

A Researchon Online Shopping Behaviour of Customers With Special Reference to Coimbatore City

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Article Info

Volume 81

Page Number: 4629 - 4632

Publication Issue:

November-December 2019

Article History

Article Received: 5 March 2019

Revised: 18 May 2019

Accepted: 24 September 2019

Publication: 23 December 2019

Abstract:

Online shopping is the current market trending shopping method. It has raised the standard and expectation of people to easy purchase at fewer time frames. In the recent years, the growth of online apps is massive due to the extensive internet access. This increase in use of online method of shopping has helped in developing the e-business of the country. Customers as the king of market is preferred the buying style according to their concern and the items they purchase depend on the situation. This research paper highlights the different online applications available to the customers and their preference of purchase of products among them. The preferential factors which describe the theme are safety, satisfaction, convenience, availability (variety of options) and price range. Online apps provide a choice to customers need and helps in comparing the specifications and services offered by one app to another.

Keywords: Customers, Preferential factors, Online shopping.

I.INTRODUCTION

Online shopping can be said as purchase of items through internet. There is a direct relation between the supplier and customer, as customer purchase items according to their need and preference. They have a choice of selection as wide variety of goods are been displayed within the price range specified and one within the preferred range of price given by customer can be purchased.

Comparing to traditional shopping method, online shopping is preferred as it provides 24*7 convenience of shopping time frame. Unlike the latter, online method helps in providing service from home by using personalized smart phones, laptop, desktop or tablets. All these electronic gadgets with internet facility provide the needful resource of purchase.

These online apps not only help in purchase but also do help in comparing the services and other product

related facilities with one another. As, the market is moving and growing towards e-business it helps in approaching the needful customers at the right time. The preferential factors which describe them are safety, satisfaction, convenience, availability (variety of options) and price range and these help in understanding the concept better.

II. REVIEW OF LITERATURE

The collection of reviews has been made from various studies undertaken by academicians and scholars that are found in journals, magazines, publications, working papers books and the like.

Prof. Pritam P. Kothari, Prof. Shivganga.S.Maindargi (2016) in their article titled "A Study on Customers Attitude towards Online Shopping in India and its Impact: With Special Reference to Solapur City" Published in International Journal of Advance research, Ideas and Innovations in Technology stated the factors which Indian customers

keep in mind while online shopping. And also states the perception about online purchasing. Companies also do use this method to get ideas and feedback of customer satisfaction by conducting surveys.

Neha Gupta, DeepaliBhatnagar (2017) in their article “A study on Online Shopping Behavior among the students” Published in IOSR Journal of Business and Management (IOSR-JBM) has highlighted the upcoming trend of online shopping in the country and understanding the difference between smartphone and traditional shopping. The concept of consumer behavior and their contribution to Digital India is also considered.

UpasanaKanchan , Naveen Kumar and Abhishek Gupta(2015) in their article “A Study of Online purchase behaviour of Customers in India” Published in ICTACT Journal on Management Studies stated that online shopping is gaining popularity among people of young generation. Higher income groups and educated people are purchasing more via e-retailing websites. People have hesitations in doing online shopping due to security concerns. At the same time people are resistant to change because of technological complexity in making online purchase. Companies involved in online retailing should focus on building trustworthy relationship between producers and customers.

III. OBJECTIVES

- To evaluate the preferential factors of online shopping.
- To find out the behavior of customers towards online shopping.
- To understand the current online shopping trend in Coimbatore city.

IV. RESEARCH METHODOLOGY

This study was undertaken to know the customer behavior towards online shopping with special reference to Coimbatore city. The respondents for the study were chosen according to convenience sampling method. The sample sizes of respondents were 250. Percentage method and Chi-Square Test were used to analyze the response.

➤ *Source Of Data*

Primary Data: Primary data are those which are collected for first time. This information’s were collected for public.The study was carried out by using a questionnaire and the data’s collected were analyzed and interpreted using excel.

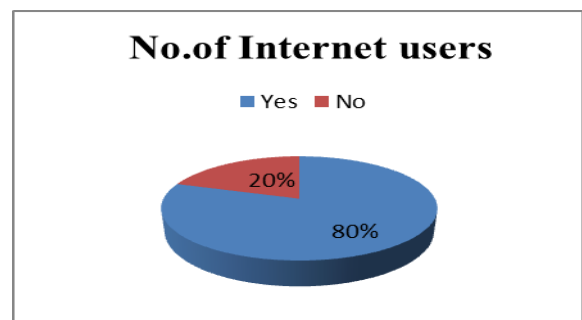
Secondary Data: The secondary data were taken from journals, magazines, websites and newspapers.

V. ANALYSIS AND INTERPRETATION

Table 1: Representing the No. of Internet Users

No. of Internet users				
Yes		No		Total
No.	%	No.	%	
200	80%	50	20%	250

Chart 1: Representing the No. of Internet Users



From Table 1 & Chart 1, we could infer that 80% of 250 respondents use internet and rest 20% do not use the medium.

Table 2: Representing the Choice of Shopping Method

Choice of Shopping Method				
Traditional		Online		Total
No.	%	No.	%	
65	26%	185	74%	250

Chart 2: Representing the Choice of Shopping Method



From Table 2 & Chart 2, we could infer that out of the 250 respondents 74% prefer online shopping while only 26% opt for traditional method.

Table 3: Representing the Online shopping behaviour of Respondents

Online Shopping behaviour of Respondents						
Yes, Continue		Yes, Discontinued		Never		Total
No.	%	No.	%	No.	%	
165	66%	60	24%	25	10%	250

Chart 3: Representing the Online shopping behaviour of Respondents

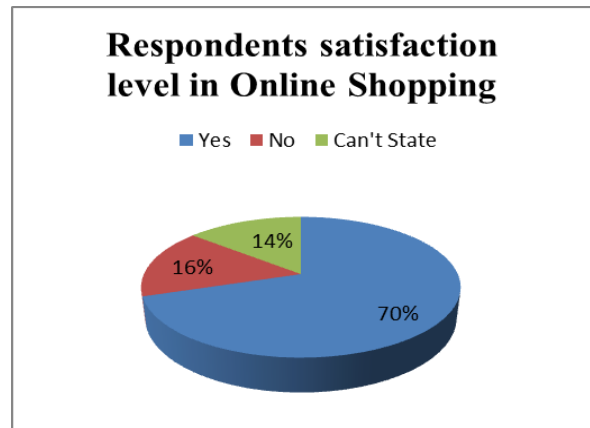


From Table 3 & Chart 3, we could infer that out the total 250 respondents 66% continue to go with online shopping, whereas 24% previously online shopped discontinued using the method and 10% of respondents never used online method of shopping.

Table 4: Representing the respondent's satisfaction level in online Shopping

Respondents satisfaction level in Online Shopping						
Yes		No		Can't State		Total
No.	%	No.	%	No.	%	
175	70%	40	16%	35	14%	250

Chart 4: Representing the respondent's satisfaction level in online Shopping



From Table 4 & Chart 4, we could infer that 70% of the total respondents are satisfied with online shopping, while 16% of respondents are not satisfied and rest 14% can't state their preference.

Table 5: Representing the reason for online Shopping

Reason for Online Shopping		
Criteria	%	No.
Availability	18%	45
Price Range	24%	60
Time Consuming	26%	65
Easy Purchase	32%	80
Total		250

Chart 5: Representing the reason for online Shopping



From Table 5 & Chart 5, we could infer that 32% of the total respondents consider easy purchase as reason for preferring online shopping method, where as 26% states time consuming as their preference the rest 24%

and 18% gives price range and availability as their personalized choice of online shopping method.

VI. TESTING OF HYPOTHESIS

H0: There is no significant relationship between Income of the respondents and online shopping behavior.

Variables taken for the test are: Independent Variable- Income of the respondents

Dependent Variable- Online Shopping Behavior of respondents

Chi-Square Test

	Value	df	Asymp.Sig (2-sided)
Pearson Chi-Square	2.353 ^a	9	.985
Likelihood Ratio	2.343	9	.985
Linear-by-Linear Association	.260	1	.610
N of Valid Cases	250		

It is interpreted from the chi square analysis that the p value (.985) is lesser than the significant value (0.05). It is proved that there is no significant relationship between the variables taken for the study.

VII. FINDINGS & RESULTS

The major findings of the study and their implications are as follows:

- The recent development and trend in online medium has helped in having a majority of online shopping customers.
- There is a high stake of customers preferring online shopping method rather than traditional purchase system in the recent time.
- The customers have high preference and willingness in online shopping and few are not continuing the method at present and the rest have not used the method.
- Majority of the customers stated that they are satisfied with online shopping.
- The orders of preference for choosing online shopping method according to the customers are easy purchase, time consuming, price range and availability.
- The income of the respondents and their online shopping behaviour has no relationship.

VIII. CONCLUSION

Online shopping behaviour of customers is high in range, as the study states that the customer is moving with the change and development in the field. The main factors which can be said as the reason for the major contribution of online shopping is easy purchase of products, time convenience, comfortable pricing and a large number of products availability. All these are the preferential customer needs. Thus, the medium of online shopping can be said as the current trend and the future leader of the market.

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