Consumer Preference towards Online Shopping In Coimbatore City

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Abstract: Consumer inclination for a product can make or break a company. If consumers by and large like a product, it can stay around for years and sell millions of copies. The appearance of online shopping paves the way for the consumer to purchase the goods by sitting in front of the computer itself. The consumers prefer online shopping as it saves time; the products are of high worth and available at logical price.

Key words: Consumer inclination, online shopping, price

Introduction:

Searching for product information and buying goods online are becoming increasingly popular activities. Increasingly, people start their shopping process with an information search on the Internet before they go to the store. A Consumer is an entity who buy or has the capability to buy goods and services offered to please personal or household needs wishes or requirements. A consumer is the most vital visitor on our place. So consumer is like blood of our business and also a pleased customer is a word of mouth announcement of a product or services. Consumer inclination for a product can make or break a company. If consumers by and large like a product, it can stay around for years and sell millions of copies. However, if consumers do not like the product, it could vanish very quickly if the company cannot figure out how to fix the problem. Beyond offering recommendations for when to target consumers with specific discounts, this research illustrates when a discounts' magnitude is more influential in consumers' decision making. As retailers have been increasing the frequency of their discounting and deepening the level of individual discounts in recent years. Consumer reactions to discounts dynamically vary over an online shopping(Carlson & Kukar-Kinney, 2018; Wathieu, 2004).

The market research investigated the shopping preferences of consumers on a global scale, including 30,000 respondents from 60 countries. They discovered that one quarter of the respondents already order groceries online, while 55% expressed their willingness to do so in the future (Nielson, 2015).

Purchasing goods by shopping online, according to youths, is not less appealing than buying directly at offline stores. Although some youths investigated in this research still favoured buying goods offline, particularly when they needed the goods immediately, they still found some advantages of online shopping in some cases.

With the growing popularity of social media, understanding how friends social influence operates to increase attitude accessibility and intention has important theoretical and practical implications(Baym, 2012). Moreover, 87.6 per cent of respondents said that online shopping was appealing to them because they could engage in it while relaxing at home or in the bedroom.(Suyanto *et al*.,2019). Customer reviews,

especially those with high helpfulness votes, would not only affect purchase decisions of other customers, but also influence their perceptions and knowledge about food products(Heng *et al*., 2018)

Among the major cities, Coimbatore led the way, with one in two people shopping online at least once last year and five in seven people aged 15–60 years shopping online at least once in 2020. Gender-wise, the growth rate of women shoppers was 1.5-2 times higher than that of men in 2020, while older people also joined the party with the share of those above 45 years of age among online shoppers rising to 20 per cent in 2020 from 8 per cent in 2018(Vinaykumar, 2021)

The online customer review system provides a platform for consumers to share their opinions and experiences, and for potential consumers to obtain information about products that interest them(Heng *et al*., 2018). The speed, ease of making it, and very often lower prices than in stationery stores undoubtedly influenced this type of shopping. However, as in the case of traditional shopping, also in the case of online shopping, there are many factors determining the perception of the online shopping quality level of services (Paweloszek & Bajdor, 2020). Online shopping presents an advantage, in that buyers can compare a variety of available products with ease (90.6 per cent). While at offline stores buyers are only exposed to displayed products, they have a greater access to browsing through products offered across the nation, or even the globe, as well as various brands there are in the market when doing online shopping. As many as 53.2 per cent respondents stated that online shopping was interesting because of the many links allowing them to view products they desired. Meanwhile, 54.4 per cent of respondents said that online shopping's attractive point was its easy payment. Equipped with only credit card or debt card, anyone will find it easy to do online shopping (Suyanto *et al*., 2019).

Review of Literature:

Identifies both theoretical and practical implications for consumers purchasing both online and off-line. For online shopping the main influencing factors were identified as complementary service quality, trust, and image congruence and their research results provide insight into how providing service quality enhances consumers' trust in the retailer shopping. (Farag *et al*., 2005) show that positive attitudes towards online shopping increase the frequency of online shopping, with more positive attitudes among young and single males with high education and income living in urban residential locations, a similar user profile of online shoppers that has been revealed in many other related studies. The most significant differences occurred between groups of people who made online purchases a few times a year, and a few times a month or at least once a month, which made it possible to segment customers again, depending on the frequency of such purchases (Paweloszek & Bajdor, 2020). Empirical research about the several possible combinations between e-shopping and in-store shopping reveals that frequent Internet users search and buy online more often than do infrequent Internet users. Internet use also has a positive total effect on the frequency of shopping trips. As individuals get to enjoy e-shopping to a greater extent, they search and buy online more often. Urban residents dislike in-store shopping more than suburban residents do, so they use the Internet more often(Farag *et al*., 2005) . From (Heng *et al*., 2018)it is evident that the helpfulness count of customer reviews is highly associated with the implicit factors that affect consumer purchase decisions during online shopping. The online customer review system provides a platform for consumers to share their opinions and experiences, and for potential consumers to obtain information about products that interest them. Information search have shown that consumers continually compare the information they obtain from each store and then purchase the best product that matches their expectations. Also the study suggests that consumers expend greater search effort online because they have lower perceived search costs and higher price sensitivity in virtual markets than in brick-and-mortar ones, causing them to increase their search motivation(Chiu *et al*., 2019). Study of (Kawaf & Istanbulluoglu, 2019)examined customers perception of social media activities that are directly linked to a brand or a business, such as customer reviews, brand social media pages, or the options to share products on one's timeline.

Through structural equation modeling (SEM) using a sample of 503 consumers in the Facebook brand fan pages from the study of (Fu *et al*., 2020) indicate that social influences have a greater impact on the consumer's social shopping intention than perceived information quality. Three social interactional factors (perceived similarity, familiarity, and expertise) have a positive effect on social shopping intention via the mediation of informational, normative social influence and perceive information quality. Respondents with pro-online shopping attitudes have a higher shopping cost sensitivity, which can be explained by the expanded choice set when effectively considering both purchasing channels. They also exhibit a higher choice probability of online shopping for groceries compared to electronic appliances, given the nature of

experience goods being preferably purchased in-store, while the pleasure of shopping shows no substantial effect on choice behavior. The respondents with positive attitudes towards online shopping choose the online alternative more often when purchasing standard electronic appliances and other grocery products(Schmid & Axhausen, 2019).

Gender also plays an important role in determining individuals' technology acceptance and usage. Consumers' education and income levels significantly increase their number of mobile purchases, their frequency of purchases, and the amount of money spent on mobile purchases. Males have been found to spend more on mobile shopping than females, while younger people made more mobile purchases than older people. This study also identifies six types of motivations that drive consumers' mobile shopping intensity, including convenience seeking, bargain hunting, enjoyment seeking, perceived usefulness, ease of use, and innovativeness (Hou & Elliott, 2021).

Studies from (Kawaf & Istanbulluoglu, 2019) suggest a high relevance of both customer reviews and Facebook marketing in several industries such as entertainment, hospitality, beauty brings different insights suggesting that, in the fashion industry, the relevance of such activities is uniquely different. One of the noteworthy contributions from (Park & Hill, 2018) is a reevaluation of the role of cognitive effort in consumer decision processes specifically during online shopping. Online shopping is fast and convenient, which provides consumers with a sense of reduced decision costs. This reduction in decision costs will correspond to a reduction in information in a traditional in-store shopping experience. However, in online shopping, where consumers rely on various decision tools, a reduction in decision costs may not necessarily impact post-purchase regret levels. Consumers who lack reasons to buy or who are unfamiliar with the products prefer to browse and seldom search or visit their shopping cart. Consumers who have strong shopping needs prefer to take the initiative to search and consult reviews, seldom checking category- or store-level information, that is, higher-level product hierarchies.(I.-C. Wu & Yu, 2020). The effect of complementary service quality has consistently been a major factor in measuring performance and the moderating effect of image congruence on customer trust in the retailer and the intention to recommend has been determined to be the other major factor directly influencing the consumers' desire to engage in online shopping(J. J. Wu *et al.*, 2018)

Research Methodology:
The current study is based on chief and resultant data. Required chief data were collected from the consumers with the aid of interview program. Resultant data were collected from books, websites and the like. For the chief data census method is adopted by collecting data

Analysis and Interpretation:
Age: It is the foremost aspect which generally influences the consumer inclination towards online shopping. It depicts age-wise classification of trial respondents who are purchasing the commodities through online.
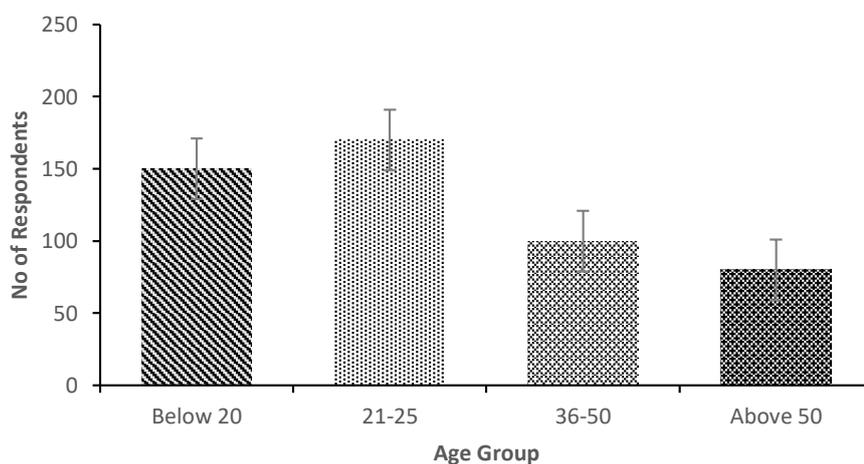

Figure 1: Age-wise classification of trial respondents

It is obvious from the above that 4(13.33%) respondents are in the age group of below 20 years, 15(50%) of the respondents are in the age group of 21-25 years, 8 (26.67%) respondents are in the age group of 36-50 years and the remaining 3(10%) respondents are in the age group of above 50 years.

Gender: Both gentleman and feminine are purchasing the products through online shopping. Gender categorization of the sample respondents who are purchasing online
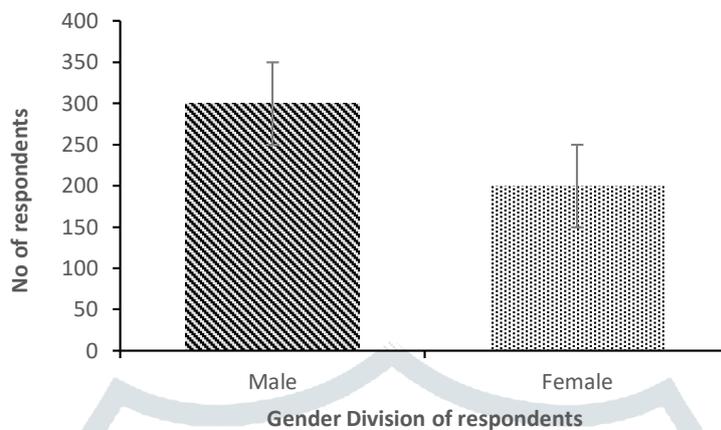

Figure 2: Gender division of respondents

It is obvious from the table that 19(63.33%) of the respondents are male and 11(36.67%) of the respondents are female

Literacy level: The literacy of the consumers makes them conscious of the internet usage which is considered as crucial for online shopping. So education is the most vital factor while making purchase through online. The literacy level of respondents is categorized into four groups.
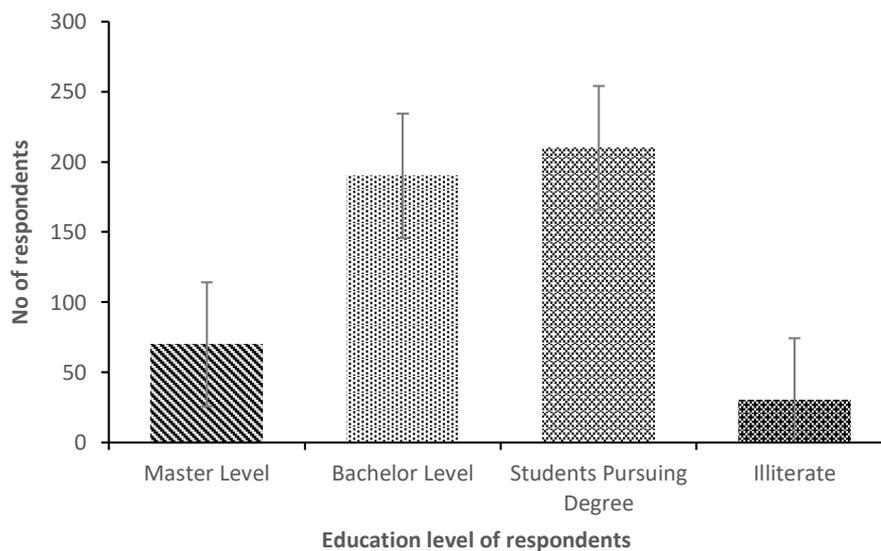

Figure 3: Responses based on education level of respondents

The above table clearly illustrates that 25(83.33%) respondents are literate and 5(16.67%) respondents are illiterate. It is understood from the table that mass of the respondents are literate.

Income: It is one of the indicators of fiscal status of the people. Family income determines the purchasing power of the family. The table shows the income wise categorization of the sample respondents.
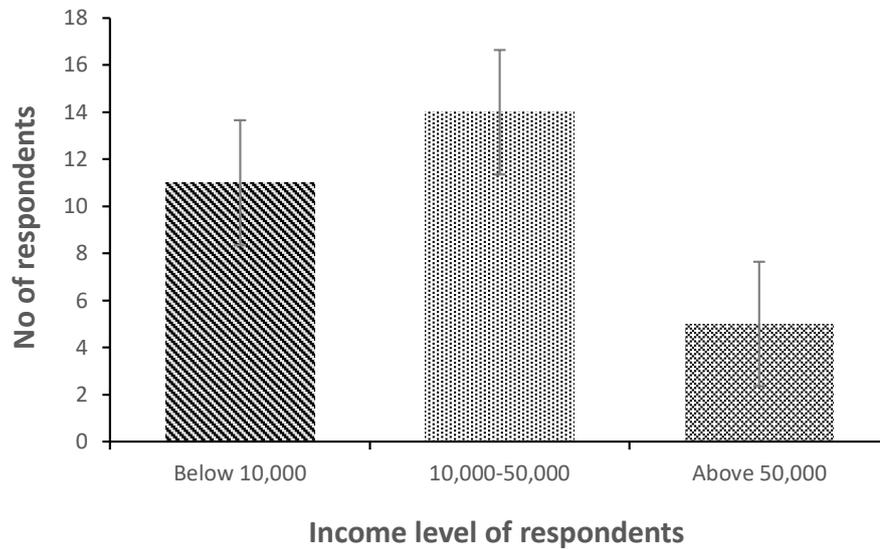
Figure 4: Responses based on Income level of respondents

The above table clearly shows that 11(36.67%) respondents have a monthly income of below 10,000. 14(46.07%) respondents have a monthly income ranging between 10,000-50,000 and remaining 5 (16.66%) respondents have a monthly income of above 50,000.

Factors:
Consumers have been seen to divulge different buying preferences when shopping online than when they are shopping in a physical store. In order to find out the most important factor influencing online purchasing weighted average method is calculated. It is observed first effective factor on online shopping is saving in time which shows a weighted average of 14.67. It was followed by good quality which was placed in second rank with weighted average of 13.64. Reasonable price was placed in the third rank with a weighted average of 12.18. More offers were placed in fourth rank with a weighted average of 11.09. 24 hours availability was placed in fifth rank with a weighted average of 11.03. Customer friendly was placed in sixth rank with a weighted average of 9.69. Selection of goods available was placed in seventh rank with a weighted average of 7.58. No physical stress of shopping was placed in eighth rank with a weighted average of 7.52. Security was placed in ninth rank with a weighted average of 6.79. More difficult to shopping was placed with tenth rank with a weighted average of 5.82.

Findings:
The mass of the respondents are in the age group of 21-35 years Male respondents are interested in purchasing of products through online than female Mass of the respondents is literate Mass of the respondent's monthly income is 10,000-50,000

Conclusion:
We wrap up that online shopping is mostly favored in Coimbatore. Mass of the respondents are chose to buy online as it attracts them as technology is the most significant factor which sway online shopping. The world is going global with the applications of modern technology in all the aspects of service. Now a day's customer need quick service and they don't want o wait for a long time for their purchasing itself. The emergence of online shopping paves the way for the consumer to purchase the goods by sitting in front of customer itself. They feel that this type of purchasing is very convenient than that of direct purchasing.

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