

RESEARCH PAPER

A study of factors which restrain consumers from online shopping in Lucknow, the capital of Uttar Pradesh

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ABSTRACT

E-commerce has made it easier for small business owners, artists and entrepreneurs to sell online from an online store or website. It is easy for the customers to compare products online than at malls or physical stores and there is a lot of information available online regarding products so why not use this vast information. This study will help the e-tailers to change their course of action, logistics or marketing strategies to attract more customers online and win their trust with lesser complains and increased profit for the firm. Samples were selected by convenient and purposeful sampling from a large number of customers at Lucknow. The sample size was 150 and people were interviewed from various areas of Lucknow to get diversity in the sample. The data was analysed by using percentage method. Out of 150 respondents 29 face the problem of not getting products delivered at their door step which represents 19 per cent of respondents. 52 per cent respondents find high prices of a product (when compared to the price of the same product offline) a major reason to abstain them from purchasing online. There has been a small number (12 out of 150 respondents) of respondents who have experienced a change in colour of the actual product yet that number counts and because of this these respondents do not want to shop online with those particular websites and lose their trust on most shopping sites. Out of 150 respondents 77 have received poor or low quality of products which did not match to their expectation and so they now do not want to continue shopping online with particular websites because of such products received through online purchase. This number shows 52 per cent of respondents who have already lost their trust on various e-tailers. Around 7 per cent respondents abstain from shopping online as they do not want to disclose their account number or debit/credit card details to websites which cannot be trusted for personal details and do not provide COD facility.

KEY WORDS : Online shopping, Respondents, Products

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