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PROBLEMS FACED BY D. EL. ED. STUDENT-TEACHERS IN ONLINE SHOPPING

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ABSTRACT

The lifestyle of the people is now changing as per the need of the hour. People feel uncomfortable and find it time-consuming to go in the crowded markets for shopping. So, online shopping is a boon as it saves a lot of time. With every boon, there has to be a curse. We face many problems in online shopping. This study focuses on the problems faced by D. El. Ed. student-teachers. In the present study, the researcher has conducted descriptive research in which a comparative type has been used and found problems faced by D. El. Ed. student-teachers.



KEYWORDS: Problems, Online Shopping, D. El. Ed. student-teachers.

INTRODUCTION

Online shopping, also known as e-commerce, has revolutionized the way we shop in the modern world. It refers to the process of buying goods and services over the internet, without the need to physically visit a brick-and-mortar store. With the rapid advancements in technology and the increasing accessibility of the internet, online shopping has gained immense popularity among consumers worldwide. The convenience and flexibility offered by online shopping have made it a preferred choice for many people. Instead of navigating through crowded malls or waiting in long queues, shoppers can now browse and purchase products from the comfort of their own homes, anytime and anywhere. Whether it's clothing, electronics, groceries, or even services like booking travel tickets, online shopping provides a vast array of options at our fingertips. The basic benefit of online shopping is the suitability it proposes. With a click of a mouse, customers can examine various online shops, compare values, analyze item reviews, and attain products. This saves precious time and energy, making it particularly appealing for people with busy timetables or restricted flexibility. Furthermore, online shopping gives an international market, letting buyers access goods worldwide. This broadens the variety of options accessible and lets customers obtain distinctive products that may not be closely accessible. It also promotes international trade, allowing businesses to attain a wider consumer support and enlarge their ventures.

One more prominent advantage of online shopping is the ability for price reduction. Most of the online dealers provide modest costs, concessions, and special offers that are not always available in markets. Moreover, customers save on transportation costs, as they do not need to travel to the shop. Online shopping also decreases the desire to purchase frequently, letting buyers create additional notified and purposeful buying choices.

Online shopping has happened because of various reasons that have altered the manner in which we reside and consume. Some of the key bases because of which online shopping has become a need of the hour are convenience, wide selection, time and energy saving, competitive pricing and discounts, and personalized shopping experience.

The common challenges are the quality of the product, as some online buyers are concerned about purchasing products that do not fit the expectations or description. An inefficient search function can make searching for the exact commodity disturbing, leading to a waste of time and inappropriate outcomes. Unseen prices, such as extra charges like delivery charges, taxes, and handling, can increase the final cost, making costing complicated. Late delivery is an additional challenge, with transporting firms sometimes taking more than the expected time to distribute products. Sometimes obstacles in commodity returns can cause irritation to customers for refunds or exchanges. Security concerns are another challenge of scams or illegal doors to personal and monetary data and are important when creating online dealings. Finally, spoiled commodities and inappropriate delivery can confuse online shopping knowledge, mainly when commodities are delivered in inferior condition or postponed, creating the complete procedure less dependable. Tackling these challenges is important for increasing the online shopping experience for D. El. Ed. student-teachers and confirming it is well-organized, safe, and fulfilling.

STATEMENT OF PROBLEM

Problem Faced by D. El. Ed. Student-Teachers in Online Shopping.

NEED OF THE STUDY

I felt the need to study problems faced by D. El. Ed. student-teachers in online shopping, which gives intuition into their liking, reinforcement, and buying patterns. This understanding facilitates businesses molding their products, services, and marketing techniques to join the distinctive demands of D. El. Ed. student-teachers as a consumer segment.

In online shopping, it is crucial to identify challenges such as limited digital skills, financial constraints, and unequal access to resources, which can obstruct their academic and professional enhancement. Studies show that these problems excessively disturb their ability to procure vital educational materials, impacting their readiness for teaching and learning. Accepting this problem allocates for involvements such as enhanced digital education and financial provision, ensuring equitable access to resources and improving the total excellence in teacher education.

AIMS OF THE STUDY

The main aim of the study is “Problems faced by D. El. Ed. Student-teacher in Online Shopping”

OBJECTIVES OF THE STUDY

1. To study the problems faced by D. El. Ed. Student-teacher in Online Shopping on the basis of Gender.
2. To study the problems faced by D. El. Ed. Student-teacher in Online Shopping on the basis of Mother Tongue.
3. To study the problems faced by D. El. Ed. Student-teacher in Online Shopping on the basis of Family Income.
4. To study the problems faced by D. El. Ed. Student-teacher in Online Shopping on the basis of Family Status.

SCOPE AND LIMITATIONS OF THE STUDY

The scope is the area of the study and delimitation is where the researcher himself delimits the topic. The study was conducted on 31 D. El. Ed. Student-teachers. Data was collected from D. El. Ed. Student-teachers of Guru Nanak College of Teacher Education. The student-teachers from different areas and below the age of 17-22 years.

The study was delimited for the year 2020-2021.

SIGNIFICANCE OF THE STUDY FOR THE D. EL. ED. STUDENT-TEACHERS

- Flexibility and Independence: Online shopping provides D. El. Ed. Student-teachers with the opportunity to make purchases conveniently and independently. It emphasizes their ability to manage their own shopping needs, make informed decisions, and have control over their purchases.
- Time Management: D. El. Ed. Student-teachers often juggle multiple responsibilities, including managing households, taking care of children, and possibly having part-time jobs. It also saves time, which is invested in traditional shopping.
- Wide Range of Products: Online shopping offers D. El. Ed. Student-teachers' access to a variety of products that may not be available locally.
- Cost Savings and Budgeting: Online shopping usually provides opportunities for cost savings, such as online discounts, price comparisons, and promotions, helping them manage finances more effectively.
- Overall, the study underscores the importance of online shopping in enhancing the daily lives of D. El. Ed. student-teachers by supporting their efficiency, independence, and financial management.

METHODOLOGY

Research methods are of utmost importance in a research process. Basically, research methods are categorized as Historical Methods, Experimental Methods and Descriptive Methods

The method applied for this study is the Descriptive method. There are three types of descriptive methods. They are: Survey Method, Comparative Method and Correlation Method

For the purpose of this study, the researcher has used Comparative method. The Comparative method gathers data from a relatively large number of cases at a particular time. It is concerned with the comparison between married/unmarried, males/females, and age factor.

SAMPLE AND SAMPLING TECHNIQUE

In the present study, the researcher has used the non-probability sampling method in which a convenient sampling technique has been used. The researcher selected only 30 Student-teachers from Guru Nanak College of Elementary Teacher Education, Bhandup, and collected data from them as per the researcher's convenience.

TOOLS OF RESEARCH

In the present study, the researcher has used Personal Data Sheet to collect the following information:

- a. Gender
- b. Mother Tongue
- c. Family Income
- d. Family Status

For the present study, the researcher has also used a Rating Scale. It is a simple device that has a list of 15 items that the researcher thought was relevant for the study. After each item, a column is provided for the respondent to indicate: Strongly Agree, Agree, Disagree, Strongly Disagree. Some of the statements are as follows:

1. It is not unsafe to shop online.
Strongly Agree, Agree, Disagree, Strongly Disagree
2. It is easy and enjoyable to shop online.
Strongly Agree, Agree, Disagree, Strongly Disagree
3. It is easy to compare products and prices of products online.
Strongly Agree, Agree, Disagree, Strongly Disagree

COLLECTION AND TABULATION OF DATA

An official permission was taken from the Principal of Guru Nanak College of Elementary Teacher Education to collect the data. The researcher sent the link to the Google form to various nearby

areas, D. El. Ed. student-teachers, and relatives on WhatsApp and gave instructions about the study and how to fill out the form. The doubts of the student-teachers were cleared by the researcher. They were given the assurance that their data would be kept confidential. Then the researcher collected the data for analysis purposes.

ANALYSIS AND INTERPRETATION OF THE DATA

The scoring and analysis of the data were done with the help of the researcher's guide. After a detailed study and interpretation of the scores, it was found that with regard to the age factor also, no major difference was observed. The scores were more or less the same for all age groups.

The study showed that there was no major difference in respect to qualification. Most of the D. El. Ed. Student-teachers are found to have graduated compared to 12th.

Most of the D. El. Ed. Student-teachers in urban areas prefer online shopping as compared to D. El. Ed. Student-teachers in rural areas. With respect to the above-given data.

With the above-given data, it was found that most of the responses were from nuclear families as compared to joint families.

1.1 To study the problems faced by D. El. Ed. Student-teacher in Online Shopping on the basis of Gender. The following table 1.1 shows Online Shopping among D. El. Ed. Student-teacher with respect to Gender:

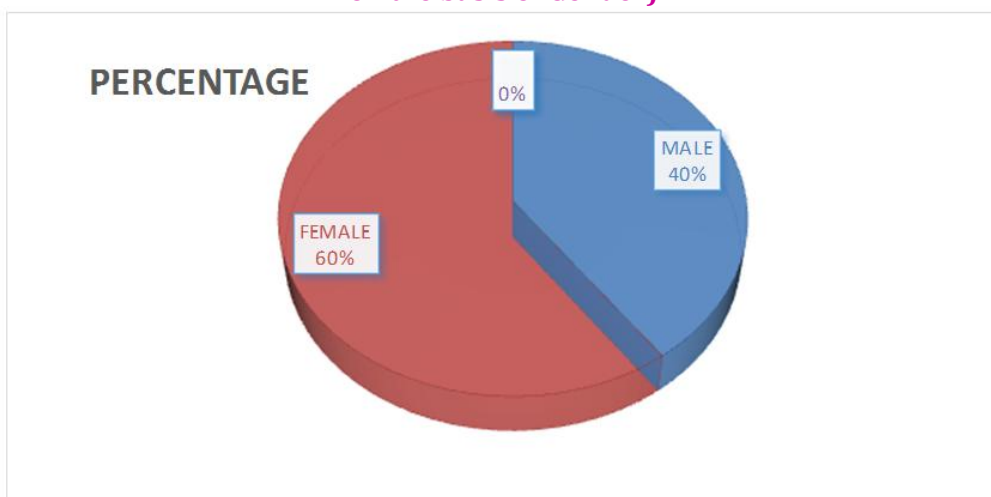
Table 1.1
(To study the problems faced by D. El. Ed. Student-teacher in Online Shopping on the basis of Gender)

Gender	MALE	FEMALE
%	40	60

Interpretation: In the above pie diagram it shows that most of the females faced the problem of online shopping as compare to males, 60 percentage of the females and 40 percentage of male face the problem of online shopping.

The following figure 1.1 shows on Online Shopping among D. El. Ed. Student-teacher with respect to Gender:

Figure 1.1
(To study the problems faced by D. El. Ed. Student-teacher in Online Shopping on the basis of Gender)



1.2. To study the problems faced by D. El. Ed. Student-teacher in Online Shopping on the basis of Mother Tongue.

The following table 1.2 shows the problems faced by D. El. Ed. Student-teacher in Online Shopping on the basis of Mother Tongue.

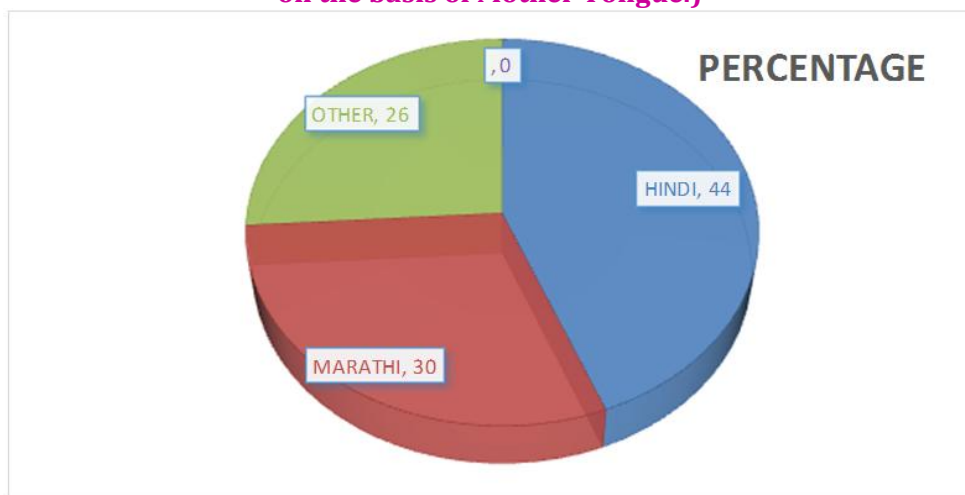
Table 1.2
(To study the problems faced by D. El. Ed. Student-teacher in Online Shopping on the basis of Mother Tongue)

MOTHER TONGUE	HINDI	MARATHI	OTHER
%	44	30	26

Interpretation: In the above pie diagram it shows that most of the D. El. Ed. Student-teachers whose mother tongue is Hindi face the problem of online shopping, and the percentage is 44. Further, those student-teachers whose mother tongue is Marathi face the problem of online shopping, and the percentage is 30.

The following figure 3.1.2 shows the problems faced by D. El. Ed. Student-teacher in Online Shopping on the basis of Mother Tongue.

Figure 1.2
(To study the problems faced by D. El. Ed. Student-teacher in Online Shopping on the basis of Mother Tongue.)



1.3 To study the problems faced by D. El. Ed. Student-teacher in Online Shopping on the basis of Family Income.

The following table 1.3 shows the problems faced by D. El. Ed. Student-teacher in Online Shopping on the basis of Family Income.

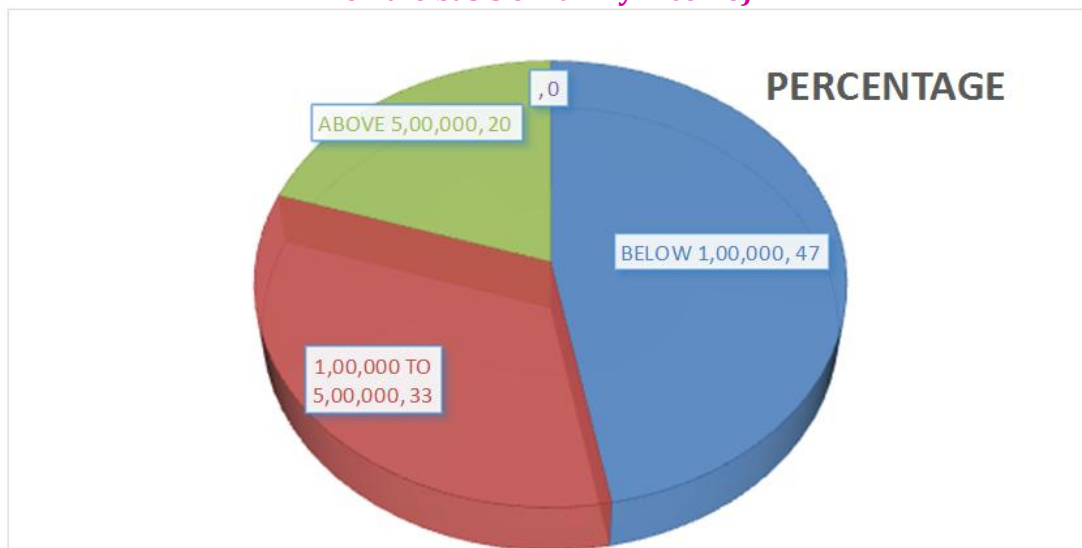
Table 1.3
(To study the problems faced by D. El. Ed. Student-teacher in Online Shopping on the basis of Family Income)

FAMILY INCOME	BELOW 1 LAKH	1 LAKH TO 5 LAKHS	ABOVE 5 LAKHS
%	47	33	20

Interpretation: In the above pie diagram it shows that D. El. Ed. Student-teachers whose family income is below 1 lakh face the problem of online shopping. Further, D. El. Ed. Student-teachers whose family income is in the range of 1 lakh to 5 lakhs and above 5 lakhs face the problem of online shopping and a percentage of 33 and 20, respectively.

The following figure 1.3 shows Online Shopping among D. El. Ed. Student-teacher with respect to Family Income:

Figure 1.3
(To study the problems faced by D. El. Ed. Student-teacher in Online Shopping on the basis of Family Income)



1.4 To study the problems faced by D. El. Ed. Student-teacher in Online Shopping on the basis of Family Status.

The following table 1.4 shows the problems faced by D. El. Ed. Student-teacher in Online Shopping on the basis of Family Status.

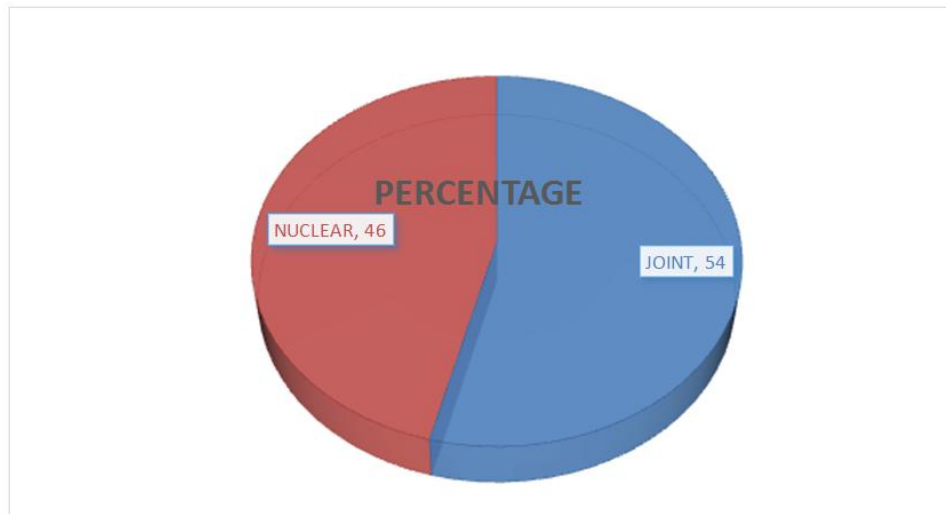
Table 1.4
(To study the problems faced by D. El. Ed. Student-teacher in Online Shopping on the basis of Family Status)

FAMILY STATUS	JOINT	NUCLEAR
%	54	46

Interpretation: In the above pie diagram it shows that most of the D. El. Ed. Student-teachers who live in a joint family face the problem of online shopping compared to those D. El. Ed. Student-teachers who live in a nuclear family, and their percentages are 54 and 46, respectively.

The following figure 1.4 shows the problems faced by D. El. Ed. Student-teacher in Online Shopping on the basis of Family Status.

Figure 1.4
(To study the problems faced by D. El. Ed. Student-teacher in Online Shopping on the basis of Family Status)



FINDINGS OF THE STUDY

- D. El. Ed. Female Student-teachers faced the problem of online shopping as compared to D. El. Ed. Male Student-teachers, 60 percentage of the females and 40 percentage of male face the problem of online shopping.
- D. El. Ed. Student-teachers whose mother tongue is Hindi face the problem of online shopping, and the percentage is 44. Further, those Student-teacher whose mother tongue is Marathi face the problem of online shopping, and the percentage is 30.
- D. El. Ed. Student-teachers whose family income is below 1 lakh face the problem of online shopping. Further, D. El. Ed. Student-teachers whose family income is in the range of 1 lakh to 5 lakhs and above 5 lakhs face the problem of online shopping and a percentage of 33 and 20, respectively.
- D. El. Ed. Student-teachers who live in a joint family face the problem of online shopping as compare to those D. El. Ed. Student-teachers who live in a nuclear family, and their percentages are 54 and 46, respectively.

CONCLUSION

Online shopping is a type of electronic commerce that accepts clearly purchasing commodities from a supplier over the Internet using a web browser or a mobile app. Student-teachers find a commodity of their own interest by approaching the websites of the vendors directly or by finding among different sellers using a shopping search engine, which exhibits the same commodity availability and cost at different e-vendors. Student-teachers can purchase online using a variety of devices, including desktop computers, laptops, tablet computers, and smartphones.

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