



A STUDY ON ONLINE SHOPPING BUYING BEHAVIOUR AMONG COLLEGE STUDENTS WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT

Online shopping has become a new trend of shopping now a days and is quickly becoming an important part of life style. Online shopping is becoming increasingly popular for variety of reasons. There are certainly outside factors such as increasing gas prices difficulty in getting to traditional stores and hassles often associated with shopping malls and other traditional stores to contribute to the increase interest in online shopping. It is the procedure whereby customers legitimately purchase products, administrations and so forth from a vender intelligently continuously without a go-between administration over the web. Web based shopping is the way toward purchasing products and ventures from dealers who sell on the Internet. Since the development of the World Wide Web, dealers have tried to offer their items to individuals who surf the Internet. Customers can visit web stores from the solace of their homes and shop as they sit before the PC. Shoppers purchase an assortment of things from online stores.

KEYWORDS: *Online shopping, Purchase products, Shopping malls, World Wide Web.*

INTRODUCTION

Online shopping is a process whereby consumers directly buy goods, services etc. from a seller without an intermediary service over the Internet. Shoppers can visit web stores from the comfort of their house and shop as by sitting in front of the computer. Online stores are usually available 24 hours a day and many consumers have internet access both at work and at home. So it is very convenient for them to shop Online. One of the most enticing factors about online shopping, particularly during holiday season is, it alleviates the need to wait in long lines or search from a store for a particular item. Varieties of goods are available in online. So the researcher wants to know the preference of the consumers. So fifty respondents were met and data were collected regarding their preference towards shopping online.

STATEMENT OF THE PROBLEM

Nowadays many online retailers play vital role in retail sectors. They design their online stores with lot of products and services options. These facilities are utilized by various people from different walks of life. Students segment have chances of utilization technology, seek more information and new product. But at the same time their buying behavior are influenced various aspects like dependability, income, experiences and taking decision on eagerness of new. This study focus on the problem of what are the factors influence their purchasing behavior, level of satisfaction over their purchase experience, and what kind of expectation they have.



OBJECTIVES OF THE STUDY

- ❖ To know the attitude of students towards online shopping.
- ❖ To find out the product they prefer the most.
- ❖ To know the social economy characteristics of the customer.

METHODOLOGY OF THE STUDY

Research design

A Research design is a way of systematically solve the problem. Collection and analysis of data. It is descriptive.

Area of the study

The study is taken on in Coimbatore City.

Sample size

The sample size for the study is limited to 125 respondents.

Sampling techniques

Convenience sampling technique is used for the study.

Period of the study

The Period for the study is 3 months i.e. January 2021 to March 2021.

Methods of data collection

Questionnaire method is used to collect the data from the respondents.

Source of data

The study is based on primary and secondary data. Primary data is a data which is collected for the first time for the particular interest to collect more information. Secondary data is collected from journals, books, magazines and newspapers.

TOOLS USED IN THE STUDY

The collected data analyzed and interpreted by the respondents, classified into two ways like tabular and inference. The tools were used,

- ❖ Simple percentage analysis
- ❖ Weighted average analysis

LIMITATIONS OF THE STUDY

- ❖ The study is limited only to Coimbatore city. So the findings of the study does considered for the other city.
- ❖ Due to time constrains, the number of respondents taken for the study is limited to 125.
- ❖ Detailed interaction could not be carried due to time constrains.

REVIEW OF LITERATURE

M. Dhanalakshmi, M. Sakthivel, M. Nandhini performed a research study on “A Study on Online Shopping buying behavior towards Coimbatore city”. The main objective of the research was to study the customer perception towards online shopping at Coimbatore district. The sample size of the research was 125 respondents. The researchers had adopted random convenience sampling technique to gather the data. The data were analyzed using the simple percentage analysis and average ranking analysis. As a end result of records analysis and interpretation, the researchers finish that the consumer’s belief of online purchasing varies from man or woman to any other and the belief is restricted to a positive quantity by the provision of the right connectivity and the publicity to the net purchasing must be advanced to make the customer satisfied. The belief of the customer also is similar and distinction primarily based totally on their private feature utilization primarily based totally on their desires and demand.

Ashwini.N, Manjula. R performed a research study on “An Empirical Study on Consumers Perception towards Online Shopping”. The main objective of the research was to understand the key motivators for consumers to search and shop online. It also investigates how different types of online buyers perceive a website differently. The sample size of the research was 125 respondents. The findings of the proposed research work are as follows as that online consumer concerns about lack of opportunity to examine the products prior to purchase are regarded as specific factor affecting the online buying decision. Also Customer goes online very often to compare the prices and features of the various branded products and services. Then Most of the respondents say online shopping helps them quick accessibility of a wide variety of products. Cash on delivery and easy replacement are one of the advantages of online shopping.

CONSUMER BEHAVIOUR (OR BUYER BEHAVIOUR)

Consumer behaviour is an try to understand & expect human actions in the buying role. It refers back to the selection, buy and intake of products and offerings for the delight in their wants. There are different procedures concerned in the customer behaviour. Initially the customer attempts to discover what commodities he would really like to consume, then he selects best the ones commodities that promise extra utility. After choosing the commodities, the



customer makes an estimate of the available cash which he can spend. Consumer behaviour prepare as much as purchasing the product because there is discount for products. So, the consumers are buying the most of the products.

FACTORS THAT BOOST ONLINE SHOPPING IN INDIA

- ❖ Rapid growth of cyber cafe's across India
Access to Information
- ❖ The increase in number of computer users
- ❖ Reach to net services through broadband
- ❖ Middle-class population with spending power is growing.

Many of them have started to depend on internet to specify their shopping desires External

Environment Demographics Vendor/Service/Product Characteristics Website Quality Online Purchasing.

POPULAR ONLINE ACTIVITIES UNDERTAKEN AND MOST USED WEBSITES

- ❖ Most used generic website/portal
- ❖ Whether undertake, and the most used website for each of the following online activities:
 1. Emailing & Instant Messaging/Chatting
 2. Job Search
 3. Online Shopping (other than travel products)
 4. General News
 5. Net Banking

SIMPLE PERCENTAGE ANALYSIS

TABLE SHOWING THE PREFERENCE TOWARDS BUYING THROUGH ONLINE

S.NO	PREFERENCE TOWARDS BUYING THROUGH ONLINE	NO. OF RESPONDENTS	PERCENTAGE
1	Very convenience and time savings	51	40.8%
2	Low price	47	37.6%
3	Products variety	27	21.6%
	TOTAL	125	100%

Source: Questionnaire

INTERPRETATION

The above table reveals the buying preference through online of the respondents. It is clear that 40.8% of the respondents prefer it for very convenience and time savings, 37.6% of the respondents prefer it for low

price, and 21.6% of the respondents prefer it for variety of products.

Majority (40.8) % of the respondents prefer it for very convenience and time savings.

TABLE SHOWING THE TYPES OF PRODUCT BUYING IN ONLINE

S.NO	TYPES OF PRODUCT	NO. OF RESPONDENTS	PERCENTAGE
1	Electronics	27	21%
2	Clothing	41	33%
3	Mobiles	38	30%
4	Beauty	16	13%
5	Baking essentials	1	1%
6	Sport items	1	1%
7	Mostly books and some other accessories	1	1%
	TOTAL	125	100%

Source: Questionnaire

INTERPRETATION

The above table reveals that the types of product buying in online by the respondents. 21% of the

respondents are buying electronics, 33% of the respondents are buying clothing, 30% of the respondents are buying Mobiles, 13% of the



respondents are buying beauty, 1% of the respondents are buying Banking essentials, 1% of the respondents

are buying sport items, 1% of the respondents are buying Mostly books and some other accessories.

Majority (33%) of the respondents are buying mostly clothing.

TABLE SHOWING THE MONTHLY INCOME OF THE RESPONDENTS

S.NO	MONTHLY INCOME	NO. OF RESPONDENTS	PERCENTAGE
1	Below Rs.15,000	19	15.2%
2	Rs.15,000-Rs.25,000	32	25.6%
3	Rs.25,000-Rs.35,000	40	32%
4	Above Rs.35,000	34	27.2%
	TOTAL	125	100%

Source: Questionnaire

INTERPRETATION

The above table reveals the monthly income of the respondents. It is clear that the 15.2% of the respondents are earning below Rs.15,000,25.6% of the respondents are earning from

Rs.15,000 to Rs.25,000,32% of the respondents are earnings from Rs.25,000 to Rs.35,000,27.2% of the respondents are earnings above Rs.35,000.

Majority (27.2%) of the respondents earning above Rs. 35,000.

WEIGHTED AVRERAGE ANALYSIS

Under this method, the respondents are asked to rank their choices. This method involves ranking of the items given. To secure a ranking of all the items involved, the researchers total the weights which are given to each item. The heighted weighted score is ranked first and correspondingly the other ranks are assigned.

TABLE SHOWING THE BEST PAYMENT METHOD IN ONLINE

FACTORS	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	MEAN SCORE
Amazon	68	30	22	3	2	125	4.272
Flipkart	15	61	35	13	1	125	3.608
Snapdeal	16	37	60	9	3	125	3.432
Shopclues	14	43	29	34	5	125	3.216
Myntra	20	42	37	8	18	125	3.224
	100	168	101	16	18	403	

INTERPRETATION

The above table shows the best payment method in online. The highest mean score rise 4.272 for the Amazon.

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.

CONCLUSION

In the past, consumers had sufficient time to visit shopping center's, searching for various products. Many consumers prefer bargaining and decide the



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