A Study On Ethical Issues Faced By The Consumers In Online Shopping

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Abstract

The growth of the digital marketing communication and information technology has changed the scenario of the way marketers approach the consumers. Online shopping is the new trend in this internet age. Online shopping is the form of the electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. Every picture has two colors i.e. black and white. We cannot deny the endless advantages that are provided by the online shopping but still the growing number of the ethical issues has hampered the success rate of it. So the present paper study the various ethical issues faced by the consumers and present the suggestions to overcome these challenges.

Key words: Digital marketing, E-commerce, online shopping, problems.

Introduction

In the last past decade, there has been dramatic changes in the way consumers have altered their way of shopping. Although consumer continue to purchase from a physical store, But consumer feel very convenient to shop online . Internet shopping has its own advantages and it reduces the effort of travelling to a physical store. Online offers shopping offers the variety of the product of different brands with very ease i.e. by sitting at home.

Similarly our country INDIA, is a big market growing day by day . In this first and pace competition the Indian online shopping have specific expectation for online shopping websites in India. First of all , In India online shoppers expecting the option to return item purchased online and some retailers already have made doing this convenient.

Secondly, free door-to-door shopping is very much needed say online shoppers, Already many online shopping website providing these services . But as we know every aspect has two sides

good as well as bad so online shopping also has both pros and cons. Similarly Today, there are certain limitation regarding this.

Common problems in online shopping

1.Receiving wrong products:

Many a times the product received are not of the same quality as promised customer have this fear since many of them wrong products or those are unfit to their expectations.

2. Damaging products in transit

This happens usually, in long distances, product gets damaged in the way and then customer fail to avail its benefits. they are totally at loss then.

3.Delay in delivery of products Companies located at far of distance tends to more delivery time.

This is another feature due to which customer are not satisfied with online shopping.

4. Sometimes customer failed to receive the product

Federal law (the Mail or Telephone Order Merchandise Rule) requires retailers that process orders by mail, telephone, or the Internet to deliver items within 30 days. If you have not received your order within that time frame, you have the right to a full refund of the purchase price. Likewise, retailers are required by law to explain your right to a full refund for undelivered goods. Likewise, the Fair Credit Billing Act protects you from being billed for items that are not delivered, but nevertheless charged to your credit card. If the online vendor is unwilling or unable to help you, or denies your claim that the item was never delivered, you may write to your credit card issuer's billing inquiries department about the problem. Make sure you send it within 60 days after the bill with the errant charge (specifically, the charge for an item not received) was sent.

5. Concerns When Buying from Foreign Companies

Problems with online shopping can be especially difficult to resolve if the seller is located in a foreign country. Before you order, you will want to know how the item is priced and when it is converted to U.S. dollars (if listed in a different currency); whether the retailer will ship to other countries; the likely length of time it will take to fulfill the order; any applicable special duties or taxes. If there are problems with your order, such as getting the wrong item, most vendors require you to resolve the dispute in their local court. So is it worth traveling to Switzerland, for example, to assert your claim that you were sent the wrong Swiss Army Knife? A safer

alternative may be to look for a U.S. reseller who offers the same items. As a general rule, though, you should approach international online orders with caution.

6. Watch Out For Any Scams

When Buying Online In addition to general problems with online shopping pertaining to legitimate retailers, you also need to be aware of the various kinds of scams targeting online consumers. Some suggestions for avoiding scams are listed below:

 • **Beware of "Gray Market" Items**: So-called gray market goods may be either illegal sold in a way that sidesteps regulations, or unintended for the . market You may get something that doesn't work properly or which has instructions in another language. Also, gray market merchandise typically lacks a warranty.

• **Be Skeptical of Service Contracts**: Extended-service packages from retailers or third parties usually are overpriced and generally are not a good value.

 • **Make Sure You Understand Shipping Charges**: A retailer may try to squeeze a profit from heavily discounted items by tacking on an extremely high shipping rate, most of it not actually used for shipping.

• **Know How to Spot the " Warranty" Scam**: Sometimes gray market goods are sold with a warranty provided by a third party, but described only as a " warranty." This is not the same as a manufacturer's warranty and typically provides an inferior level of protection.

• **Other online scams includes phishing and spoofing and identity theft**(which is not limited to the Internet).). Consider speaking with a consumer protection lawyer if you are unable to resolve one or more problems with online shopping.

A big one is fraud. In April 2008

• The Internet Crime Complaint Centre reported that online payment fraud complaints filed by consumers in 2007 reached $239 million compared to $198 million in 2006.

Review of Literature

Jongeun Kim (2004) in the study entitled Understanding Consumers' Online Shopping and purchasing Behaviors explored the differences between four potential groups of web users, the current non-web user, the user who only visits web stores with no intention to buy, the Internet browser who has an intention to purchase online but has never done so, and the person who has made an online purchase. The research focused on understanding the differences among the four groups in terms of demographics, current technology use and access, and current attitudes

towards making an online purchase. The research identified two factors, a consumer factor and a marketing factor, among the four groups. Difference in demographics and technology use were also noted between the groups. Based on the findings such as the relationship between time spent online and online buying and the significant of the consumer factor, suggestions were offered to retailers interested in selling via internet.

Lee (2008) studied on online consumer and their buying behaviour. The finding of his study illustrates how a high proportion of negative online consumer reviews can elicit a conformity effect, with consumers showing a tendency to conform to the perspective of the negative reviews when the proportion of negative reviews increases

Chen (2009) in his dissertation entitled online consumer behaviour an empirical study based on the theory of planned behaviour extends the theory of planned behaviour (TPB) by including ten important antecedents as external beliefs to online consumer behaviour. The results of data analysis confirm perceived ease of use (PEOU) and trust are essential antecedents in determining online consumer behaviour through behavioural attitude and perceived behavioural control. The findings also indicate that cost reduction helps the consumer create a positive attitude toward the purchase. Further, the findings show the effects of two constructs of flow –concentration and Telepresence, on consumers' attitude.

Concentration is positively related to attitude toward the purchase, but Telepresence likely decreases attitude due to the consumers' possible nervousness or concern about uncertainty in the online environment

Parikh Darshan (2011) in his thesis on "Customer acceptance of internet shopping in India: impact of shopping orientations, knowledge and security" revealed that demographic indicators such as age, gender, marital status, and income have been traditionally used in the study of consumer behaviour and market segmentation, shopping orientations have also emerged as reliable discriminators for classifying different types of shoppers based on their approach to shopping activities Researchers have tapped into shopper orientations to study patronage behaviour among elderly consumers, catalogue shoppers, out-shoppers, and mall shoppers By extending this shopping behaviour construct to online shopping, our study aimed at contributing to the knowledge and understanding of consumer response to electronic modes of shopping. It is becoming increasingly clear that in order to survive and more importantly to succeed, online merchants should embrace and actively pursue fundamental principles of good retailing that

apply to any medium. Based on the findings from this study, it is expected that the study of shopping orientations can also help electronic retailers identify and understand those consumers who prefer to shop online and the reasons why.

Further, shopping orientation could be used to segment customers and formulate different strategies based on each segment's relative propensity to adopt and use online shopping

Bashir (2013) in the study Consumer Behaviour towards online shopping of electronics revealed that online shopping is getting popular among the young generation as they feel more comfortable, time saving and convenient. It was analysed from the survey that when a consumer makes a mind to purchase online electronic goods was affected by multiple factors. The main crucial identified factors were time saving, the best price and convenience.

The price factor was popular among the people because online markets prices were lower as compared to the physical markets. People compare prices in online stores, review feedbacks and rating about product before making the final selection of product and decision

Sunita Guru (2013) in the thesis: A study of trust and perceived risk in Online Shopping found that online shopping is predominately male, young, single and educated. Internet usage pattern in terms of average time spent, place of accessing internet, main tasks accomplished and types of sites visited using internet between both buyers, and non-buyers were almost same. The majority of the online buyers ask for product return/money refund in case of dissatisfaction with the product. It is found that around 42% of the respondents were not sure whether they want to buy or not in the next 2/3 months. The three most important factors contributing to trust on online merchants were keep promises and commitments, will care for my welfare and when in problem will help me. Only significance difference between benevolence and qualification was found. No significance difference between income and ability, benevolence and integrity was found.

Objectives of the Study

1. To study the ethical issues faced by the consumers in online shopping

2. To provide suggestions to overcome these problems

Research Methodology

The methodology is the systematic , empirical analysis of the method applied to a field of study . It comprises the theoretical analysis of the body of methods and principles associated with branch of knowledge.

Research Methodology

One had to depend mainly on primary data as first and knowledge was required to find out the issues in online shopping faced by the consumers. In this , Questionnaire was prepared in order to know the ethical issues in online shopping faced by consumers.

Sampling Design

Sampling Method: Convenience Sampling (Non probability method)

Sample Size: 103

Sample Area: Consumers of all over India (through google form)

Tools Used for Data Collection

Secondary Data

The data which is already collected and analyzed by someone else is known as secondary data. The secondary data was collected from various journals, newspapers, websites, books, e libraries magazines etc.

Primary Data

During the course of the study the mail survey approach was conducted. The data was collected from 103 respondents from the consumers of All India . The questionnaire was developed keeping in mind the objective of the study.

Results and Analysis

Table 1

Q1. Do you prefer online shopping.

Particulars	Frequency	Percentage
Yes	89	86.4
No	14	13.6

Explanation:

86.4% of the respondent says that the prefer online shopping whereas the 13.6% of the respondent says that they do not prefer online shopping due security and reliability reason in online shopping.

Table 2

Q2. The sites has adequate security features

Particulars	Frequency	Percentage
Strongly Agree	00	NIL
Agree	46	44.7

Neutral	34	33.00
Disagree	06	5.8
Strongly Disagree	17	16.5

Explanation:

44.7% of the respondents agree that the online shopping websites clearly mention security feature whereas 33% of the respondents were neutral to this. 17% of the respondents strongly disagree that sites clearly mention the security feature.

Table 3

Q3. The sites clearly explain how user information is to be used

Particulars	Frequency	Percentage
Strongly agree	16	15.8
Agree	43	42.6
Neutral	30	27.7
Disagree	13	12.9
Strongly disagree	01	1

Explanation

42.6% of the respondents were agreed that sites clearly shows or explain that how the information provided by them is used by sites whereas 27.7% were neutral to this. only 1% of the were strongly disagreed to this.

Table 4

Q4. Security policy is easy to understand

Particulars	Frequency	Percentage
Strongly Agree	18	17.5
Agree	42	40.8
Neutral	21	20.4
Disagree	20	19.4
Strongly Disagrees	02	1.9

Explanation

40.8% of the respondents were agree to that the sites has easy to understand security policy whereas 20.4% of the respondents were neutral to this. 17.5% of the respondents were strongly agree .

Table 5

Q5. You get what you ordered from site

Particulars	Frequency	Percentage
Strongly Agree	16	15.5
Agree	52	50.2
Neutral	26	25.2
Disagree	07	6.8
Strongly Disagrees	02	1.9

Explanation

50.2% of the respondents were agreed that whatever they order from site will get actually what they have ordered whereas only few respondents were disagreed to this and 15.5% of the respondents were strongly agreed to this.

Table 6

Q6. Sites clearly displays Terms and condition

Particulars	Frequency	Percentage
Strongly Agree	26	25.2
Agree	43	41.7
Neutral	21	20.4
Disagree	09	8.7
Strongly Disagrees	04	3.9

Explanation

41.7% of the respondents were agreed that sites clearly mention the terms and conditioned regarding purchase, return policy, offers, discounts etc. whereas only 3.9% of the respondents were strongly disagreed to this.

Table 7

Q7. Timely delivery of products

Particulars	Frequency	Percentage
Strongly Agree	23	22.3
Agree	58	56.3
Neutral	12	11.7
Disagree	10	9.7

Strongly Disagrees	00	Nil

Explanation

56.33% of the respondents were agreed that the sites delivery the products on time or within the specified time given by them. Whereas 9.7% of the respondents were disagreed to this.

Table 8

Q8. The price shown on the site is actual the billed amount

Particulars	Frequency	Percentage
Strongly Agree	33	32
Agree	48	46.6
Neutral	14	13.6
Disagree	08	7.8
Strongly Disagrees	00	Nil

Explanation

46.6% of the respondents were agreed that the final price of the product is equal to the billed amount whereas 7.8% of the respondents were disagree to this.

Table 9

Q9.Online shopping persuade you to buy things that you don't need

Particulars	Frequency	Percentage
Strongly Agree	21	20.4
Agree	40	38.8
Neutral	23	22.3
Disagree	17	16.5
Strongly Disagrees	00	Nil

Explanation

38.8% of the respondents were agree that online shopping persuade them to buy things that they don't need whereas very respondents were disagree to this

Table 10

Q10. Quality of products are same as the mention on site

Particulars	Frequency	Percentage
Strongly Agree	07	6.8
Agree	21	20.4
Neutral	37	35.9

Disagree	32	31.1
Strongly Disagrees	00	Nil

Explanation

31.1% of the respondents were disagreed that the quality of the products are not up to the mark or the quality of the different as compared to specify on site for a product.

Table 11

Q11. The offers provided by the sites are real and valid

Particulars	Frequency	Percentage
Strongly Agree	10	9.7
Agree	44	42.7
Neutral	35	34
Disagree	11	10.7
Strongly Disagrees	03	2.9

Explanation

42.7% of the respondents were agreed that the offers provided by them are true and valid whereas Few respondents were strongly disagree to this.

Suggestion

- **Before you type in your credit card information, you should take time to research the web site.**

  Start with making sure the web site has a trustmark - consider contacting the seller if this is your first purchase. Most reputable e-sellers will have a toll-free customer service phone number.If the site has only an email address and no phone number, start an email or instant message dialogue with the people running the site before you buy anything from them.

- **Pay by credit card or an online payment service**

- **You are protected by the law and liable only for $50 if your credit card number is stolen and misused.**

  Online payment services offer some protection as well. However, you may want to use your credit card as the payment source to get an extra degree of protection for any disputes. Be sure you read and understand the consumer-protection programs and money-back guarantee sections in the terms and conditions on the etailer's web site. If it seems like it will be difficult to get your money back, consider buying somewhere else

- **Encryption is key to secure Internet purchases. It is a feature that automatically codes your personal data when it's entered.**

  E-stores know how important this is to their business. The safest web sites have a key or closed lock displayed in the web browser, meaning encryption is used.

- **Check the web site's policies before you order**

   Read the web site's return policy and other terms and conditions, as well as the site's privacy policy, before you order anything. A good online seller will permit you to return items and get a full and immediate refund without having to jump through a lot of hoops. Also, they will not share your personal information with others.

  Make sure you have up-to-date, comprehensive security software, such as quickheal Internet Security or quick heal Total Protection before you do any online shopping.

- **This will greatly reduce the risk of contracting a virus or some other form of malware and will help you avoid identity theft on dangerous web sites.**

1. Malware is a generic term used to describe malicious software, such as viruses, Trojan horses, spyware, and malicious active content.

2. Identity theft can occur while shopping online at disreputable web sites that may offer goods and services at a low price just to get your credit card information and other personal data.

- **Check your credit card statements**

  Make sure you were charged the proper amount and that no extras were added to your bill. Keep copies of sales transactions for future reference in case a dispute arises.

- **Buy from a web site unless it is certified for safety**

  Certified web sites secured against hackers are also a key to online shopping safety. You need to feel confident that when you make an online purchase, your personal and financial information will not be compromised.

- **Buy from a web site with which you aren't totally comfortable**

  Use your intuition. If you sense something is just not right about the web site from which you are ordering, then abort the process immediately. Often your gut instinct is right.

Conclusion

In India with the vast increasing of young population the demand for online shopping is largely increasing. So, no single online website company can cater the service required. Hence the joint

venture is required, all these players have to work together to make things happen. These online shopping websites have to best make use of the available mobile technology. Today, in India reviewing the circumstances multi brand retailers have to be ready to launch more number of services. There is a need for online shopping services in multi languages than online in English language in India, since India is linguistically diverse country

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