

Consumer Pitfalls in Digital Business

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Abstract: The concept of online shopping started in the late 1970s and early 1980s. It was in the 1990s's there was a rise in e-commerce and saw the launch of Amazon and eBay. Mobile commerce and social commerce are significant aspects of online shopping geography. The customer factors that affect the acceptance of online shopping have been the subject of numerous research. The review literature describes the perceived pitfalls of online shopping, which include fiscal threat, product threat, convenience threat, and non-delivery threat. Studies have been conducted to emphasize gender differences in online shopping stations. Numerous reference models were introduced to understand the consumer, like the Technology Acceptance Model etc. The other factors that affect online shopping include education, occupation, and shopping habits. Though online shopping has shown growth over the previous years, there is still a need to establish trust with consumers to promote the e-commerce business. This can be done by enhancing product quality, furnishing complete information, ensuring security, user-friendly payment, and furnishing excellent consumer service.

Keywords: Online shopping, risks, consumer satisfaction., digital.

1. INTRODUCTION

A digital business is one that primarily operates and conducts its core business activities using digital technologies, particularly the internet. We are moving towards a digital platform, and this method contrasts with conventional business practices by depending on technology and digital communication. Traditional approaches depend solely on physical locations and direct interactions. Digital business can potentially reach customers worldwide, expanding its limitations. Due to the convenience and comfort, it offers consumers, online shopping, a subset of digital business, has grown in popularity across all demographics. Online shopping, often known as the practice of buying and selling things over the internet, is the process of buying items directly from a seller without the use of an intermediary (Daroch et al., 2021)

According to studies by Limayem et al. (2000), the majority of experts predict that the global electronic market will have a significant impact on commerce in the twenty-first century.

As per the recent statistics nearly 33% of the global population shop online worldwide. The reason why consumers are mainly choosing online platforms may be because of the convenience and ability to compare prices easily. Tremendous increase in online shopping rate is seen after the Covid -19 as people were forced to stay indoors and had to depend on online. People who had never done online shopping before, also started to use mobile apps and various websites to get their daily groceries. The 2025 study by Wang et al. claims that COVID-19 has made competition fiercer and more highlighted the importance of perceived quality and brand image. According to Limayem et al. (2000), innovative consumers are more inclined to support internet buying.

Inspite of all these favorable factors there are people who still believe that going to store and shop is better because they can see and feel the things. Moreover shopping also gives a sense of satisfaction. Since many customers prefer to shop offline, the advantages of internet shopping have really had difficulty drawing in customers. Customers' interest in offline shopping is still significant, as seen by the ongoing growth in minimarkets and retail establishments. (Setyo Iriani & Lestari Andjarwati, 2020) Studies by (Sulistyowati & Husda, 2024) confirms that price significantly impacts both customer satisfaction and purchase decisions, aligning with established research. At the same time, trust was found to have a less direct influence, with its effect on satisfaction being a crucial intermediary. By offering individualised recommendations, safe transactions, customer service, and product discovery, artificial intelligence (AI) is completely changing the online shopping experience (Aggarwal et al., 2024). The potential of digital measures to improve customer satisfaction has not

received much attention. Most of the literature comes from around 2002-2008, making it nearly 20 years old. Despite the difficulties caused by COVID-19, e-commerce businesses have been able to turn around adverse circumstances, and in the post-pandemic era, the satisfaction index of all variables will increase (Wang et al., 2025).

2. LITERATURE REVIEW

Factors showing a positive approach towards online shopping

There are many factors which have increased the online shopping especially among the young generation like convenience of 24/7 availability and home delivery. It is found that perceived ease of use has a positive and significant influence on online shopping decision. (Setyo Iriani & Lestari Andjarwati, 2020). People are able to compare the prices easily. They even get multiple or wider variety of products. Prior research mostly examined customer behaviour patterns that influence internet shopping Subjective norms and domain-specific innovativeness have a favourable effect on online shopping behaviour, according to research by Moshrefjavadi et al. (2012).

Additionally, customers' attitudes on internet buying had a favourable impact on their online purchasing behaviour. Limayem et al., 2000 found that intentions and behavioral control equally influence online shopping behaviour. The research indicates that behavioural control, including self-efficacy and facilitating situations, is equally significant as intentions in affecting online shopping behaviour Limayem et al. (2000).

Setyo Iriani and Lestari Andjarwati (2020) demonstrated that perceived usefulness exerts a positive and significant impact on online shopping decisions. The OSAM (Online Shopping Acceptance Model) serves as a predictive tool for assessing consumer acceptance of online shopping, offering a comprehensive analysis of the factors influencing this acceptance. Zhou et al. (2007)

People like to purchase online since it is more convenient for them. Unlike in-store shopping, where your options are limited, online retailers often have items that can't be found elsewhere (Puzari et al., 2023). There is a section for the shopkeepers who are responsible for keeping track of inventory and customer data and ensuring that it is always up to date.

Factors showing a negative approach towards online shopping.

The study identified six factors that inhibit consumers from purchasing from online sites: fear of bank transactions and lack of trust, the convenience of traditional shopping, reputation and quality of services, prior experience, insecurity, and inadequate product information (Daroch et al., 2021). The hazards of internet buying encompass financial, social, temporal, performance, physical, and privacy threats. (Setyo Iriani & Lestari Andjarwati, 2020). The research conducted by Moshrefjavadi et al. in 2012 revealed that financial risks and non-delivery risks adversely influenced attitudes towards online purchase.

One significant drawback to this type of online purchasing is the concerns of customers regarding the abuse or theft of their personal information. Uncertain product warranties, unclear return and exchange procedures, and the loss of personalised customer care that once made customers feel valued are some of the barriers impeding the wider adoption of online shopping. Scholars have also proposed resolving privacy and security issues and making online purchasing as reliable as possible. (Puzari and others, 2023)

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Does gender play an important role in online shopping?

Online purchasing has a lot of potential for female dominance in the future. Given that women are more socially inclined than men, increasing interpersonal connection through online forums, chat rooms, and incentives for customers to tell their friends about their experiences as well as by supporting online recommendations may encourage more women to purchase online. (Zhou and others, 2007)

Literature reviews of online shopping indicate that results concerning gender differences in online shopping environments are mixed and inconsistent (Chang et al., 2005; Zhou et al., 2007).

Online shopping is preferred by housewife respondents due to its ease of use, comprehensive information about product details, prices, and payment procedures, a wide selection of products, and several alluring promotional offers. (Setyo Iriani & Lestari Andjarwati, 2020) The affective attitude of females toward online shopping is not high as that of males. Increased

focus on the emotional aspects of online shopping such as providing dynamic or instant feedback or information on products may improve women's online social experiences and enhance their affection to online shopping.(Hasan, 2010)

What can be done to improve online shopping?

When it comes to internet shopping, security and privacy are the main concerns. According to Moshrefjavadi et al. (2012), they can accomplish this goal by presenting a specific certificate from authorities and governmental organisations that permits them to sell goods online and reassures customers that the online retailer is operating lawfully. This will give customers greater confidence when making purchases from them and eliminate any concerns regarding order delivery. Thorough empirical research will reveal much more about consumers' acceptance of online purchasing. Online purchasing research and practice can be guided by the model and associated research questions. (Zhou et al., 2007).

By enhancing personalisation, security, customer service, and product discovery, artificial intelligence is revolutionising online shopping and giving customers a more efficient and pleasurable experience (Aggarwal et al., 2024).

There are no recent trends in utilizing digitalization more to enhance customer satisfaction, although we can see promising changes in digitalization like AI-based tools or the Internet of Things and services.(Brunner et al., 2025). One important tactic for improving consumer satisfaction and boosting sales is to use AI-based personalised recommendations to improve online shopping. In order to create an extensive user profile, AI can examine a user's browsing and purchase history as well as demographic data. Customised recommendations can then be made using this profile. In 2024, Aggarwal et al. By automating procedures and reducing obstacles, artificial intelligence (AI) can facilitate speedier and more seamless checkout processes. Another fascinating advancement is visual search technology driven by AI, which lets consumers look for things using pictures instead of keywords.

(Abigail et al., 2024) concluded that online shopping experience has a stronger influence, directly or indirectly, on consumer loyalty. This means that companies selling online need to ensure consumers have a good experience when shopping online. Future research may investigate which component of online shopping attitude has the strongest impact on online shopping behavior and under what conditions.(Hasan, 2010)

3. METHODOLOGY

The survey was conducted randomly to different people with 15 questions mainly to understand the trends in online shopping. The main idea was to understand the popularity of online shopping among different age groups and to understand the risks faced by people when they shop products online.

The questions asked were divided into Four sections-

Demographics

1. Age
2. Gender
3. Do they have their own device for online shopping.

Online shopping habit

1. How often do you shop online?
2. What kinds of items do you usually buy online?
3. What platform or website do you use the most for shopping online?
4. Mode of payment.

Risks and Concern

1. Have you ever had a bad experience with online shopping? (e.g. wrong term, never arrived, scam)
2. What do you think are the biggest risks of online shopping?
3. Do you read reviews before buying something online?
4. Do you feel online shopping is safe?
5. What steps do you take to stay safe while shopping online?

Opinions and suggestions

1. What do you like most about online shopping?
2. What would make online shopping safer or better?
3. Would you recommend online shopping to a friend?

4. RESULTS

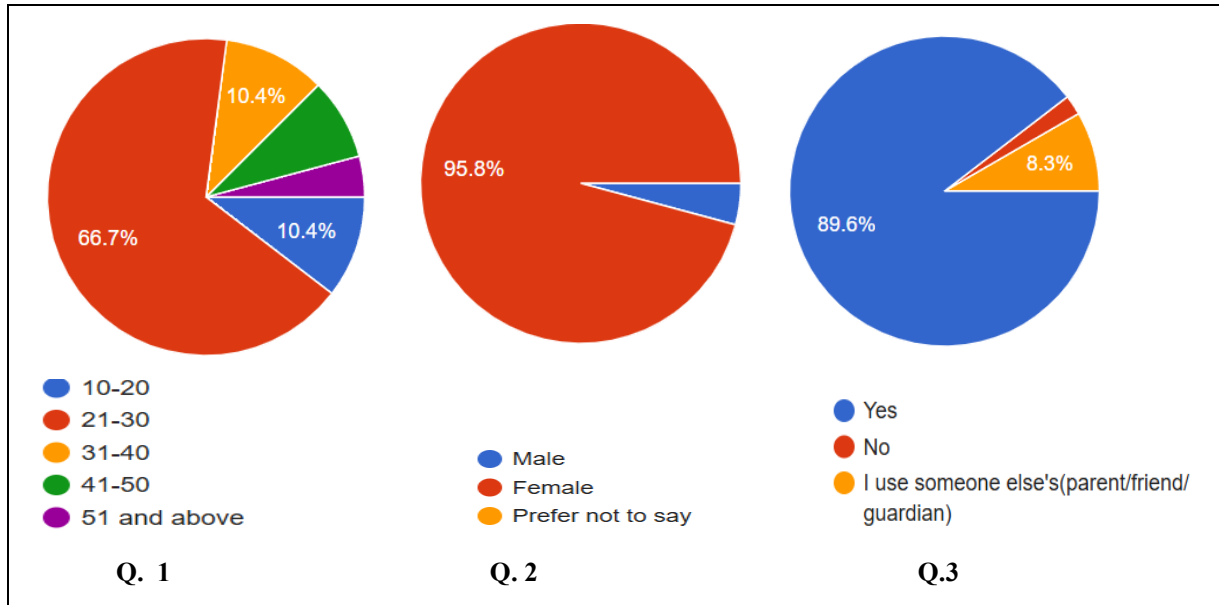


Figure 1. Demographics.

Interpretation

In Figure I

Question 1-shows the age of various respondents is shown in which highest percentage were between the age of 21-30 with 66.7% and least were 51 and above.

Question 2-shows that more of females responded to the survey.

Question 3-shows 89.6% people were having the mobile to do online shopping and very few dependent on others gadgets.

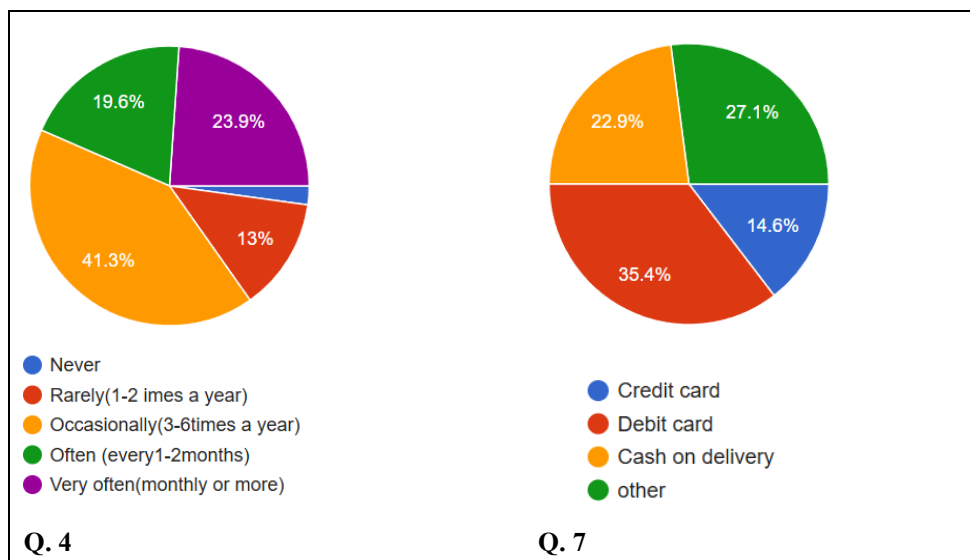


Figure 2. Online shopping habits.

Interpretation

In Figure II

Question 4- shows the 23.9% shop online very often, 19.6% often shop online, 41.3% occasionally shop online and only 13% rarely shop online and only 2.2% have never done online shopping.

Question 5- was related to the items usually purchased and it was seen that 87.5% bought clothes and accessories, 37.5% food and snacks 20.8% books and school supplies, 20.8% subscriptions, 29.2% electronic items and 18.8% others items were bought.

Question 6 - was asking about the platform used and it is seen that Amazon site is the most used one with Others like Flipkart, Meesho, and another website was almost equally used.

Question 7- shows the mode of payment which indicates that 22.9% people do cash on delivery 35.4% use debit card, 14.6% people use credit card and 27.1% use other mode of payment.

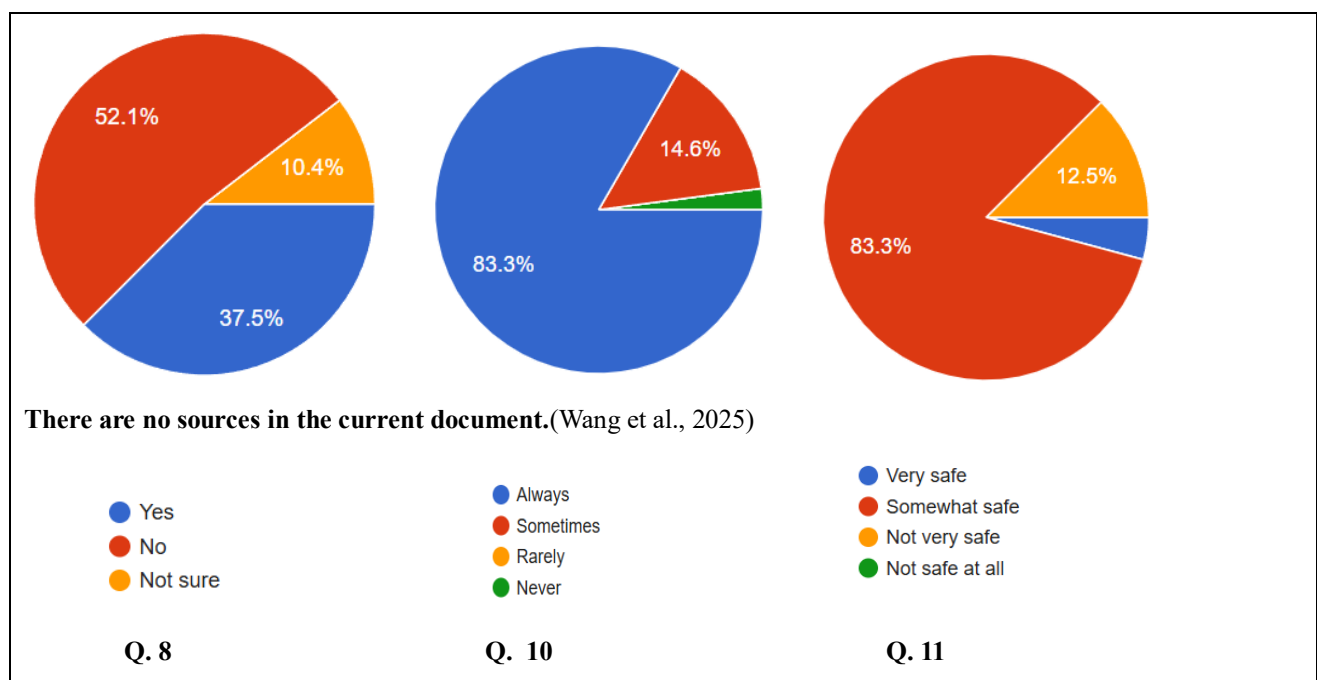


Figure 3. risks and concerns.

Interpretation

In Figure III

Question 8- show that 52.1% people had no issues during online shopping 37.5% had some issues and rest 10.4% were not sure.

Question 9- checked the risks associated with online shopping and it was seen that greatest risks was receiving poor quality items with 83.3% followed by getting hacked, some were worried about the spending too much money and impulsive buying, others were concerned about items not arriving and getting away with personal info.

Question 10- gives an idea about the people that 83.3% review before they buy and rest 14.6% sometimes review before buying things online.

Question 11- shows that 83.3% people feel that online shopping is safe, 12.5% feel is not very safe and very less 4.2% feel it is very safe.

Question 12- asked about the various steps taken to be safe while doing online shopping- the survey showed that 95.8% shop from trusted website 68.8% use secure payment methods, 35.4% never share personal info, 37.5% avoid clicking on ads or links and rest 22.9% ask parents or guardians.

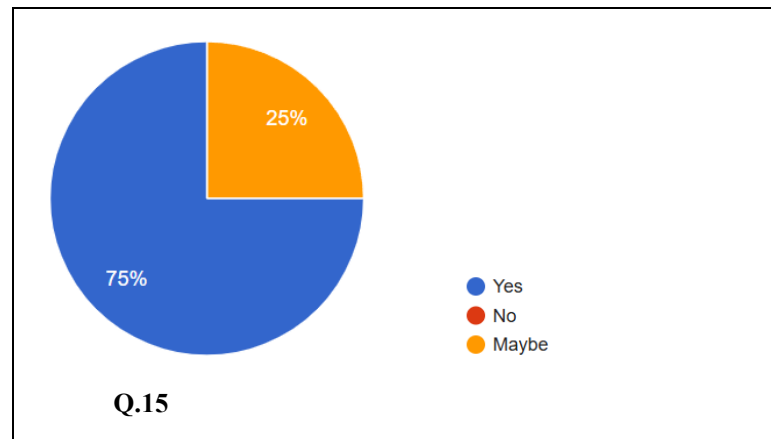


Figure 4. Opinions and suggestions.

Interpretation

In Figure IV

Question 13 asked about what they like about online shopping – the survey said time saving and getting variety of items were two most liked things.

Question 14 discussed what make online shopping safe – the most common answer was avoid sharing personal details.

Question 15 showed that 75% people will recommend online shopping to friends.

5. DISCUSSION

The whole survey gives an idea that people have started feeling and believing that online shopping is better, though there are some risks but still due to ease and comfort and the variety of things that people are able to shop online, it is considered better. In the survey, all respondents had done online shopping at least once and have also mentioned that they recommend it to others. 84.4% also feel that it safe. Now with the tracking system people can track and find out where the item is and when it will arrive. Though people are aware of the risks and concerns in online shopping, the advantages overrule all those points.

Limitations and Future Research

The study gives a brief idea about the increasing trend in online shopping, and what they like to buy, and some risks involved. But the research can be done with a higher sample number to get an idea which age group is more into online shopping or does gender have relation to online shopping or is there particular pattern involved. From the view of websites which offer online shopping mode, they have identified certain ways to attract customers which include attractive offers, fast delivery etc. Even customer behavior can be studied in detail in later research. Future research could try to increase the sample size, include participants from different geographic places, and look at additional characteristics that might influence consumer behaviour, as stated in the earlier studies on customer satisfaction by Sulistyowati & Husda (2024). Numerous factors, including brand image, brand trust, and customer involvement, have yet to be investigated but may also have an impact on consumer loyalty (Abigail et al., 2024).

The Wang et al., 2025 study provides insightful information for e-commerce businesses looking to implement data-driven decision-making. It is crucial for e-commerce businesses to steer clear of potential pitfalls while developing future marketing strategies. Subsequent studies could examine which aspect of online purchasing attitude influences online shopping behaviour the most and in what circumstances. More complex models that include antecedent factors other than intentions and behavioural control should be included in future studies. Limayem and colleagues (2000)

6. CONCLUSION

Though there still many risks associated with online shopping, more and more people have now started online purchase \of all kinds of products. The survey gives an idea that young generation particularly in the age group of 20-30yrs are more enthusiastic in doing online shopping. People are more careful and aware of the risks and therefore are more cautious in choosing the website and mode of payment. Since the new generation is more inclined to gadgets, future shopping might

see drastic change in the years to come. Satisfaction represents an emotional response from customers when the service they receive aligns with their expectations. This alignment fosters a sense of fulfilment, leading consumers to be more inclined to make repeat purchases in the future (Komara & Fathurahman, 2024). Therefore, all digital enterprises should prioritise customer satisfaction, as this enhances business growth.

The study by Wang et al., 2025 offers valuable insights for e-commerce enterprises aiming to adopt data-driven decision-making and it is essential for e-commerce companies to avoid potential pitfalls when formulating future marketing strategies. Future research may investigate which component of online shopping attitude has the strongest impact on online shopping behavior and under what conditions. Future research should use more elaborate models incorporating additional antecedent factors beyond intentions and behavioral control. (Limayem et al., 2000)

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