

A Study on Consumers Buying Behavior Towards Online Shopping with Reference to Coimbatore district

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Abstract:

Online shopping has become a dominant mode of retail consumption globally, driven by digitalization, smartphone penetration, and the evolution of e-commerce platforms. This study investigates consumer perception towards online shopping with a focus on user behavior, satisfaction levels, and the factors influencing their preferences. Consumers use the internet not only to buy the product online but also to compare prices, product features, and after-sales service facilities they will receive if they purchase the product from a particular store. This research paper examines consumer buying behaviour towards online shopping using both primary and secondary data. The convenient sampling technique used in this study. Online shopping is a process whereby consumers directly buy goods, services etc. from a seller without an intermediary service over the Internet. 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. Variety of goods are available in online. The study reveals that consumers shop online to save time, and for available varieties of products and services. Based on our research, Flipkart and Amazon are the top two online merchants. We also found out that more and more people are favoring online buying, so it's clearly here to stay.

Keywords : ONLINE SHOPPING, CONSUMER, PRODUCT, SERVICE

INTRODUCTION

Online shopping is the process of consumers purchasing goods, services, and other items from a seller in real-time over the internet without the use of an intermediary provider. The process of purchasing goods and services from merchants who sell on the Internet is known as online shopping. Merchants have sought to sell their products to consumers who surf the Internet since the dawn of the World Wide Web. Shoppers can purchase from the comfort of their own homes while sitting in front of the computer. Consumers purchase a wide range of products from online retailers¹. The widespread usage of the internet and quick technological advancements have created a new market for both consumers and businesses. The internet is no longer just another way to communicate with customers; it is also a crucial channel for identifying future customers and maintaining relationships with existing customers.

The internet is fast transforming the way people shop for and acquire goods and services, and it has become a global phenomenon. Many businesses have begun to use the internet to decrease marketing costs and, as a result, lower the price of their product and service in order to stay competitive in highly competitive marketplaces. Companies also utilise the internet to convey, communicate, and disseminate information in order to sell products, solicit feedback, and conduct consumer satisfaction surveys. Consumers utilise the internet not only to buy products, but also to compare costs, features, and after-sales service options. E-commerce researchers and practitioners are always striving to obtain a better understanding of consumer behaviour in cyberspace. Researchers continue to investigate e-consumer behavior from a variety of angles

as e-commerce evolves. Many of their research include factors or assumptions based on classic consumer behaviour models, which are subsequently tested in the context of the internet

Undoubtedly the increased popularity and easiness of E-Commerce is greatly impacting the traditional pattern of Shopping, not only because the final consumer is getting various options and easiness along with better price but the retailers are also getting better price for their product, easiness and Promotional advancement too, through internet. The Online shopping Mechanism provides buyers the conveniences of doing shopping from throughout the world, through their connectivity of internet. Like above there are numerous other reasons which indicates and persuades retailers to convert themselves into online segment or become the part of any online Ecommerce Channel. Due to heavy competition with online players, there is very heavy pressure on offline players to follow the discounting strategies to compete with them. The all top most brands generally gives preference to sale their discounted items on online mode instead of Offline, to grab the large portion of the market to make their reach in wider area, which also creates a pressure on offline dealers. The another major factor which in our opinion impacts the sale of offline traders is, that range of products available on online shopping mode is quite large and millions of the products are available in online shopping portals as compared to retail stores, hence the impact is reduction in customer footfall on physical stores. The range of varied nature of offers and discounts like cash back, credit card and Debit card purchase offers and free delivery like options also permits a decrease in the sale amount of the retailers.

REVIEW OF LITERATURE

Anu Takur (2025) study investigates consumer perception towards online shopping with a focus on user behaviour, satisfaction levels, and the factors influencing their preferences. The study und that Customers 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.

Verma and pavithra (2024) find out the consumer behavior towards online shopping. revealed that customers are partially satisfied with online shopping. Some corrections in the facility can fully satisfy the customers. Online shopping sites provide a big platform for customers for shopping and they can save time by shopping online

Jain and Bharadwaj (2022) study found that if online marketers focus more on creating awareness, branding, and providing the services that consumers expect to receive according to their convenience, consumers' buying behaviour will likely change in the future, allowing online marketers to market their products and services more profitably

Debarun Chakraborty (2016) conducted research in Gangtok, Sikkim, on the variables influencing consumers' online buying decisions. The four factors: affordable product price at the door, 24/7 product availability, simplicity of cancellation or return, and time savings, have had a significant impact.

Devendra Jain et al. (2015) examined factors impacting undergraduate and graduate students' decisions regarding online shopping. the study's findings, students should be aware of the information, payment methods, and delivery alternatives before making an online purchase.

Alam, et al., (2008) studied the key factors influencing the online shopping behavior of young Malaysian consumers. There was a difference in the purchase of consumers who relied on customer service, trust and reliability. Also, website design, website reliability, customer service, and privacy were found to be four factors that influence young consumers' perceptions of online shopping.

Adnan (2014) studied the factors that influence the online shopping behavior of Pakistani consumers. The trust in online sellers and security issues were found to be the main factors affecting the online shopping behavior of Pakistani consumers.

Banu et al. (2014) stated that e-commerce has become one of the fundamental characteristics within the Internet arena. It is even more popular than searching for entertainment, information and news, which are two top-of-mind activities when considering what Internet users do when they are online.

Baveja, S. and S. Rastogi (2000) found that customer loyalty on the web could be a key driver of future profitability. Loyal online customers, more so than offline, spend more, refer more people, and are more willing to expand their purchases into new categories. As a result, they are more profitable than one-time customers.

Sultan and Henrichs (2000) in his study concluded that the consumer's willingness to and preference for adopting the Internet as his or her shopping medium was also positively related to income, household size, and innovativeness.

STATEMENT OF THE PROBLEM

In order to gain cut throat edge in the market, marketers want to know the consumer behaviour in the ground of online shopping. So it is significant to analyze and recognize the factors which persuade consumers to shop online in order to detain the demands of consumers. Since online shopping is a sophisticated modern medium the consumer behaviour in the field of online shopping is different in nature compared to traditional consumer behaviour, so it is important to identify the factors which influence consumers to shop online. In order to reach towards a purchase decision, it includes various factors which create greater influence on consumers to shop online. These factors are important for retailers to compete in the market and to make their product well-matched. The buyer's behaviours are changing often based on their taste and preferences. If they are satisfied, they show massive purchase and if dissatisfied rejections are found common. The sales promotion techniques adopted by the online sellers influence buyers to purchase more and target large profits. The present study concentrates on the buying behaviour of consumers towards online shopping with special reference to Coimbatore District.

The scope of study

The scope of study on the research topic is vast indeed as presently E-commerce in India is big and will become bigger with coming years all the more, the bigwigs like Tata's Croma, Aditya Birla Retail and many others are planning to enter the Indian E- retailing market as there is lot of potential to grow exponentially. With future time the trend in E shopping will be adopted by Indian people on larger scale. The study "Consumer Buying Behaviour towards Online Shopping in coimbatore.

OBJECTIVES OF THE STUDY

The present study has been undertaken with the following objectives:

- To study consumers behaviour towards online shopping.
- To examine the consumers and marketing factors influencing buying behaviour of consumers towards online shopping
- To evaluate the awareness of consumers on online shopping
- To identify the problems faced by the consumers in online shopping

Research methodology

The present study is focused to understand the consumer buying behaviour towards online shopping with special reference to Coimbatore District. The present study follows a detailed questionnaire that includes demographic details; parameters include factors influencing consumer buying behaviour, reasons for purchasing through online, common products purchased online, satisfaction level of consumers, purchase goods and services through online and the factors refraining/keeping online shoppers from shopping on the internet.

The study is analytical and empirical in nature, which is based both on primary and secondary data. Both primary and secondary data have been employed for the research study's objectives. The pre-tested, carefully organised, and disguised Questionnaire was used to gather the necessary primary data from online shoppers. For the theoretical parts, secondary data was gathered from a variety of books, journals, periodicals,

working papers, newspapers, and websites. The study using convenient sampling technique collected the required data from 100 sample respondents.

ANALYSIS AND DISCUSSION

PRODUCTS PURCHASES ONLINE BY THE RESPONDENTS

s.no	Products purchased online	Score	Renk order
1	Electronics	470	1
2	Ornaments / Jewellery	428	2
3	Kids Accessories	400	3
4	Clothes	385	4
5	Cosmetics	372	5
6	Furniture / Kitchen appliances	362	6
7	Home appliances	337	7
8	Groceries	324	8
9	Toys /Books /Sports	320	9
10	Automobile	300	10

The above table explains the products purchased online expressed by the respondents. Majority of the respondents purchase electronic products such as mobile phone, laptops, and electronic components through online followed by ornaments over the internet which is ranked second. – 67% of the respondents purchase kids accessories over the internet. Around 60 percent of the Respondents purchase clothing item online such as T-Shirts, Top wear, bottom wear, trousers & Chinos, kurtas, tops with jeans & leggings followed by cosmetics ranking bat fifth. Many respondents purchase furniture items and kitchen appliances through online. It was followed by home appliances , grocerie, toys and automobile spares are purchased.

RANK THE FACTORS THAT INFLUENCE THE PURCHASE OF PRODUCTS THROUGH ONLINE SHOPPING.

s.no	Factors	Rank
1	Price	1
2	Special Offers	2
3	Discount/ Cash Back Scheme	3
4	User Friendly	4
5	Time Saving	5
6	Quality of Product	6
7	Quick Loading	7
8	Brand Conscious	8

The above table explains the factors that influence to purchase the products through online shopping. Price is the primary factor that attracts the consumers to go for direct purchasing through online. Most of the consumers are very much attracted towards the special offers or instant offers offered by the onsite sellers during the festival, seasonal and deals of the day option facilitate more consumers to purchase the products expressed by the consumers. Discount/ Cash back scheme are the important element that motivates the consumers to buy more in online as expressed by the respondents. User friendly – most of the consumers expressed that online purchase is user friendly. Time saving factor is ranked fifth. Only if consumers are good at search in online we can save time. Quality products are available at very cheaper price and assured product certificates issued by reputed company makes the confidence of purchasing

the products. Most of the consumers expressed that they are very much brand conscious while selecting a product

CONSUMER FACTORS INFLUENCING BUYING BEHAVIOUR OF CONSUMERS TOWARDS ONLINE SHOPPING – FACTOR ANALYSIS

Kaiser-Meyer-Olkin (KMO) Measure and Bartlett's test will be used prior to factor analysis. An index used to assess the suitability of factor analysis is the KMO measure of sample adequacy. A factor analysis should be performed if the values are high (between 0.5 and 1.0). A factor analysis may not be appropriate if the value is less than 0.5.

Consumer Factors Influencing Buying Behaviour of Consumers towards Online Shopping- KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.728
Bartlett's Test of Sphericity	Approx. Chi-square	5670.156
	df	91
	sig	0.000

The computed value of the Kaiser-Meyer-Olkin measure of sample adequacy is 0.728, as shown in Table. It implies that a sizable portion of the variance can be attributed to the components retrieved. It has been determined to do the factor analysis because this number is bigger than 0.5. The 14 variables chosen for the study can be effectively analysed using factor analysis, according to the KMO test result of 0.728. The test's outcome indicates that there is a substantial association between the selected variables, with a significant value of 0.000. Additionally, Bartlett's test of sphericity implies that factor analysis can be used on the current data because the correlation between various items is also statistically significant. ($p < 0.01$)

CONSUMERS' AWARENESS ON ONLINE SHOPPING- FRIEDMAN TEST STATISTICS

The findings of the Friedman test data on consumer knowledge of online purchasing in the research area are shown in Table

H₀: The mean ranking of the consumers' awareness on online shopping does not differ.

Consumers' Awareness on Online Shopping- Results of Friedman Test Statistics

N	100
Chi-Square	5224.451
Df	13
Sig	0.000

Table makes it obvious that the significant value at the 1% level of significance is 0.000. The null hypothesis is rejected because the significant value is smaller than 0.01, and the outcome demonstrates that the mean rating of customers' awareness of online purchasing differs. It suggests that customers' levels of knowledge of online buying vary from one consumer to the next and are not uniform across all consumers.

Relationship between Online Shopping Sites Preferred and Level of Awareness of Consumers on Online Shopping – Chi-Square Test

Online Shopping	Level of Awareness of Consumers on		
	Highly Aware	Less Aware	total
Amazon	21	2	23
	22.6	22.2	45
Flipkart	24	1	25
	25.8	22.2	48
Meesho	10	1	11
	10.8	11.1	22
Snapdeal	13	2	15
	14.0	22.2	36
Myntra	9	0	9
	9.7	0.0	10
Shopclues	16	1	17
	17.2	11.1	28
Total	93	7	100
chi-square value	17.873	p value	0.003

As per Table, the majority of consumers (26.1%) who identify as preferring Flipkart online shopping sites are very knowledgeable about online shopping, while the majority of consumers (29.2%) who identify as preferring Snapdeal online shopping sites are less knowledgeable about online shopping. It also denotes that the chi-square results' "p" value (0.003) does not surpass 0.05 and that it has been established that there is a substantial correlation between customers' awareness of online shopping and their preferred online shopping sites. As a result, the null hypothesis is rejected.

Conclusion

The practice of buying goods and services online is now generally recognized. In the world of the Internet, it has grown in popularity. Additionally, it gives customers additional options, convenience, and information with which to evaluate products and prices, as well as more information and options overall. Modern consumers seeking speed and convenience now have additional options thanks to the introduction of online purchasing. However, some customers still feel uneasy making internet purchases. Before making a purchase, customers could also want to inspect and touch the products, meet with friends, and obtain more feedback on them. Such elements could have a detrimental impact on consumers' decisions to shop online. These factors triggered the present study to investigate the consumers' buying behaviour towards online shopping – with special reference to Coimbatore District of Tamil Nadu.

The study's conclusions opened the door for a few useful and fruitful recommendations to online retailers, shipping services, and current and potential online customers. If they properly consider these recommendations, consumers perceptions, preferences, and satisfaction with online shopping in the study area would unquestionably improve. Additionally, sellers' profits and consumers' standards of living would undoubtedly rise, leading to the expansion of the online shopping industry and our nation's economic development.

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