



A STUDY ON THE CUSTOMER OPINIONS ABOUT E-COMMERCE RETURN POLICY

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Abstract:

This study aimed to see how return policies affect consumer's purchase decisions. Customer opinions on how return policy affects consumer's perceptions and satisfaction. While making a purchase in the online store, To understand whether the return policies encourage consumers to purchase products. Research is required, In order to understand how customers perceive return policies and how they affect their purchasing behaviour. To know about the frequency of returning the items by the consumers as the new return policies are implemented in small stores, To check whether the return policy has a significant impact over consumer buying behaviour and to analyse the problem of the consumer to return the products.

The principal goal of this article analyses consumer satisfaction with and perceptions of e-commerce return policy as well as consumer's buying behaviour. This research method is entirely reliant on primary statistics obtained through a questionnaire. It is based entirely on the study's objectives; the proper questionnaire was employed at the beginning. The findings of this study suggest that consumers are generally very satisfied with return policies. Customers will undoubtedly read the return policy before making any purchase.

Key words: Return policies, consumer's purchase decisions, frequency of returning, consumer satisfaction.

Introduction:

Return policy: The return policy is the set of the conditions for returning products or services that have been purchased. These policies usually include information about refunds, return requirements, deadlines, and customer support numbers.

A clear and transparent return policy helps customers feel more confident by ensuring that whatever they buy will indeed be what it was claimed to be. When a store doesn't give this guarantee, customers frequently become hesitant and opt not to buy the goods.

If you receive the relevant products in a state that is physically damaged, is deficient, is missing components or accessories, or differs from what is described on the product detail page, you may return them within the relevant return window.

If you report a problem with your TV, air conditioner, refrigerator, washing machine, or microwave, we might be able to help arrange for a professional to come to your home. By ordering from online, this visit can be planned. A solution will be offered based on the technician's evaluation report, according to the terms and conditions of the site.

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The product will only be returned if it was not damaged while in your possession, it matches the product that was shipped to you, and it is in its original packaging—complete with the brand or manufacturer's box, MRP tag still attached, user manual, warranty card, and all of the included accessories.

Try to make sure that any personal information that is stored on an electronic device has been deleted before returning it if you want to do so. For any improper use or exploitation of such information, site or online seller will not be held liable in any way.

Certain circumstances, such as incidents of buyer's regret like ordering the wrong model, colour, or product, may prevent products from being returned. No returns are accepted for items with the "non-returnable" label on the product detail page. If not stated otherwise in the category-specific policy, no extra information is needed to return an eligible order.

Only if the same vendor has the exact same product in stock may products be eligible for replacement. You would receive a refund if the vendor did not have the exact identical goods in stock at the time the replacement request was made.

STATEMENT OF THE PROBLEM:

As a result of COVID, consumers are increasingly interested in making online purchases. In this study, it was determined how the return policy influences consumer purchasing decisions.

- It is important to understand customers' perception about return policy as well as how satisfied they are with the company.
- To understand how many customers have returned goods and are aware of e-commerce.

- The study focuses exclusively on consumer opinions of the return policy and the challenges they encounter when using the return policy.

NEED FOR THE STUDY:

This is the study of the customer opinions about return policies towards consumers perception and satisfaction.

Returning the items has become one of the great challenges for e-commerce sites.

For example:

On Amazon, the standard return percentage ranges from 5% to 15%. However, the return rate for such products, like apparel, fine jewellery, and consumer electronics, may soar as high as 40%. It needs to be noted that the items that are returned the most frequently are usually those that you would try on or test out at the shop.

OBJECTIVES OF THE STUDY:

- To know the level of awareness among the customers about return policy.
- To understand the customer's opinion towards return policies.
- To identify the difficulties mostly faced by the customers during availing the return policies.
- To know about the kind of products frequently returned.
- To analyse the role of return policy over consumer buying behaviour.

Review of Literature:

Review of Returnless Refunds in E-Commerce Retail: Through Sales by Leniency, Guilherme Rodrigues dos Santos, Ekaterina Koromysova, 2020, Analysis, the authors found that the effect is the relationship

between return tolerance, customer satisfaction, and loyalty. Assumed to be explained by, and intent to purchase. In addition, look at individual product and customer factors that affect sales performance in terms of product returns.

Understanding product returns: A systematic literature review using machine learning and bibliometric analysis, Quang Huy Duong (University of Greenwich) Li Zhou (University of Greenwich), 2021, through analysis, the author returns the product. (PR) is an unavoidable but costly process in business, especially in online marketplaces.

Decision and coordination in the dual-channel supply chain considering the risk-averse and customer returns Aifeng Zhang, Jianbiao Ren, Zhenzhong Guan, Usman Farooq, 2021, Author Discussed The Biggest Disadvantages of Online Shopping Exactly It is impossible to do to evaluate the suitability of the product before purchase

Review and Prospects of E-Commerce Platform Return Issues, Huaman Han, 2019, authors believe that e-commerce development is now leading to a large number of consumer returns, which is the e-commerce Companies that have become an important issue. To better explore e-commerce platform return issues, this paper reviews and provides insights into return issues from two perspectives: different nodes in the supply chain and types of return strategies.

B2C e-commerce cross-border logistics mode selection considering product returns, Xiaohuan Wang, Jingchao Xie & Zhi-Ping Fan, 2020, where the authors say that long delivery times and expensive shipping costs are important features of B2C cross. I explained that there is-Border E-Commerce and

Logistics. They can cause disagreements and customer reversals, leading to product returns

RESEARCH GAP:

This study trying to find out the satisfaction and perception of the consumers on return policies. Previous research focused on return policies in general but this study speaks about the customer opinions of the return policy and the difficulties faced by the customers while availing this policy. And this study is done based on the customers' responses of the current year.

RESEARCH QUESTIONS:

- What is the level of awareness among the customers about e commerce return policy?
- What is the customer's perception towards return policy?
- What is the effectiveness of return policy?
- What are the difficulties faced by the customers during availing the return policies?

Research Methodology:

This study is conducted mainly based on the primary data.

For instance, a student could gather information for a research study report or their thesis.

The satisfaction and perception of return policy's efficacy were crucial for my study, thus a questionnaire was created to gather the numerous questions from e commerce consumers. The secondary sources of data of social science include data from the census that was gathered by several departments, organisational records, and data that was crudely gathered for other research goals.

Sample size	100
Statistical tool	Chi-square test
Sampling area	Hyderabad
Sampling Technique	Simple Random technique
Data Collection Method	Questionnaire
Respondents	E commerce customers

HYPOTHESIS:

Ho - The return policy does not have a significant impact over buying behaviour

H1 - The return policy has a significant impact over buying behaviour

Data Analysis:

Here are the few questions from data analysis :

• Which type of product are you most likely to return?

- A. Fashion
- B. Electronics
- C. Accessories
- D. Home and kitchen
- E. Cosmetics
- F. Books
- G. All the products

H. Other (please specify) _____

Options	No Of Respondents	% Of Respondents
Fashion	31	31%
Electronics	19	19%
Accessories	10	10%
Home and kitchen	9	9%
Cosmetics	8	8%
Books	2	2%
All the products	23	23%

• Which type of product you are least likely to return?

- A. Fashion
- B. Electronics
- C. Accessories
- D. Home and kitchen
- E. Cosmetics
- F. Books
- G. All the products

Options	No Of Respondents	% Of Respondents
Fashion	24	24%
Electronics	24	24%
Accessories	7	7%

• Frequency of returning the items?

- A. Very often
- B. Often
- C. Rarely often

Options	No Of Respondents	% Of Respondents
Very often	13	13%
Often	24	24%
Rarely often	63	63%

• While buying what kind of products, you are very particular about return policies?

- A. Expensive
- B. Gadgets
- C. Jewellery
- D. Home appliance

Options	No Of Respondents	% Of Respondents
Expensive	39	39%

Gadgets	34	34%
Jewellery	11	11%
Home appliance	15	15%

• Have you ever returned any used item?

A. Yes

B. No

Options	No Of Respondents	% Of Respondents
Yes	17	17%
No	83	83%

CHI SQUARE TEST :-

Significant impact over buying and gender

H₀ :-The return policy does not have a significant impact over your buying

H₁ :- The return policy has a significant impact over your buying

Significant impact	O	E	O-E	(O-E) ²	(O-E) ² /E
Strongly agree	62	0.62	61.38	3767.504	6076.62
Agree	25	0.25	24.75	612.5625	2450.25
Disagreed	6	0.06	5.94	35.2836	588.06
strongly disagree	7	0.07	6.93	48.0249	686.07
	100				9801

Degree of freedom = 3

Significant level = 0.05

Table value = 7.815

Calculated value = 9801

Interpretation:-

From the above information we can state that the table value is greater than the calculated

value(7.815>9801). Hence, we accept the Alternative hypothesis.

Hence there is a significant impact over the return policy on buying behaviour.

FINDINGS

- The majority of respondents are aware of the online sellers.
- It is found that 92% of customers bought the products from any of the sites.
- Most survey participants returned the products.
- The majority of respondents are likely to return cloths and fashion products.
- Most respondents want return policies to be free of shipping costs.
- Before purchasing the products, the majority of respondents merely briefly review the return policy.
- Most of the respondents are influenced to purchase things by the return policy.
- Most survey participants want return policy to be free of charge for delivery.
- The majority of respondents are very particular about the return policy of any expensive product and Gadgets.
- The vast majority of responders return the goods infrequently.
- 83% of respondents have not used any item before returning the product.
- The vast majority of respondents reported no issues with product returns.
- Most responder products are delivered on schedule by the delivery person.
- The majority of respondents rate 11 return policy as having Very good overall satisfaction.

SUGGESTIONS:

From the above data analysis and findings the suggestions are:

- Most survey participants want return policy to be free of charge for delivery.
- Because most people are returning the products they are expecting no delivery charge returns, so companies can concentrate on this.
- The more number of users having trouble returning things due to delivery concerns. So the company has to concentrate on this issue.
- Before purchasing a product, the majority of customers simply glance over the return policy once, and it is well known that this encourages the customer to purchase the item. The consumer needs free shipping from the return policy as well as hassle-free returns.

CONCLUSION:

This paper examines customer perceptions of return policy from their perspective as purchasers. The vast majority of respondents are familiar with return policy and have been regular customers for three or more years. The majority of returns are for fashion items, and the main justification is that the client is unhappy with how the product differs from what was advertised. It has been discovered that return policies encourage consumers to purchase things because almost all of them just check them once before making a purchase. The return policy must allow for simple returns and free shipping. As a result of the new return policies being implemented in small stores, consumers will change their shopping habits and check a product twice or three times before buying it. The return policy focuses more on the fact that consumers are picky about return policies when buying pricey goods and gadgets. The majority of customers encounter shipping problems while returning a purchase. The data collected through the questionnaire is analysed using the statistical tool chi-square test, and the results are accepted as null hypothesis because there is a significant impact of customer buying behaviour.

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