



A STUDY ON CUSTOMER BEHAVIOR TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO COIMBATORE

AUTHORS

Ms. R. RAMYA

Assistant Professor

Department of Commerce with CS

Sri Krishna Adithya College of Arts and Science

Mr. K. VEERAPPAN

Sri Krishna Adithya College of Arts and Science

CHAPTER I

INTRODUCTION

Online shopping or online retailing is a form of electronic commerce allowing consumers to directly buy goods or services from a seller over the Internet without an intermediary service. An online shop, e-shop, e-store, Internet shop, web-shop, web-store, online store, or virtual store extorts the analogy of purchasing goods or services at a retail stores or shopping center.

Online marketing is a set of powerful tools and methodologies used for promoting products and services through the internet. Online marketing includes a wider range of marketing elements than traditional business marketing due to the extra channels and marketing mechanisms available on the internet. Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers.

STATEMENT OF THE PROBLEM

There are millions of people online at any given time, and each of them is a potential customer for an internet sales organisation. Because of the continuous advancement of internet technology, businesses who want to sell things through their website will have to continually look for ways to differentiate themselves

from the competition. Because there are so many prospective customers, it's critical to understand what they want and need. The importance of evaluating and identifying elements that impact a consumer's decision to buy anything on the internet cannot be overstated. Because the internet is a new medium, consumers have established new expectations. As a result, online businesses must be aware of the factors that impact online shoppers. Consumer behaviour analysis is not a new concept. As a result, a company's marketing techniques are intimately linked to its understanding and identification of the consumer.

NEED OF THE STUDY

Online shopping is a retail format in which the retailer and customer communicate with each other through an interactive electronic network. With the help of World Wide Web online retailers can sell their products to people who purchases online. Consumers sitting at one place can buy a huge variety of items from online. Online shopping has grown to the huge extent over the years throughout the world. This research is undertaken to know the reasons for online shopping, to analyze the risk involved in online shopping and also to understand the consumer attitude towards online shopping and their satisfaction. The study of consumer behavior deals with understanding consumption patterns and behaviour of consumers. Online shopping behaviour is affected by determinants such as age, customer experience, net connectivity, transportation, reliable delivery system, perception, attitude, learning and decision making, education level of consumers. The research is undertaken keeping in view buying behavior of consumers Coimbatore towards online shopping.

OBJECTIVES OF THE STUDY

Primary Objective

- A study on consumer behaviour towards online shopping with special reference to Coimbatore.

Secondary Objectives

- To know the factors which affect decision making process of customer while purchasing the online shopping product.
 - To identify the purpose of visiting and frequency of using the online sites and the products frequently purchase through online.
 - To identify which items customers frequently purchase through online.
- To identify their preference towards different online shopping websites and the features of websites in general.
 - To evaluate consumers' satisfaction level towards online shopping.
 - To know the problems they face during online shopping.

SCOPE OF THE STUDY

The scope of the study is to consumer behaviour towards online shopping with special reference to Coimbatore. It has been recognized in academic research and its literature. However in this area remain broader and to some extent fragmented. Therefore, the purpose of the study is to test the customer's awareness level and buying attitude towards online products. This study brings out the customer knowledge about the online shopping to the present study area. The scope of this study confined to Coimbatore town. The sample of this study is 100.

RESEARCH METHODOLOGY

Research Methodology is a systematic way to solve a research problem; It includes various steps that are generally adopted by a researcher in studying the problem along with the logic behind them.

LIMITATIONS OF THE STUDY

1. The study restricts itself within Coimbatore town only.
2. The study is based on the opinion on only 100 respondents. It cannot be generalised.
3. The data was collected through structured questionnaire and analysed based on the information given by respondents.
4. The study largely based on the perception of the respondents.

CHAPTER II

REVIEW OF LITERATURE

Shenbaga Vadivu (2015) Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web known as www. Understanding customer's need for online selling has become challenge for marketers. Specially understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others. In conclusion, having access to online shopping has truly revolutionized and influenced our society as a whole. This use of technology has opened new doors and opportunities that enable for a more convenient lifestyle today. Variety, quick service and reduced prices were three significant ways in which online shopping influenced people from all over the world. However, this concept of online shopping led to the possibilities of fraud and privacy conflicts. Unfortunately, it has shown that it is possible for criminals to manipulate the system and access personal information. Luckily, today with the latest features of technology, measures are being taken in order to stop hackers and criminals from inappropriately accessing private databases.

Ragaprabha and Sathiya Bama (2016) in the study revealed that customer's satisfaction on their online shopping is associated with Area of Residence, Age, Gender, Occupation and Cost of Recent Purchase. It revealed that Consumers, all over the world, are increasingly shifting from the crowded stores to the one-click online shopping format. However, in spite of the convenience offered, online shopping is far from being the most preferred form of shopping in India. A survey among 150 internet users, including both users and non-users of online shopping, was carried out to understand why some purchase online while others do not. The results suggested that convenience and saving of time drive Indian consumers to shop online; while security and privacy concerns dissuade them from doing so.

Prateek Kalia (2017) has studied the consumer satisfaction in Electronic Shopping (EShopping) and in this study the researcher provides an overview of the e-shopping. The study stated that increase in consumer satisfaction will increase the profit, repeated purchase, etc. From various studies researcher has identified certain factors such as site design, information, security, perceived usefulness, convenience, service is significant in influencing consumer satisfaction.

Vijay et al. (2019), it is to be stated that this improvises the selling rate of the company, which gradually helps in reducing the cost of the products and escalating the productivity level of the company. The management of the retail companies continuously provide training program to the existing employees of the organization so that they can bring innovation and improvisation in the products as well as services of

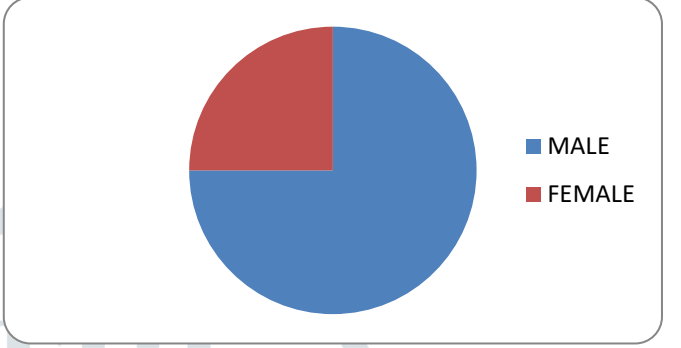
company in order to provide satisfaction to the existing consumers as well as grab the attention of the new consumers and incur more profit from the marketplace as well.

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

1.GENDER OF RESPONDENTS

S.NO GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	75	75%
Female	25	25%
TOTAL	100	100



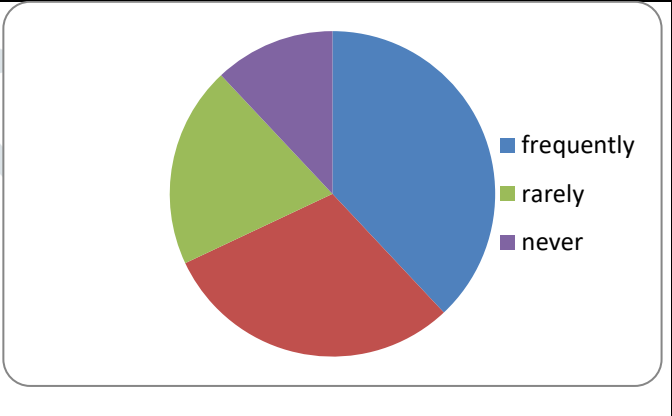
INTERPRETATION:

Above table shows that 75% of the respondents are belongs to male and 25% of the respondents are belongs to female.

Thus the majority of respondents are male.

2. PREFERRING TO DO ONLINE SHOPPING

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Frequently	38	38%
Sometimes	30	30%
Rarely	20	20%
Never	12	12%
TOTAL	100	100



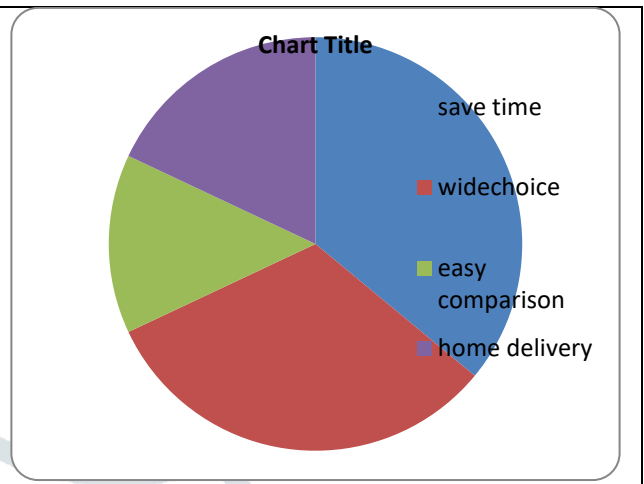
INTERPRETATION:

Above the table shows that 38% of the respondents said that frequently, 30% of the respondents said that sometimes, 20% of the respondents said that rarely and 12% of the respondents said that never as they prefer to do online shopping on online.

Thus the majority of the respondents are frequently preferring online shopping.

3. CHOOSING ONLINE SHOPPING INSTEAD OF OFFLINE SHOPPING

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Save time	36	36%
Wide choices	32	32%
Easy comparison of product	14	14%
Home delivery	18	18%
TOTAL	100	100



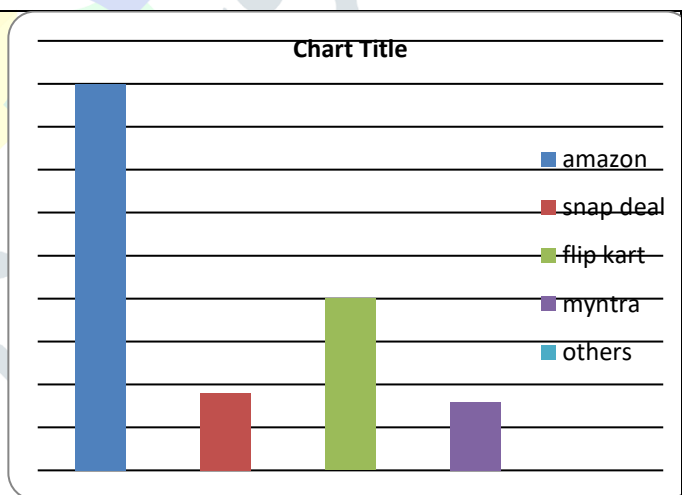
INTERPRETATION:

Above the table shows that 36% of the respondents said that save time, 32% of the respondents said that wide choices, 14% of the respondents said that easy comparison of product, 18% of the respondents said that home delivery as the reason to check online shopping instead of offline shopping.

Thus the majority of the respondents said that time saving as the reason to check online shopping instead of offline shopping.

4. WEBSITES PREFER THE MOST FOR ONLINE SHOPPING

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Amazon	45	45%
Snap deal	9	9%
Filipkart	20	20%
Mynthra	8	8%
Others	10	10%
total	100	100



INTERPRETATION:

Above the table shows that 45% of the respondents said that Amazon, 9% of the respondents said that Snapdeal, 20% of the respondents said that Filipkart, 8% of the respondents said that Mynthra, 8% of the respondents said that Meesho and 10% of the respondents said that Others as they prefer the most for online shopping.

Thus the majority of the respondents said that Amazon as they prefer the most for online shopping.

CHAPTER IV

FINDINGS

- 75% of the respondents are belongs to male.
- 38% of the respondents said that frequently preferring online shopping
- 36% of the respondents said that time saving as the reason to check online shopping instead of offline shopping.
- 45% of the respondents said that Amazon as they prefer the most for online shopping.



SUGGESTIONS

- Providing more competitive price can attract customers.
- Online shopping sites should increase the security for online payment.
- More attractive offers on products can attract more customers.
- Measures to be taken in order to avoid delivery of duplicate products.
- Measures to be taken in order to reduce delivery of damaged products.
- Goods and services offers the right value for money and which should provided by the merchants.
- There should be transparency in policies of returns, shipping, privacy etc.,

CONCLUSION

From this study, it is revealed that consumers are partially satisfied with online shopping. Some corrections in the facility can fully satisfy the consumers. Online shopping sites provide a big platform for consumers for shopping and they can save time by shopping online. By removing the online frauds, sites can create a high place in the mind of consumers. Consumers need fast delivery of good quality products, a wide range of products and competitive prices are of the main factor that attracts people towards online shopping, more improvements in this two field attract people more. Online shopping provides an important role in the mind of consumers. Social media and search engines are creating new phenomena like virtual marketing. But Indian consumers are very rational in buying decision because if the goods value higher then they must feel

to touch and feel about product before they decide about whether to buy or not. Online shopping hobbies increased drastically in India and global competitors increasing distribution of goods as Indians preferred. This study concluded that most of the consumers preferred Amazon online website and satisfied with online shopping.

