

# Challenges for Online Shoppers in the Age of Personalization and Digital Marketing Era

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**Abstract**—In this global market, every country is competing each other in digital marketing. As the world changes, we have been facing different types of business trends and cultures in the fast moving economical world. Digital marketing is the weapon to attract the customer's needs and wants under a roof. It has happened due to more usage of smart phones in the hands of our people. The smart phone users has been increased from 600 million from the year 2023 to 750 million users by the end of 2025. People are spending more time in internet in day to day lives. so that many business has taken opportunity to create their sites and apps and playing a major role in the growth of economy. Smart marketers providing offers, coupons and free gift to attract the customers. This makes the people to buy more things and avail the services of many online sites. Even though, more technological developments are there, we are facing with many problems in purchasing of products and services through online. This study focus on the challenges faced by online shoppers.

**Index Terms**—Online shopping, consumers, Digital marketing, Challenges

## I. INTRODUCTION

In this fast moving world, radical changes in the technology has showed their impact in the way of shopping towards purchasing behavior. Although people would have visited many kirana shops, the easy way of shopping at their pace is online shopping. It makes the purchasing more and simpler and easier. Internets have its own advantage and reduce the time to purchase the products and services. It could make the purchaser to take a decision by viewing the products features at the door step. It has many wide range of products, brands under a one roof. They gathered more information of the products in the online. It helps the purchaser to

analyze and understand the features and do comparative study of price and brands determined by the different sellers. E-commerce is developing day by day in the heavy competitive market. People felt convenient through online shopping rather than visiting the shop and buy the product. Internet marketing makes a difference from the traditional way of buying the products. The difference between the traditional marketing and online selling is extent of communication between buyer and seller. They no need the visit the physical store to get the information of the products. Whatever the changes has happened, the core and basic of the business is to satisfy the customer. It should be carried in the online shopping also. It is important to Keep and maintaining the customers would be satisfied and to make them become as loyal one.

Online shopping:

Online shopping is the process whereby consumers directly buy goods or services from a seller in real-time, without an intermediary service, over the Internet. It is a form of electronic commerce. Online Shopping Scenario in India In past few years innovation in technologies relating to telecommunications has resulted in changes in many facets of our lives including the way of information searching, the way we make a booking for our travel plans and the way we buy products or services. Today undoubtedly purchasing through conventional brick and mortar retail stores is preferred, but along with it e-commerce or electronic commerce is spreading its roots as an alternate mode for shopping in India. The most popularly known form of e-commerce or electronic commerce is online shopping.

II. REVIEW OF LITERATURE

Pandey and Chawla (2021) reported that last mile delivery issues directly influence consumer trust and re-purchase intention .post pandemic studies indicate that consumers expect faster and more flexible delivery options ,failures to meet these expectations results in cart abandonment and platforms switching(Singh & Srivastava (2023) .Dharmawirya and Smith (2012) investigated the factors of repurchase through online. It had been done by random sampling technique. It suggested that performance expectancy and conditions were playing the important role on online shopping intention.

III. OBJECTIVES OF THE PROBLEMS

1. To study the Challenges faced by online shoppers in online shopping.
2. To provide suggestions to improve their performance in online shopping.

Analysis and interpretations

The researchers analyze the various problems of using online shopping.

Age	respondents	percentage
Below 20	15	15
20-30	65	65
30-40	10	10
40-50	05	05
Above 50	05	05
Total	100	100

Table Showing the Frequency Of Online Shopping

Frequency of online shopping (per month)	Respondents	Percentage
1-2 Times	75	75
2-34times	15	15
4-6 times	10	10

IV. SCOPE OF THE STUDY

This research is conducted in a narrow sense. It helps us to find out the Challenges faced by online shoppers towards online shopping. These studies further help us to know the reasons and provide suggestions towards online shopping.

V. LIMITATION OF THE STUDY

1. This study was conducted in limited areas.
2. The respondent might give biased answers.
3. Time and resource was a constraint.

VI. RESEARCH METHODOLOGY

Descriptive research method has been implicated in this present study. The research is accompanied by simple random and convenience sampling method .The researcher has undergone 100 samples from the total population. Research tools analyzed in this study were simple percentage and Garrett ranking technique.

Table showing the problems faced by online shoppers

Problems faced by online shoppers.	Mean score	Ranking
Quality issues	48.9	II
Delivery and logistics	52.18	I
Digital payment failure	32.55	VII
Additional charges	47.83	III
Lack of security	38.32	V
Receive damaged products.	40.14	IV
Unclear guarantee policies	38.01	VI

VII. FINDINGS

1. It is clear from the table 1- shows that 15 % were under below . 65% of them were lies between 20-30 age group. 10percent were lies between 30-40. 5% were lies between 40-50.
2. Majority (75%) of people buying the products only 2 times in a month.
3. Shoppers may felt that the delivery and logistics are the major problems to the quality aspects.
4. It is clear that 75% of the correlation between delivery and damaged goods.it shows that the problem in delivering the product may be the cause of damaged products.

VIII. SUGGESTIONS

1. E-commerce may create a trusted website to do a online shopping.
2. They might send the quick message about the payment of the product. So that they might feel be secured.
3. Provide a proper data regarding the products quality and the price quoted by the seller.
4. Shoppers must go through the return policy procedure to make a purchasing order.
5. Online websites must ensure about the quality and right of the information to their customers. Since transaction is online the customers must be ensured of web security and confidential card information. The online shopping could be made successful only by making the delivery of undamaged goods and proper delivery time.

IX. CONCLUSION

This study has revealed the troubles faced by the online shoppers towards online shopping. It reveals that online shopping is increasing day –by day among the young generation due to advancement of smart phones in their hands. It shows that the favorable attitude towards the online shopping. Respondents are satisfied with the products but they might have a little bit scarce about the security of their data.

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