



A STUDY ON CONSUMERS' BEHAVIOUR TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

The study investigated the consumers' behaviour towards online shopping reference to Coimbatore city. This paper first presents some key developments and challenges facing the problems and benefits of online shopping. Hereafter, it proposes what key challenges online shopping customers. The descriptive research design is the foundation of the investigation. The study has used both primary data and secondary data for analysis. Primary data collected through questionnaire and secondary data collected through journals, articles and from internet. The findings of the study were derived from the data examination and conclusion were provided based on the data examined.

INTRODUCTION

The chapter provides the background of online shopping. It also discusses the prospects, challenges and trends of online shopping. There has been a dramatic change in the way of consumers altered their way of shopping in the past decade where consumers are looking for a more convenient and time saving shopping experience. Website becomes the essence of online business to show their services and products. Internet gathers all competitors and consumers in one place. It brings new lane to promote, advertise products and services in market. This new innovative pattern of shopping not only brings a great number and wide range of merchandise to consumers, it also offers a huge market and numerous business opportunities. An increase in online shopping activities has forced companies to offer their products and services online to gain competitive advantage in the market place. The benefits for retailers are many and include their ability to reach and target a large number of people at the same time across the world, targeting people with different demographic profiles and improving the efficiency and effectiveness of the business.

REVIEW OF LITERATURE

- **Abhishek Chilka & Sandeep Chauhan (2021)¹** Online Shopping or internet shopping consists primarily of the distribution, buying, selling, marketing, advertising and servicing of products with the help of internet and other computer networks. India is witnessing the tremendous growth in online shopping. This paper studies the recent scenario, recent trends in online shopping in India. For example, the interested categories of product, preferred way to pay online. Today's online shopping platforms provide many offers to consumer which attracts the consumer and drives their business. Along with that there are also problems in online shopping like quality, security etc. India's online shopping market is constantly growing at good phase.
- **Manisha Kinker, N.K. Shukla (2021)²** performed a research study on "An Analysis of Consumer Behaviours towards Online Shopping of Electronic Goods With special reference to Bhopal and Jabalpur city". The minor factors that influence customer's attitudes towards electronic product online shopping are technological factors, assured quality, cash on delivery and various promotions and discounts. The attitude towards online shopping is different in Bhopal and Jabalpur city. After the data analysis, the researcher concludes that the electronic product online market takes a high percent of individuals shopping on it.

STATEMENT OF THE PROBLEM

Due to the rapid development of the technologies surrounding the internet, companies which are interested to sell their products through their website even though buyers and sellers can be thousands of miles apart, may belong to different parts



of the world, might speak different languages also. Since internet is a new virtual medium and so many potential consumers, the online retailers is most important to understand the wants and needs of consumers. The importance of analysing and identifying the factors influencing the consumer, when he or she decides to purchase on the internet is vital because new virtual market will bring significant differences to the consumers.

OBJECTIVES OF THE STUDY

- To analyse the impact of online shopper's purchasing decision.
- To ascertain the attitude of online shopper towards mobile application.

METHODOLOGY OF THE STUDY

The present study is based on both primary and secondary data. The Factors influencing Online Shoppers Behaviour in Erode city was made by personal discussions, online records by walk-through survey to arrive at technically feasible conclusions.

METHOD OF SAMPLING

SAMPLE TECHNIQUE

Convenience sampling, a Non-probability sampling technique has been used for this study.

SAMPLE DESIGN

The sampling plan is to be selected from the universe or population from Erode city has been represented in research area.

SAMPLE SIZE

For this study, 105 respondent's data are collected.

DATA COLLECTION

The task of data collection begins after a research problem has been defined. The data collection may be defined as the collection of required information from various sources. The data collection that relates to the study can be collected in two different ways,

- Primary data
- Secondary data

ANALYSIS AND INTERPRETATION

TABLE 1
TABLE SHOWING AGE GROUP OF THE RESPONDENTS

| S. No | Age group | No. of Respondents | Percentage% |
|-------|----------------|--------------------|-------------|
| 1 | Upto 20 years | 43 | 34% |
| 2 | 21-30 years | 67 | 54% |
| 3 | 31-40 years | 9 | 7% |
| 4 | Above 41 years | 6 | 5% |
| | Total | 125 | 100% |

Source: Primary Data

INTERPRETATION

From the above table, it that 54% of the respondents under the category of 21- 30 years, 34% of the respondents under the category of Upto 20 years, 7% of the respondents under the category of 31-40 years, 5% of the respondents under the category of above 41 years.

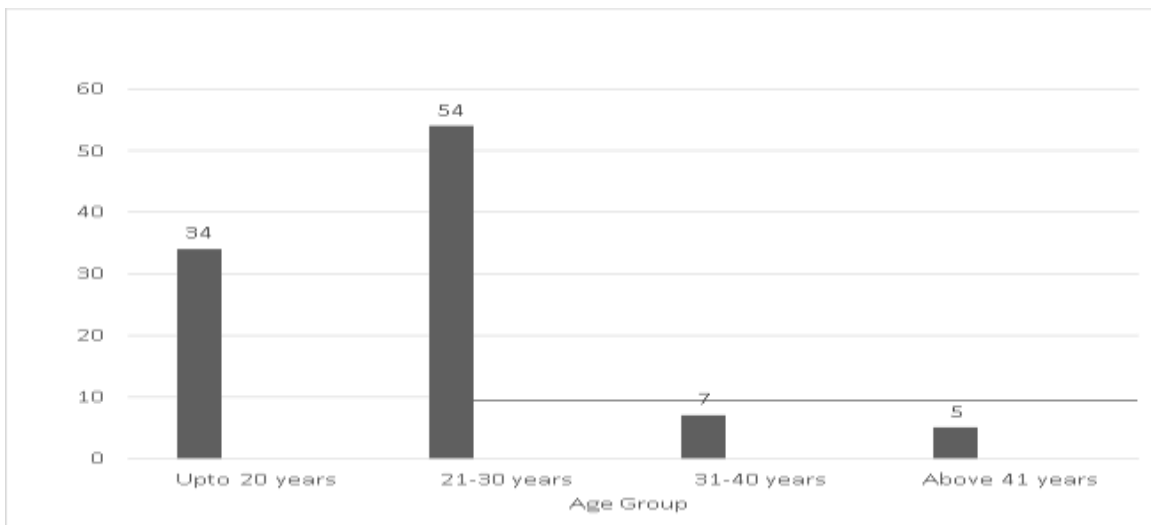


TABLE 2
TABLE SHOWING EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

| S. No | Educational Qualifications | No. of Respondents | Percentage% |
|-------|----------------------------|--------------------|-------------|
| 1 | School level | 8 | 6% |
| 2 | College level | 75 | 60% |
| 3 | Professional | 25 | 20% |
| 4 | others | 17 | 14% |
| | Total | 125 | 100 |

Source: Primary Data

INTERPRETATION

From the above table, it shows that 60% of the respondents under the category of College level, 6% of the respondents under the category of School level, 20% of the respondents under the category of Professional, 14% of the respondents under the category of others.

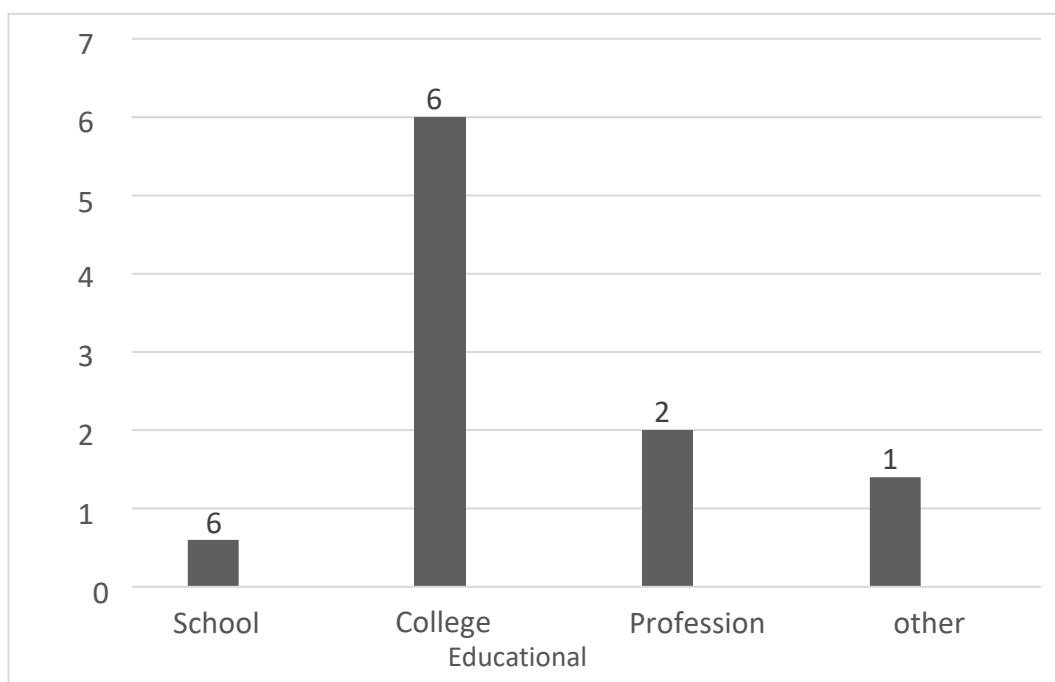




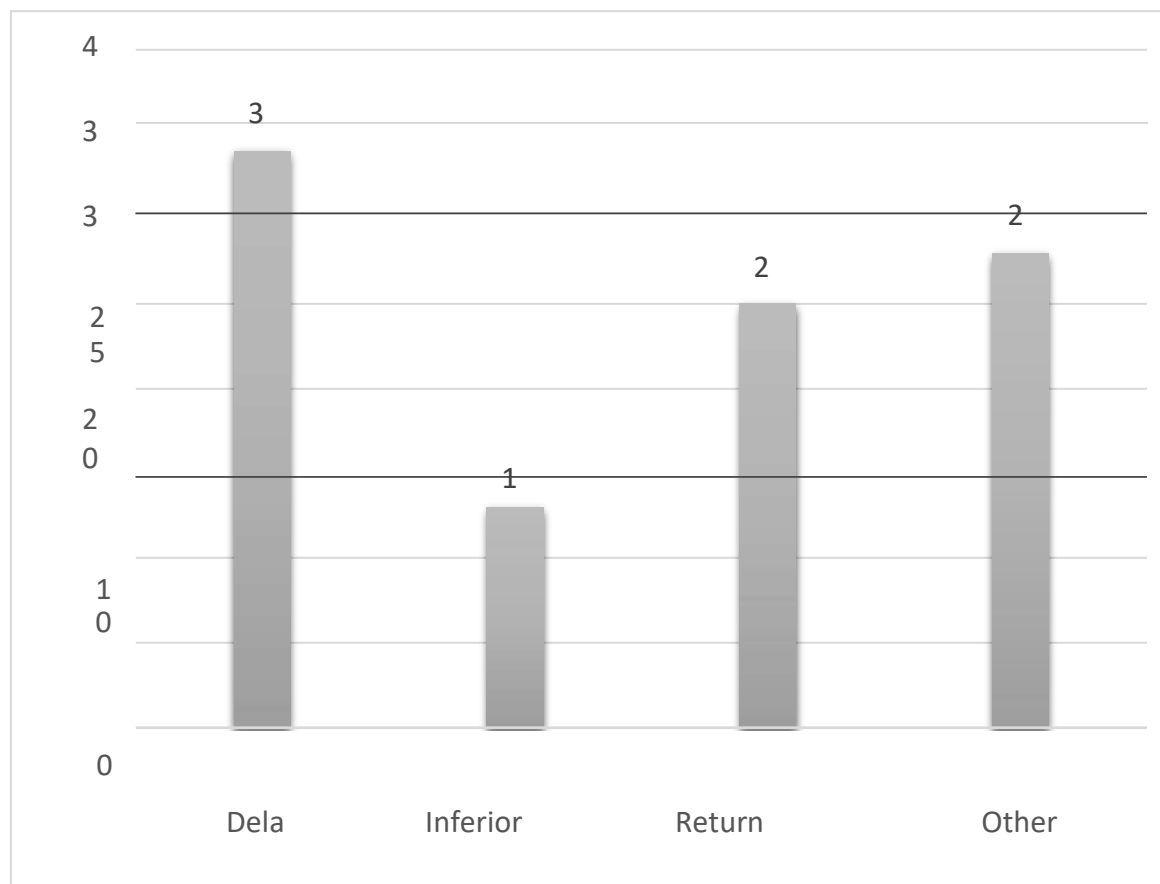
TABLE 3
TABLE SHOWING MAJOR PROBLEM FACED WHILE PURCHASING

| S. No | Problems | No. of Respondents | Percentage |
|-------|------------------|--------------------|------------|
| 1 | Delay | 42 | 34% |
| 2 | Inferior quality | 17 | 13% |
| 3 | Return problems | 31 | 25% |
| 4 | Others | 35 | 28% |
| | Total | 125 | 100 |

Source: Primary Data

INTERPRETATION

From the above table, it shows that 34% of the respondents falls under the category of Delay, 28% of the respondents falls under the category of Other problems, 25% of the respondents falls under the category of Return problem, and 13% of the respondents falls under the category of Inferior quality.





FINDINGS, SUGGESTIONS AND CONCLUSION FINDINGS

- 54% majority of the respondents were under the age group of 20-30 years.
- 60% majority of the respondents were graduated.
- It is identified that 34% of the respondents were faced a problem receiving a product

SUGGESTIONS

- Web based technologies upgrade creative conceptualization that would improve the response from technology savvy consumers. So the firms have to invest in such new technologies.
- Internet environment has to be improved in the areas of art, dynamic, and interactive techniques. This improvement will give more visual appeal.
- One of the major drawbacks that the respondents have felt is no proper return policy to the product. After getting opinion from the respondents, if the above said problem occurs, then they should be guided in a proper way. This will create a good website reputation and repurchasing power of the respondents.
- The vendors and service providers should avoid hidden charges. This will help to avoid increase in price of the product.

CONCLUSION

In the past, consumers had sufficient time to visit shopping centres, searching for various products. Many consumers prefer bargaining and decide the purchases after physical examination of the commodities. The entire process can range from a few hours to weeks depending on the product, quality, quantity and source of purchase. Today, there is a radical change in the entire scenario. Everything in today's world is Internet oriented like Electronic Data Interchange, E-Mail, E-Business and E-commerce. E-Commerce is exchange of information using network-based technologies. In the present high cost situation, e-commerce can be used as a competitive strategy. It successfully includes the entire online process of developing, marketing, selling, delivering, servicing and paying for goods and services. Online shopping is a vast growing technology. If it is properly utilized with assured safety and security for the transactions, it will thrive into a highly competitive and dynamic environment.

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