

DELIVERY ISSUES: A STUDY ON PROBLEMS FACED BY RURAL YOUTH IN E-SHOPPING

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ABSTRACT

Internet has made a revolutionary impact in day-to-day communications and transactions. It is deemed as one of the fastest growing mode used for buying. Online shopping is a fast and efficient way for consumers to obtain goods and services. Electronic commerce is highly competitive sector which relies mostly upon its delivery services for the product to reach consumers. A failure at any step of the delivery procedure leads consumers to disappointment. This study helps to understand the delivery issues commonly faced by rural youth in e-shopping. The researcher has used convenient sampling technique to collect the data from 100 respondents and studied the result statistically. Three major factors are identified that influences the delivery issues greatly. The online sellers can make use of these results in order to understand the occurrence of delivery issues to avoid the problems they face in the e-shopping easily.

Keywords: E-commerce, Delivery, e-Shopping and Rural Youth.

INTRODUCTION

The world is digitalized because it is ruled by the internet. The growing use of internet offers a wide outlook for online selling. Internet is constantly changing the way in which consumer obtain goods and service with the increase in internet usage, online purchasing is becoming more popular among people of different age. The reasons for moving from offline to online shopping are convenient, availability of large variety of goods, free door delivery and cheaper price, etc. These days the internet shopping is developing into a well accept habit for consumers to purchase goods. But is not something that everybody is at ease in doing, because they faced lot of problems while shopping online. Hence, it very important for the online marketers to know difficulties faced by rural youth in Thoothukudi district.

STATEMENT OF THE PROBLEM

Though the internet shopping is more widespread now, the future of online shopping looks bright and promising. But the rural consumers are slow in showing interest towards e-shopping, because of delivery issues. This issue become an obstacle or a stumbling block both for online buyers as well as selling companies. The problems in online shopping may arise at anytime from entering the websites for purchase or while consuming the product or even after sales services. There are numerous studies done on the problems faced by youth in internet shopping but the study of delivery issues among rural consumers in Thoothukudi

district is very less. Therefore, this paper aims to find out the delivery issues of online consumers and offer suitable suggestions to overcome them.

REVIEW OF LITERATURE

Yi-Fen Chen, et al., (2017) studied that the outlook of the leaders plays an important roles in interpersonal communication. Marketers can get in touch with these leaders to reduce costs and to develop overall communication efficiency. This study examines the effects of observed risks and shopping values on online consumers buying intention. The finding revealed that the buyers feel that positive suggestion given by leader can improve buyer intentions.

Muthumani. A, et al., (2017) examined that online shopping is one of the most popular ways to make purchases. Internet shopping is becoming more common every day and shoppers of all ages come from all types of backgrounds considering the pros and cons carefully. So the researcher can make an informed decision about what is best for consumers. In this paper an attempt is made to know the products purchased by consumers from online stores and to identify the problems faced by consumers while buying goods from online shopping.

Ramesh. S, and Senthilkumar, A. (2019) aimed to analyze and grade the problems of consumers in online buying. Garret ranking method was applied to find out the ranking distribution pattern of consumers in online purchase and the problems faced by them. It is found that the delay in delivery; change of product colour, size and damaged products delivered are the major problems faced by online consumers.

Jaya Prabha¹, R. and Karunanidhi, M. (2019) studied the internet shopping which is a form of e-commerce and it permits consumers directly to get products or services from a seller by using web browser. Internet shopping has become popular over the years; mainly people find it feasible and easy to bargain from the shop for the sooth of their home or office. When buyers purchase goods from internet shopping, they do not touch or feel the product physically and they face other problems.

OBJECTIVES OF THE STUDY

The following are the main objectives of the present study.

1. To know the products bought by rural youth from online stores.
2. To identify the types of problems faced by rural youth while receiving goods from online stores.
3. To offer suitable suggestions for solving the problems faced by rural youth in online shopping.

METHODOLOGY

A study is conducted among rural youth in Thoothukudi district, by adopting convenient sampling method. Samples of 100 respondents were chosen for the study. The study is based on primary data and secondary data. The primary data was obtained through interview schedule and secondary data were collected from various resources like books and journals.

DATA ANALYSIS AND INTERPRETATION

Table: 1
Frequency Distribution of Gender, Age, Occupation, Area of Residence and Monthly Earnings of the Respondents

Demographical Factors		No. of Respondents	Percentage
Gender	Male	60	60
	Female	40	40
Total			100
Age	18-20Years	07	07
	21-23Years	86	86
	24-26Years	05	05
	27-29Years	02	02
Total			100
Occupation	Student	89	89
	Employee	08	08
	Business Men	03	03
Total			100
Area of Residence	Urban	10	10
	Semi-urban	22	22
	Rural	68	68
Total			100
Monthly Earning	Nil	85	85
	Upto Rs. 5000	09	09
	Rs. 5000 to 10000	03	03
	Rs. 10000 to 15000	02	02
	Above Rs. 15000	01	01
Total			100

Source: Primary Data

The demographic profile of the respondents was collected by using five parameters namely gender, age, area of residence, occupation and monthly earning of the respondents. From the above table, it clearly that out of 100 percent, 60 percent of the respondents are male consumers and the remaining considerable proportions 40 percent of the respondents are female. It is inferred that most of the respondents' i.e.60 percent are male consumers who are

more in number as compared to female and they access internet frequently to buy goods and services.

The table reveals that out of total respondents, 7 percent of the respondents are in the age group of 18 to 20 years, 86 percent of the respondents are in the age group of 21 to 23 years, 5 percent of the respondents are in the age group of 24 to 26 years and 2 percent of the respondents are in the age group of 27 to 29 years. It is inferred that majority of the respondents i.e. 89 percent who are in the age group of 21 and 23 years. It shows that the rural youth have more liking towards online purchase.

The table demonstrates that out of total respondents, 89 percent of the respondents are students, 8 percent of the respondents are employee and 3 percent of the respondents are business men. It is inferred that majority of the respondents i.e. 89 percent are student. It indicates that students who are more exposed to the fashion and have more trust on online shopping.

The table shows that out of total respondents, 10 percent of the respondents are living in urban areas, 22 percent of the respondents are living in semi-urban areas and 68 percent of the respondents are living in rural areas. It is inferred that maximum number of respondents i.e. 68 percent are living in urban areas. It shows that the urban consumers have more possibility to access and buy goods online.

The table reveals that out total respondents, 85 percent of the respondents are not earning, 9 percent of the respondents earn upto Rs. 5000 monthly, 3 percent of the respondents earn Rs. 5000 to 10000 monthly, 2 percent of the respondents earn monthly Rs. 10000 to 15000 and 1 percent of the respondents earn above Rs. 15000 monthly. It is inferred that most of the respondents i.e. 85 are students. It indicates that they do not have a big salary.

Table: 2
Rank the Problems faced by Rural Youth Online Shopping

S. No	Problems Faced	Mean Score	Garret Ranking
1	Delivery person refused to come to my location	47.84	I
2	Product delivered was different from the picture shown online	46.94	II
3	Damaged product packaging was received and the delivery person refused to return it	42.57	III
4	Wrong product were delivered	41.94	IV
5	Products were damaged when delivered	36.71	V
6	No warrantee and Guarantee for the delivered products	33.02	VI
7	Delivery person mark the product as 'delivered or rejected by consumer' even though he did not deliver the goods	30.14	VII
8	Delivery person asks for a tip after delivery	28.35	VIII

Source: Computed Data

The table ranks the problems faced by youth in online shopping in present context. Here 'Delivery person refused to come to my location' is ranked first with the Garrett score of 47.84 points. This is followed by the second and third ranks which 'Product delivered was different from the picture shown online' and 'Damaged product packaging was received and the delivery person refused to return it' with the Garrett scores of 46.94 and 42.57 points respectively. 'Wrong products were delivered' and 'Products were damaged when delivered' are ranked fourth and fifth with the Garrett scores of 41.94 and 36.71 points respectively. They are followed by sixth, seventh and eighth ranks 'No warrantee and Guarantee for the delivered products', 'Delivery person mark the product as 'delivered or rejected by consumer' even though he did not deliver the goods' and 'Delivery person asks for a tip after delivery' with the Garrett score of 33.02, 30.14 and 28.35 points respectively.

SUGGESTIONS

To set right the problems faced by youth in online shopping the following are the suggestions on the basis of the findings of the study.

- Consumers must be made aware of various problems faced in online shopping especially by rural consumers.
- Online Marketers should create an effective consumer relation with rural consumers. So that the consumers' complaints can be resolved quickly by online sellers such as exchange of defect product and refund facilities.
- Consumers in the rural areas feel that the delay in delivery, delivery person refusing to come to delivery location and getting tip after delivery are the continuous problems faced by rural youth. So the selling company should create a monitory system to check whether the delivery person has delivered the product in the right location to right person.
- Selling companies should appoint a person to enquire the online consumers via mobile phone to find out whether the received product is without damage. If it is damaged or broken than an alternative goods can be given to consumers in order to satisfy and retain them for the future.

CONCLUSION

With increasing need for e-shopping nowadays, the aim of all the online selling companies is to consider ways and means to attract and retain consumers with minimum cost. This study concentrates on the delivery issue and how these issues can have an effect on rural consumers' buying behaviour. The finding of the study reveals that delivery person refused to come to the delivery location, product delivered was different from the picture shown online,

there is no warrantee and wrong/damaged products are major problems faced by the rural consumers in online shopping. If the above said problems are rectified quickly then it has got a high scope in the future.

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