Exploring Challenges of Web-Based Purchasing

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Abstract: **The main goal of the current article was to review challenges of online purchasing. Theoretically, this research has few benefits and has importance which the findings of this study will listing the crucial challenges that need to be addressed and tackled to achieve the success of E-commerce (and precisely electronic-shopping) in companies. It encourages additional utilization of technologies of Electronic-Commerce, styles the e-transaction practice at ease, boosts the amount of acknowledgement and adoption of this online technology, results in advancement of online customer responsibility, presents the loyalty concept, raise customer satisfaction, sustains longer-term relationship with clienteles and contributions to obtaining of competitive advantages.**

Index Terms: **Challenges,** *Online Shopping, Web, Literature Review.*

I. INTRODUCTION

Electronic purchasing, also known as online shopping, is a business-to-consumer (B2C) method that comes under E-commerce that is used by many [1]. Electronic shopping is the action of services and goods being sold using the WWW (World Wide Web) as a medium [2]. In electronic shopping, the online stores serve their consumers more efficiently as it provides delivery services [3]. Many retailers and merchants show that they have interest and prefer in selling the products and also services via the internet because they know that online shopping have the capacity to establish as an alternative channel when contrasted to an old-fashioned retail networks such as physical retail supplies [4]. In retail industry, online shopping make the peoples' lives easier by allowing the customers to visit online retailers, choose the desired products, make payments over online fast cash transactions, vip or credit cards or also allowing them to pay once they receive their product which is known as cash on delivery. Quick growth in the quantity of computers and availability of internet access lead to the growth in electronic-commerce. This is one of the motives to conduct both shop online and business-related online activities [5]. The rapid advancement of e-commerce has made a very huge chances for economic profits for businesses in addition to online consumers. The Internet has made it simpler for new retail companies that enter the industry and existing retailers alike to set-up, dispatch, re-stage and update online stores. In any case, because the online shopping is changing and transforming rapidly, it displays its challenges.

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II. METHODOLOGY

Google is the chief search engine to explore issued article and news. Hence, this study selects this search engine as the main source of databank to gather related papers for analysis. So, the main methodology of this work is a qualitative research.

III. RESULT AND DISCUSSION

Online customers and retailers are always has been worried about security [4]. The essential reasons referred to this a perceived absence of security and privacy of online customers' personal details, it could be bank details and fear of data fraud. Security can characterised as the protecting the information or data from individuals without any authorized approval [6]. Identity theft is also one of the security risks that online consumers and retailer concerned about. It happens when somebody steals all your personal data or information with intention to use the information to imitate another person to carry out crimes [7] In online business, it is vital to know the identity and personal information of the consumer or the business. In this manner, verification is very crucial in providing a secure internet shopping experience to both consumer and retailer. It is challenging to have a secure online shopping that has been prompting bad or negative results on the development and upgrading of web-based business. Numerous shoppers show their unwillingness to participate in purchasing online as a result of lack of trust and uncertain about the safety and confidentiality and protection of their personal and also financial data [8]. The chances of consumers visiting an online shopping site will decrease if they lost trust in the capacity of the website to protect their personal information like bank details [9]. It is impossible for the online consumers to making sure of the quality of the products by checking it physically and unable to confirm the safety of sending personal and money related information when purchasing online [10]. Internet utilization for purchasing a product is bounded by culture and the impacts of the adoption of online business from one nation then into the next. The percentage of similarity of the IT and the variety of usages with the good quality and the standards of a community impacts its implementation in that system [11]. One of the challenges which has been the limitation of the improvement of online business is identified with the behaviour or the culture of online consumers when they had to purchase goods and services using banking details [12]. The internet is not good with basic customers' behaviour of always wanted to visit the physical store that enables them to feel the item by touching and checking the quality of the product before buying it.

It is also same for the retailers who are prefers to sell their products and services through physical stores. When the customers are unable to assess the product before buying it become a hindrance for the development of online based shopping [13].

Personal computer entrance in the industry of e-commerce has been the essential determiner of availability for online shopping activities and having a personal computer has something to do with the profit [14,15]. Possibility of owning a personal computer among the poor and uneducated is very low in some rural areas such as estates. This situation is being a hindrance for PC penetration and consequently for the implementation of web-based purchasing. In some nations, where the web-based shopping is something normal and famous among the citizens, they utilize Mastercards or credit cards in making the financial payment during their online purchasing. Very less individuals have credit cards and potential consumers are afraid of being tricked [16].

The ISO (International Standards Organizations) has characterized availability as "the convenience of an item, the facility by people with the most stretched out scope of abilities". The quality of the accessibility of the online users legitimately has bring consequences to the satisfaction and customer loyalty [17]. 14 important components were recognised for developing an online shopping websites because the accessibility is very important to gain consumers' satisfaction [18]. Additionally, Cyr [19] explored the impact of online shopping website user accessibility system that includes factors all the basic access to know about the product [19]. These key factors are important to fulfill the trust in the website and satisfaction among the online customers who have different cultures [19] and not having a good electronic store accessibility has a bad outcome for the number of peoples purchasing online [20].

Perceived risk is the challenge that originates from the factor of security and fraud. The customers will gain proficiency with the handiness just as the dangers related with the innovation as they interact with newest innovation and technology. An internet business that is a virtual buying of goods and services can be connected with uncertainty in all the aspects and bring a perceived risk generally [21]. According to studies [21,22], online purchasers see online shopping as a risky thing to do, when compared to in-store purchasing. In the process of online shopping, there are two different components of perceived risk. Firstly, risk that is related with the service or product being purchased. Secondly, the risk is related with the online payment and transactions of money via the internet. This risk is not only because the online consumers afraid of losing the money during the transactions but they also worried more about losing all the financial information when using the credit cards to make the payment when purchasing online [23]. Generally, consumers are hesitant when it comes to taking decision in terms of paying online because there are higher possibilities of risky situations when compared with purchasing in-store. Perceived risk brings the most important challenge to the development of online retailing business. Although there many other challenges that directly influencing the adoption attitude on the web, perceived risks are challenges to the purchaser on the Internet. There is a risk where the person who supplies the goods may not deliver the goods that has been requested by the customer with much satisfaction, and it is believed to be risky. There is a chance that during the selection of the product, there could be inaccuracy and the product may never receive by the purchaser at the promised time [24]. Uncertainties among the customers about how the retailers are dealing with the customers' financial information will higher the perceived risk and lessen their ability to adopt web-based shopping.

Table 1 is presenting the summary of the reviewed literature in this field as well as the list of challenges of online shopping.

Table 1. Challenges of online shopping

Challenge	Authors	
Security	Jennifer Rowley	[4]
	Aminu, Suraju Abiodun	[25]
	Narges Delafrooz1, Laily H. Paim and Ali Khatibi,	[26]
	Rushinek, A., & Rushinek, S.	[27]
	Anthony D. Miyazaki and Ana Fernandez	[28]
	Man Kit Chang, Waiman Cheung , Vincent S. Lai	[29]
Perceived risk	Sandra M. Forsythe, Bo Shi	[30]
	Lisa Hyunjung Kim, Hailin Qu & Dong Jin Kim	[32]
	Anthony D. Miyazaki and Ana Fernandez	[28]
	Simon Moore Shane Mathews	[33]
	Kwek Choon Ling	[31]
	Man Kit Chang, Waiman Cheung , Vincent S. Lai	[29]
Cultural Barriers	Aminu, Suraju Abiodun	[25]
	Moudi Almousa	[34]
	Suki. N., Ahmad, I., & Thyagarajan, V.	[12]
Infrastructure	Evert-Jan Visser & Martin Lanzendorf	[35]
	Kalia, P., Kaur, N., & Singh, T.	[36]
	Fleenor, A. C. & Raven, P.	[14]
Accessibility	Mary Wolfinbarger Mary C. Gilly	[37]
	Evert-Jan Visser & Martin Lanzendorf	[35]

	Sendy F. & Tim S., Martin D. & Jan F.	[20]
	Cyr, D.	[19]
Complex Tax Laws	Kalia P., Kaur N., & Singh T.	[36]
Availability of information	Mary Wolfinbarger Mary C. Gilly	[37]
	Noel Yee-Man S., and May Mei-Shan C.	[38]
Managing customer perceptions	Mark B.Kolesar and R.Wayne Galbraith	[39]

IV. CONCLUSION

Online companies are sometimes unable to identify the possible challenges that they might have to face to be prepared for. This study was to identify retail-company challenges for online shopping adoption. The ways that online retailers are using not sufficiently to address the regularly changing customer demands and requirements to guarantee customer loyalty and satisfaction. In this way, it is vital to recognize the key challenges and furthermore the solution for it for the development or digitalization of the business.

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