



ISSN Print: 2394-7500  
ISSN Online: 2394-5869  
Impact Factor (RJIF): 8.4  
IJAR 2023; 9(10): 234-236  
[www.allresearchjournal.com](http://www.allresearchjournal.com)  
Received: 20-06-2023  
Accepted: 21-07-2023

**Sridevi Mallick**  
Research Scholar, Family  
Resource Management, College  
of Community Science, Odisha  
University of Agriculture and  
Technology, Bhubaneswar,  
Odisha, India

**Pritishri Parhi**  
Professor, HDFs, College of  
Community Science, Odisha  
University of Agriculture and  
Technology, Bhubaneswar,  
Odisha, India

**Manashi Mohanty**  
Professor, FRM, College of  
Community Science, Odisha  
University of Agriculture and  
Technology, Bhubaneswar,  
Odisha, India

**Trupti Mohanty**  
Professor, FRM, College of  
Community Science, Odisha  
University of Agriculture and  
Technology, Bhubaneswar,  
Odisha, India

**Corresponding Author:**  
**Sridevi Mallick**  
Research Scholar, Family  
Resource Management, College  
of Community Science, Odisha  
University of Agriculture and  
Technology, Bhubaneswar,  
Odisha, India

## Barriers in online shopping

**Sridevi Mallick, Pritishri Parhi, Manashi Mohanty and Trupti Mohanty**

### Abstract

Online shopping is the process of buying goods and services from merchants who sell on internet. Shopper can visit web store from the comfort of their homes and shop as they sit in front of computer. Online shopping offers lots of tangible advantages to buyers. The whole concept of online shopping has altered in terms of consumer's purchasing or buying behavior. Every concept /idea/ technology does have advantages as well as limitations but much of the research relating to online shopping has been concentrating on revealing out the advantages of concept in all possible dimensions without giving attention to the other side of the coin i.e. its limitation / barriers / constraints or even its disadvantages. Thus it is in this context, a study was conducted in the state capital of Odisha, Bhubaneswar city with an objective to identify the barriers in online shopping. An exploratory as well as descriptive research design was followed by selecting 103 nos. of respondent consumers from banking as well as other financial institutions by following random sampling technique. Data were collected with the help of specifically developed interview schedule by the researcher, which was administered after pre-testing the same with 10% of the sample respondents and analysed with the help of frequency, percentage and mean and rank order. The barriers of online shopping as identified through this study are in order of Risk in credit card transaction followed by lack of skill in using internet, low level of trustworthiness of online store, problems relating claim and warranty issue, nonperformance of the product as expected, risk of not getting what paid for, value added tax and finally slow in delivery of the product.

**Keywords:** Online shopping, shop, buyer

### Introduction

Online shopping is the process of buying goods and services from merchants who sell on the internet. Shoppers can visit the web store from the comfort of their homes and shop as they seat in front of the computer. Online shopping has become a popular way for consumers (Patel D. V. 2017) <sup>[6]</sup>. The introduction and implementation of internet technology has created a new market for manufacturing and service providers and also has provided new area for innovative marketing strategies by professionals. In the past twenty years we have witnessed the rapid development of Internet and the geometric growth of internet users, (Khalifa, M and Liu, V. 2007) <sup>[3]</sup>.

As the number of internet users in India is continuously growing, the statistics goes by saying that India is the fifth largest internet user population in the world. When it comes to online buying, uses of internet accounts for 60 million in India. Online shopping emerged with the development of the internet. The rapid growing Indian economy is catching the attention of local as well as global retailers. The growth of internet presents a huge opportunity to online retailers to capture a considerable share of sales (Guo, J. and Jaffar, N.I 2011) <sup>[1]</sup>.

From the buyers perspective also online shopping offers a lot of tangible advantages like reduction in buyers shunting out time, better buyer decision, and less time is spent in resolving invoice and order discrepancies and finally increased opportunity for buying alternative product Pinto, N.L. 2013) <sup>[7]</sup>. Moreover, consumers can enjoy online shopping for 24 hours per day. Hence, online shopping is more environmentally friendly compared to purchasing in store because consumers can just fulfill his or her desire just with the click of a mouse without going out of home by taking any transportation.

As every concept/idea/technology does have advantages and limitations, online shopping is no exception. Incidentally much of the research relating to online shopping has been concentrating on revealing out the advantages of the concepts in all possible dimensions. However the other side of the coin i.e. limitations / barriers / constraints or even its disadvantages is almost out of the focus of online shopping research. Furthermore any

revealing out refinement relating to online shopping depends upon the revealing out barriers explicitly for making some strategic intervention for such refinement (Roman, S.& Riquelme, I.P. 2014) [8].

Thus in this context a study was conducted entitled "Barriers in online shopping" in the state capital of Odisha, Bhubaneswar with an objective to identify barriers in online shopping.

### Materials and Methods

An exploratory as well as descriptive research design was followed in the present study. Bhubaneswar city was selected purposively where as 103 nos of respondent consumers were selected by following random sampling techniques. The randomly selected respondent consumers were from Banking sector as well as from other Financial Institutions. Data were collected with the help of specifically developed interview schedule by the researcher which was pre-tested with 10% sample on-line shopper and later on modified before administering it over the respondents for final data collection.

For evoking the responses from the respondents, a five point scale was developed in the form of strongly agree, agree, undecided, disagree, strongly disagree with score value of 5, 4, 3, 2, and 1 respectively, to know the reactions of the respondents when they were exposed to different barriers statements which was helpful to rank the barriers as per their mean scores obtained from the analysis of data.

### Results and Discussion

As observed online shopping is the call of the day and majority of potential consumers or customers prefer online shopping of the product which are available for online shopping mode. The online shoppers do experience certain barriers or constrained with the barriers when they are in a mode and mood of shopping online. As per the objective of the study the researcher solicited responses of respondent online shoppers by administering various barrier statements as depicted in table-1 to them. The relative rank of the barriers statements is given in the same table no 1 as given below.

**Table 1:** Rank of barriers in online shopping

Reasons	Rank
Risk of credit card transaction	1
Low trust level of online store	3
Value added tax/customer duty	7
Warranty and claims	4
Risk of not getting what I paid for	6
Not skillful with internet	2
Deliver too slow	8
Product does not perform as expected	5

It is observed from the above table that eight no of reasons which are viewed as barriers in online shopping and out of which risk in credit card transaction topped the list. The reasons which may be attributed for this situation are in the context of credit card transaction most of the people as well as most of the product retailer accept online order as well as online payment. Though credit card is the most convenient way for making online payment, many a time it is observed that the said online shoppers find discrepancies with regard to unnecessary charges for availing credit card facilities as well as wrong entry of the figure with regard to amount paid

leading to risk of over shadowing the exact figure for the amount charge and the amount paid in online transaction in the form of purchases and payments there. The next below rank barrier i.e. rank no-2 is not skillful with using internet which is due to the fact that the feeling of having inadequate skill in using internet normally found with the less knowledgeable online shoppers as well as those who shop from the category of senior citizen who are neither comfortable nor provided with internet facilities (Lian, J.W. and Yen, D.C.2014) [4]. In rank-3 low trust worthiness of online store may be due to the general psychology of most of the customers who feel comfortable with offline shopping through physical visiting of retail shop more than shopping online on virtual mode (Jain, R. and Kulhar, M. 2019) [2]. Therefore the trust worthiness of online store is relatively less in comparison to offline store. The reason which may be attributed to the barriers relating to the warranty and claims positioned in 4<sup>th</sup> rank, largely depends upon the mind set of the consumers/ customers of the product to avail warranty and claim an account of any defect or damage if found in the product in addition to non performance of the product irrespective of its purchasing whether online or offline is very much responsible for the situation. Many a time it is also observed by many consumers that the products they purchase do not perform as per their expectation for which they are not very much interested to go for online shopping where the opportunity for visiting the particular shop is a difficult proposition which is not that very difficult when the product is purchased offline where they can physically move and launch complain about the poor performance of the product and can replace the product with newer one. It is found funny at the same time disheartening to receive the product being delivered at the door step which is not the very same product indented or booked by the online shoppers but they are somewhat sure that it can be changed if reported to the concerned retailer. Value added tax/customer duty which is found to be in 7<sup>th</sup> rank as per the reflection in the above table can be attributed to the fact that is always considered as a retiring factor in online shopping where it is being charged by the retail store to the online shoppers which hinders online shopping. But this is not always viewed as a barrier with same intensity as the online shoppers know that it is imposed by the government where the retailer of the product has nothing to do with. Finally the last rank i.e. no. 8 consists of the reason too slow delivery of the product booked through online mode when it is compared with the offline shopping. The customers /online shoppers though are very much definite in getting the product but they have to wait at least few days for which sometimes they ignore this delay but raised their voice when the delay is prolonged. However in comparison to the reason position in 1<sup>st</sup> rank and this rank no 8 is always viewed with a decreasing degree of inconvenience, discomfort, threat, dissatisfaction when they are in mode of online shopping.

### Conclusion

It can be concluded that there lies good no of barriers as experienced by the online shoppers which are if removed will definitely accelerate the process of online shopping and consequently the consumer as well as the retailer will find themselves in win win situation by deriving full satisfaction out of online shopping. It is also an accepted fact that online shopping does have more no of advantages over

disadvantages and more and more people are coming in a big way in the capacity of retailers and consumers of the product and make life hassles free and less physical fatigue by which they can utilize their mind, body and time for more innovative, creative and productive work for themselves as well as for the society at large.

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