Research Article

Challenges Faced By The Online Delivery By Consumers in Mayiladuthurai District

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Abstract

In this day and age, clients are increasingly lured to the convenience of online ordering platforms rather than the delivery products and services given by specific restaurants. This is especially true when it comes to purchasing anything online, particularly products. When it comes to the process of using an online platform to buy online products and have them delivered the fact that there is no human being involved in the process gives these platforms with enhanced degrees of anonymity. There are a great number of online markets and chefs' kitchens that are being published on various platforms, in addition to the individual menus for each establishment. When clients place additional orders, they do not need to bring brochures and menu lists with them because they are already provided with them. Simply pressing a button is all that is required to place an order for Products, making the process very simple. There were some coupons for savings, a history of previous orders, some suggestions for palettes, and recent reviews from consumers on Online Markets and meals in a variety of applications that were provided by the platform that was downloaded.

Keywords: Online, Platforms, Applications, Customers, Mayiladuthurai District.

Introduction

Mobile shopping emerged as a new phenomenon on the internet in the second decade of the 21st century as a result of the widespread use of smartphone by the general population. Swiggy, Zomato, and meal Panda are three online platforms that have established themselves as successful meal delivery services. They provide comprehensive services for ordering products and delivering them. They provide a single point of contact for placing orders from a number of different hotels and online markets, and their one-of-a-kind fleet of delivery drivers is responsible for picking up and delivering products. These services are wonderful for millennia because they help them save time while ordering products. The market for the delivery of products in India is highly competitive.

Real demand exists for ordering through the internet. It demonstrates to clients that your company is a contemporary and growing enterprise that strives to be simple and accessible for customers who make frequent purchases. Keeping clients as frequent customers is the most important component of enhancing online product ordering. This may be accomplished by supplying products of a high quality and quantity, managing orders in a timely manner, and ensuring that they are delivered promptly. Local hotels, online markets, chefs and canteens are able to deliver takeaway and product parcels to customers through the use of online meal ordering platforms. This pattern is becoming more widespread as a result of the increasing number of young people who are working in metropolitan areas and the demanding nature of their jobs. This method has completely revolutionised the working kitchen.

Review of Literature

Malhotra (2015), According to the findings of the study, in 2011, 28% of individuals all over the world were connected to the internet, with 22% of those users originate just from the Asia-Pacific region. In addition, the most recent statistics trends suggest that a growing share of people who use the internet are physically located in Asia. The manner in which customers have altered the way in which they shop has undergone a significant transformation. Because of this, it is essential to have a solid understanding of the purchasing patterns that are prevalent on the internet in developing countries such as India, as well as the factors that influence these kinds of transactions. For the purpose of selecting respondents from various regions of Mumbai's urban area, the technique of convenience sampling was utilised.

Gajdzik (2023), The findings of a longitudinal study that investigated the behaviour of Polish online consumers are the basis for this article. In order to gain an understanding of the ways in which the behaviour of online consumers has evolved over the course of the past ten years, a number of surveys that were carefully planned out and carried out were conducted. The purpose of this essay is to identify shifting patterns of behaviour that have taken place over the course of the previous ten years among specific groups of Generation X and Y e-

consumers and to establish a connection between those shifting patterns and the concept of sustainable consumption. In order to maintain the same characteristics, the research study conducted in 2020 utilised a sample that was identical to the one employed in the research study conducted in 2010, including gender, age, and level of education. Prakash (2023), Because of their own interests and purchasing patterns, consumers behave in a manner that is totally unique to them. There are psychological and social aspects that play a role in the decision-making process about purchases. In today's culture, the acceptance of interactive media, such as the World Wide Web, is fast expanding because of recent developments. The majority of companies have been able to keep up with the evolution of technology over the course of the last ten years. This type of marketing, often known as online shopping or marketing, is made possible by the utilisation of technology, most notably computers. As the Internet has rapidly expanded and become more deregulated, it has transitioned from a research tool to a free network that is accessible to everyone. As a result, marketers are increasingly utilising the Internet as a marketing tool. People are drawn to social networking networks and the advertising that they provide, which results in greater business for the companies that are involved. Through this study, the issues that buyers in the Mayiladuthurai District encounter when making purchases of garments through social media marketing will be brought to light and insights into those challenges will be provided.

Objectives of the Study

1. To study the problems faced by the Online Consumers in Products Ordering in Mayiladuthurai District.

Importance of the Study

A comprehensive sales channel, including online purchasing and delivery, is available through online markets. According to this, the Online Market has the potential to utilise it in order to enhance organisation and raise earnings. The owners of online markets save time and space by not having to provide service to customers of this nature. A successful implementation of the technology can assist an online market in gaining a competitive advantage over its rivals by bringing the market closer to its clients. When compared to product aggregators and markets, online ordering is a more advantageous choice. One definition of a Products market is a central hub where several online markets and physical product shops offer their products for sale. Customers peruse the Online Markets and cuisines that are available on the platform. The Online Market allows them to place orders for products depending on their preferences. It is advantageous for customers because they are able to sample cuisine from a variety of establishments without having to install various programs. Commissions and other fees are some of the ways that the marketplace drives up the costs of the online market.

Table 1 Age of the Respondents

S.No	Age of the Respondents	No. of respondents	Percentage
1	Upto 25 years	240	80
2	26 - 30 years	22	7
3	31 - 40 years	08	3
4	Above 41 years	30	10
Total		**300**	**100**

Table 1 shows that most of the respondents that is 80 per cent of the respondents are in the age group of Upto 25 years, followed by 10 per cent of the respondents belong to above 41 years, 7 per cent of the respondents are aging 26-30 years and lastly 3 per cent of the respondents are 31-40 years of age.

Table 2 Gender of the Respondents

S.No	Age of the Respondents	No. of respondents	Percentage
1	Female	189	63
2	Male	100	33
3	Transgender	11	4
Total		**300**	**100**

Table 2 shows that 63 per cent of the respondents are female, 33 per cent of the respondents are male and finally 4 per cent of the respondents belong to the third category.

Table 3 Challenges Faced By the Online Consumers in Online Delivery

S. No.	Particulars	SA	A	N	D	SD	Total
1.	Delay in Products Delivery	80	68	47	63	42	300
		27	22	16	21	14	100
2.	Damages/ Improper packaging	88	102	60	30	20	300
		29	34	20	10	7	100
3.	Rude behaviour of Delivery agents	92	68	80	40	20	300
		31	22	27	13	7	100
4.	Payment Issues	72	108	47	40	33	300
		24	36	16	13	11	100
5.	Ordering issues in Applications	117	63	45	45	30	300
		39	21	15	15	10	100

Source: Primary data

Table 3 which demonstrates that the following table provides an illustration of the relationship between the system for the delivery of products online and the effects that it has on customers: The following statements are made by respondents: 27 percent of respondents strongly agree that there is a delay in the delivery of products; 34 percent of respondents agree that there is damage or improper packaging; 7 percent of respondents strongly disagree that delivery agents behave rudely; 40 respondents, which is 13 percent of the total respondents, disagree that there are payment issues; and 21 percent of respondents, which is 63, agree that there are ordering issues in applications.

Table- 4 Gender and Challenges Faced By the Online Consumers in Online Delivery

Variables	Gender	N	Mean	S.D.	T Value	Sig.
Adequate and timely medical treatment for sick employees	Female	189	4.22	1.00	3.701	0.017*
	Male	100	4.92	0.28		
	Transgender	11	3.62	0.87		
	Total	**300**	**3.20**	**0.59**		
Safety of work environment	Female	189	4.09	0.99	4.777	0.005*
	Male	100	4.54	0.72		
	Transgender	11	4.30	0.56		
	Total	**300**	**4.69**	**1.78**		
The buses are in perfect condition so that it does not endanger the safety of employee	Female	189	3.91	1.01	3.770	0.011*
	Male	100	4.50	0.66		
	Transgender	11	3.21	0.78		
	Total	**300**	**3.22**	**0.99**		
Availability of safety and providing safety education to employees	Female	189	3.87	1.14	4.485	0.033*
	Male	100	4.42	1.14		
	Transgender	11	3.24	0.98		
	Total	**300**	**3.69**	**1.36**		
Importance given to safety and security of the employees	Female	189	3.81	1.12	4.789	0.005*
	Male	100	4.58	1.72		
	Transgender	11	3.44	1.33		
	Total	**300**	**3.29**	**1.23**		

Based on Primary Data * Sig.@5%

Table 4 demonstrates that the T-test results that were calculated on 3.701, 4.777, 3.770, 4.485, and 4.789 are significant at the five levels that are currently being considered. In light of these principles, it is clear that there is a substantial disparity between the genders and the difficulties that online shoppers encounter when it comes to online delivery. Because of this, the null hypothesis that was stated is contradicted. On the other hand, this demonstrates unequivocally that females are more likely to be involved in secondary and principal responsibilities in customer online delivery than other genders and customer online delivery.

Table -5 Age and Challenges Faced By the Online Consumers in Online Delivery

Variables	Age	N	Mean	S.D.	F Value	Sig.
Delay in Products Delivery	Upto 25 years	240	2.21	0.91	0.699	0.333
	26 - 30 years	22	2.36	0.86		
	31 - 40 years	08	2.21	1.09		
	Above 41 years	30	1.02	1.19		
	Total	**300**	**2.25**	**0.99**		
Damages/ Improper packaging	Upto 25 years	240	3.22	1.88	0.514	0.155
	26 - 30 years	22	1.19	0.98		
	31 - 40 years	08	1.89	1.01		
	Above 41 years	30	1.15	0.98		
	Total	**300**	**1.11**	**0.98**		
Rude behaviour of Delivery agents	Upto 25 years	240	1.04	0.71	0.207	0.268
	26 - 30 years	22	1.06	0.94		
	31 - 40 years	08	1.74	0.55		
	Above 41 years	30	2.77	0.23		
	Total	**300**	**1.94**	**0.30**		
Payment Issues	Upto 25 years	240	4.26	0.78	4.844	0.015*
	26 - 30 years	22	4.84	1.98		
	31 - 40 years	08	4.90	1.45		
	Above 41 years	30	4.67	1.74		
	Total	**300**	**3.89**	**1.99**		
Ordering issues in Applications	Upto 25 years	240	4.29	1.87	5.400	0.005*
	26 - 30 years	22	4.74	1.44		
	31 - 40 years	08	4.81	1.66		
	Above 41 years	30	4.78	1.23		
	Total	**300**	**4.84**	**1.47**		

Based on Primary Data * Sig.@5%

Table 5 shows that values of the data F that were calculated. There is a substantial relationship between 0.699, 0.514, and 0.207 at the five present levels. The existence of these values indicates that there is a substantial disparity between the genders and the difficulties that online customers have when it comes to online delivery. The conclusion is that the null hypothesis that was provided is correct. The values of 4.844 and 5.400 that were determined for the f-test are significant at the five levels that are currently in place. These figures represent the major differences that exist between the sexes as well as the difficulties that online consumers face when it comes to online delivery. Because of this, the null hypothesis that was stated is contradicted. Nevertheless, this demonstrates unequivocally that females are more likely to be involved in secondary and primary actions when it comes to customer online delivery than other age groups and consumer online delivery.

Findings

1. Most of the respondents that is 80 per cent of the respondents are in the age group of Upto 25 years.
2. The study shows that most of the respondents who are shopping in online are female with 63 per cent.
3. T-test results that were calculated on 3.701, 4.777, 3.770, 4.485, and 4.789 are significant at the five levels that are currently being considered.
4. F that were computed. A significant correlation exists among 0.699, 0.514, and 0.207 at the five percent significance levels. The presence of these values signifies a significant gender discrepancy regarding the challenges faced by online clients in relation to online delivery.

Suggestions

1. The findings of the study indicate that there is a need to make the applications for the delivery of products online much more user-friendly. This is necessary in order to ensure that individuals of all ages are able to take advantage of these applications without any trouble.
2. As a result of the outcomes of the investigation, the vast majority of the products that are packaged are constructed out of plastics. On the other hand, this is something that can be avoided, and rather than using synthetic materials for product packaging, natural ingredients can be employed.

Conclusion

According to the findings of this survey, clients are extremely pleased with the process of receiving things that were purchased online. Additionally, the customers' intentions to acquire products from platforms that distribute products are influenced by a variety of elements, including the ease of use, the convenience, and the quality of the products. The distribution of things through the internet is extremely popular among customers. Those who are pleased with the monitoring of their meals, the several payment options, the coupons, and the offers are the only ones who are content with the quality of the products, the costs, and the convenience of the service. According to the results of this research, respondents have indicated that they have a preference for Zomato and Swingy, both of which are platforms that facilitate the delivery of meals via the internet. As a result, customers are satisfied with the online meal delivery service when they receive their orders without encountering any problems. Products monitoring, payment options, promotions, and offers are the only things that bring customers happiness when it comes to the quality of products, pricing, and other elements. Customer satisfaction may be achieved by these things. According to the results of this research, respondents have indicated that they have a preference for Amazon and Swiggy, both of which are platforms that facilitate the delivery of products via the internet.

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