

A STUDY ABOUT THE PRODUCT RELATED RISKS AND BENEFITS FACED BY CUSTOMERS ON ONLINE SHOPPING

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ABSTRACT

It has been noticed that in the era of 20th century many political, social and economical changes have occurred. Globalization has played a very important role. As a result of globalization many technological development has happened and has deeply affected the current rules of the business world. According to Li Na and Zhang Ping, (2002) examined and concluded that online shopping has become the third most popular Internet activity. The other activities are E - mail, instant messaging and web browsing. According to Jush and Ling, (2012) online shopping is the process where customers purchase a service or product over the internet. In E-Commerce US has flourished with sales figure of \$204 billion which is a decent hike of 17% from the previous year. Amazon has grown with an estimated turnover of US \$ 2.5trillion. E-Bay has risen to US \$ 1.89 billion in 2009. Most of the present literature research regarding convenience has focused on the brick - and - mortar traditional retail environment. There has been comparatively less exploration into convenience in online shopping. Tomar et al. (2017) carried a research on “Perceived Benefits of Online Shopping: Cognitive and Conative Influences”. The study identifies those perceived benefits of online shopping (PBOS), and categories them into meaningful factors. The study also examines the conative and cognitive influences of perceived benefits of online shopping on consumer’s attitude. The following statistical tools were used for analysis namely: Measures of Central Tendency and Dispersion (Mean and Standard Deviation) and Correlation. The respondents purchase their requirements in online; the research analysis concludes that the benefits and the risk faced by the customers are in the same level. Even though the respondents purchase goods and products in online they face much uncertainty and it is causing a non motivational aspect to them for their future purchase. A service facility where payment can be made after Product verification straight in front of the delivery boy should be encouraged. When products delivered are not in good condition, buyer return’s it back. Under such circumstances, buyer ends up paying one more time delivery charges. This levy should be extracted.

KEYWORDS: Product Related Risks and Product Related Benefits, Online Shopping