the seller. Studies suggest that the level of interactivity and the amount of information provided by the website has a significant effect on customer satisfaction (Ballantine, 2005). Once the customer is satisfied regarding the quantity, quality, size, colour or specification of the product he or she develops a trust. If that trust is broken in the form of distorted specifications or wrong colour of the actual product the website not only loses its current but also prospective customers. Table 3 and Fig. 3 showcase that nearly one-fourth (30 out of 118 respondents) of respondents who have experienced a change in colour of the actual product yet that number counts and because of this, these respondents do not want to shop online anymore and lose their trust on all shopping sites.

Table 3 : Effect of change in colour of actual product on online shopping

Does change in colour of the actual product abstrain or stop you from purchasing online?	Does change in colour of the actual product abstrain or stop you from purchasing online?		
	Yes	No	Total
Number of respondents	12	138	118
Percentage of respondents	8%	92%	100%



Fig. 3 : Pie chart showing the effect of change in colour of actual product on online shopping

Quality of the actual product is a major determinant in developing or destroying the image of an online shopping website. Many websites find themselves

successful in selling nominal or poor quality products to consumers who are less experienced in online shopping and so they end up purchasing low quality goods. But such companies never gain the trust or confidence of the consumers and so fail to get a dedicated consumer base anytime. Studies suggest that information quality and product quality affect customer satisfaction and firm's benefit which in turn are significantly related to each consumer site commitment and actual purchase behaviour (Park and Kim, 2003). Table 4 and Fig. 4 show that out of 150 respondents 77 have received poor or low quality of products sometime or the other which did not match to their expectation and so they now do not want to continue shopping online specially through the particular website because of such products received through online purchase. This number shows 52 per cent of respondents who have already lost their trust on some e-tailers.

Table 4 : Effect of poor quality of actual product on online shopping

Does low or poor quality of the actual product abstain or stop you from purchasing online?			
	Yes	No	Total
Number of respondents	77	73	150
Percentage of respondents	52%	48%	100%

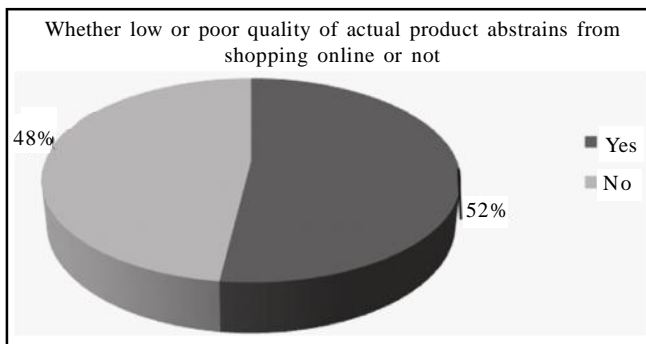


Fig. 4 : Pie chart showing the effect of poor quality of actual product on online shopping

In online shopping the purchases are made online and so the payments are also mostly done online through debit or credit cards, e-wallets or in some cases Cash on Delivery (COD). Out of all these options only COD qualifies to be a medium of payment on which consumers trust because payment has to be made only when product is in the hands of the consumer. In all other cases whether through debit/credit cards or e-wallets the consumer

faces a lot of risk and cannot trust the website for his account number or card details. There are websites which do not provide the COD or even e-wallet facility and therefore lose prospective customers who are willing to take pain and time to find their choice of product offline rather than risking their bank accounts online. Table 5 and Fig. 5 shows that most of the respondents *i.e.* around 64 per cent abstain from shopping online as they do not want to disclose their account number or debit/credit card details to websites which cannot be trusted for personal details.

Table 5: Effect of risk in payments on online shopping

Does risk in payments through debit/credit cards or no COD facility (in most cases) abstain or stop you from purchasing online?			
	Yes	No	Total
Number of respondents	11	139	150
Percentage of respondents	7%	93%	100%

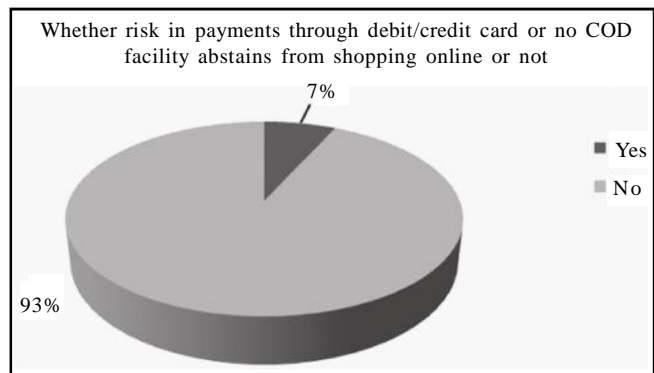


Fig. 5 : Pie chart showing the effect of risk in payments on online shopping

Conclusion :

In a nutshell most consumers who shop online cannot develop trust on e-tailers because they are not satisfied with the products and also do not want to disclose their personal and financial details with e-tailers. Online shopping is a medium of purchase where there is no 'touch and feel' feature with the product and so the e-tailer companies need to really make a genuine effort and offer quality products at the desired point of consumers according to their desired mode of payment to win and sustain the confidence of the buyers and to turn more potential buyers into actual customers.

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