

# Online shopping problems and solutions.

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## Abstract

Purchasing goods from the comfort of your own living room certainly is more convenient than actually driving to a store, while offering a virtually unlimited array of choices and the ability to compare prices. While online payment and security technology have come a long way, you still may experience problems with online shopping from time to time. This article covers some of the more common issues, such as getting the wrong item or falling prey to online scams, and ways to minimize these potential pitfalls.

Many of the problems seem to arise because the retail and online divisions of major stores are run by entirely different groups, or at least they were until recently—and these groups sometimes seem more like competitors rather than players working on the same team. The consumer sees the same store brand name, and understandably assumes the entities are identical, but they're not—and the results are heaps of confusion and frustration.

## Introduction

Today, INDIA is a big market that is growing day by day. In this fast and pace competition, the Indian online shoppers have specific expectations for online shopping websites in INDIA .First of all, in India online shoppers have started expecting the option to return items purchased online, and some retailers already have made doing this convenient .Further, the retailers believe that this option is quite necessary to develop consumer trust and confidence in online shopping. Secondly, free door-to-door shopping is very much needed, say online shoppers. Already many online shopping websites are providing these services. But, even today there are certain limitations regarding this. Today ,in India online shoppers have been trained to expect

### Common problem 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 delievry 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.

### Benefits

- If you are like most people who use the Internet, you will probably purchase something online within the next month or two. because You have so many choices, with a world of products at your fingertips, and you don't have to waste gas or deal with parking hassles, mall crowds, and long lines.
- Perhaps the best thing about shopping online is that you can do it barefoot in the comfort of your home.
- Purchase with Care Unfortunately, there are some drawbacks to shopping online.

### A big one is fraud. In April 2008

- The Internet Crime Complaint Centre reported that online payment fraudcomplaints filed by consumers in 2007 reached \$239 million compared to \$198 million in 2006. Many consumers are rightfully concerned about providing their financial information, such as credit card numbers, online. How do you know which web sites are safe to transact with and which ones are not? How can you avoid problems when you purchase online? Then follow :

### DO'S

**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 e-tailer'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 quickheal 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.

### **Dont's**

#### **Don't buy from, spammers**

**If you get an email inviting you to buy something like "Discounted Rolex Watches," you should think two things: 1) spam and 2) possible scam.**

Most spammers are just looking to make a quick buck. Some will steal your credit card or financial information and use it fraudulently. If you do purchase from spammers, there's a good chance you'll never get what you ordered. It is a risky deal. Also, it just motivates them to continue to spam you, along with everyone else.

**When you pay with credit cards, you can easily dispute fraudulent charges and by law, your liability is limited.**

When you pay with debit cards, the money comes directly Out of your account. Getting the cash back can be difficult, if not impossible. When you pay by cash or use a wire transfer, the money Goes directly into the seller's account, and there is no recourse if something goes wrong.

### **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.

### **Forget to inspect your new purchase as soon as it arrives**

If you find a problem, notify the seller as soon as possible. The online shopping problems are not regular and always, but they become more irritating and headache sometimes.

### **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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