

# A STUDY ON ONLINE BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO COIMBATORE CITY

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## ABSTRACT

*Today's market is a more customer oriented in the sense all the business operations revolve around satisfying the customers by meeting their needs through effective service. Online shopping or e-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. The English entrepreneur Michael Aldrich invented online shopping in 1979. Online shopping portals are witnessing a whopping 200% growth in the sale of electronic items every year. The study focuses on online shoppers' preferences and problems on various online shopping marketers. Questionnaire was used to collect the primary data. The study area is restricted only in Coimbatore City with a sample size of 150 respondents*

**Key Words:** *Online shopping, Coimbatore online shoppers, E- marketing, Internet Shopping*

## INTRODUCTION OF THE STUDY

Anything that customer's purchases affects environment by means of delivery, whether they have the product shipped at home or drive to a brick and mortar store (supermarket). In earlier days people used to go to different shops before purchasing as they didn't have a great

deal of easy access to information on products. Due to the development of World Wide Web it has now become easy to access the products available worldwide without wasting time, money and other resources apart from helping environment. Centre for Energy and Climate Solutions suggests that we can protect land and save energy by shopping online.

## **OBJECTIVES OF THE STUDY**

The main objective of the study is to discover the order of preference given by the online buyers for different online websites and assess the most frequently buying product through online shopping.

## **AREA OF THE STUDY:**

The area selected for this study is Coimbatore city.

## **DESIGN OF THE STUDY:**

The study was conducted in the Coimbatore city, a commercial and educational town of Tamilnadu. The study was confined to the customers of Coimbatore city only.

## **DATA COLLECTION:**

The data for the purpose of study is collected both from primary sources and secondary sources. Survey method is used for collecting primary data. A survey was conducted for the study through self developed questionnaire. 200 Samples were collected from consumers and buyers of online shopping for the present study. The scales used in the questionnaire were largely built upon the scope and structure of previous studies. Constructs were measured based on seven-point Likers-scales ranging from strongly disagree (1) to strongly agree (5). Secondary data was also collected for the purpose of study. The sources of secondary data included books, magazines, journals and websites.

## **REVIEW OF LITERATURE**

The strategies that marketers are using have not adequately addressed the changing demands of the consumer to ensure customer satisfaction (Day & Landon, 1977). The marketing

function limits the scope of marketing strategies in operating successfully online. New electronic communication marketing variables have exploded the alternatives available to customers globally. These changes have redefined many of the old views of marketing, trade and power. Furthermore, many researchers recognize and accept that customer satisfaction is a logical measurement of success in market exchanges (Dubrovski, 2001).

Adrita Goswami et.al (2013). Studied “Customer Satisfaction towards Online Shopping with Special Reference to Teenage Group of Jorhat Town” study concludes that online customers are satisfied. This research explicitly indicates that online marketer should give more importance on price factor and after sale factor. In this competition era all the online marketers should have to concentrate on the customer’s satisfaction to retain the existing customers and have to offer new scheme day by day to attract the new customers

Alam and Yasim (2010) reported that that website design, reliability, product variety and delivery performances are the four key factors influencing consumers’ satisfaction of online shopping.

awford, (1997) in his paper said that traditional consumer behaviour shopping has its own model, which the buying process starts from the problem recognition, information search, evaluation of alternatives, then purchase, and at last post purchase behaviour.

## OVERVIEW OF STUDY

Online shopping or e-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. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. Mobile commerce (or m-commerce) describes purchasing from an online retailer's mobile optimized online site or app. English entrepreneur Michael Aldrich invented online shopping in 1979. His system connected a modified domestic TV to a real-time transaction processing computer via a domestic telephone line. In March 1980 he went on to launch Redifon's Office Revolution, which allowed consumers, customers, agents, distributors, suppliers and service companies to be connected on-line to the corporate systems and allow business transactions to be completed electronically in real-time.

Online shopping portals are witnessing a whopping 200% growth in the sale of electronic items every year. This is driven by the demands like mobile phones, iPods and MP3 players not only from metros but also from small cities. Apparels and accessories (30%) emerged as the second biggest product category after consumer electronics (34%) and is expected to become bigger than consumer electronics this year. Other popular searched categories include books (15%), beauty & personal care (10%), home & furnishings (6%), baby products (2%) and healthcare (3%). Fitness equipment like treadmills and lifestyle items like sunglasses are a big hit among Punjabis. Some Online Shopping portals in India are www. Homeshop18.com, www.flipkart.com, www.yebhi.com, www.myntra.com. American online retail giant Amazon.com has also made an entry into the Indian market in 2012 with Junglee.com, an online shopping site powered by the \$ 48 billion company.

## ANALYSIS AND INTERPRETATION

In this chapter the analysis and interpretation of the study on “A Study on Customer Perception and Satisfaction and Brand Preference towards Johnson & Johnson baby lotion with Reference to Coimbatore City” is presented based on the opinion of a sample of 100 customers selected from Coimbatore city through a questionnaire comprising of 25 questions. The following tools were employed in tune with objective of the study.

### TOOLS USED

### WEIGHTED AVERAGE RANKING

TABLE SHOWING PERSONAL PROFILE OF THE RESPONDENTS

Personal profile	Frequency	Percent	Cumulative Percent
<b>Gender</b>			
Male	114	57	57
Female	86	43	100
<b>Age</b>			
Below 25years	55	27.5	27.5
25-35years	85	42.5	70
36-45years	46	23	93
Above 45years	14	7	100
<b>Marital Status</b>			
Married	84	42	42
Unmarried	116	58	100
<b>Educational Qualification</b>			
School level	19	9.5	9.5
Under graduate	76	38	47.5
Post graduate	93	46.5	94
Others	12	6	100
<b>Occupational Status</b>			
Student	40	20	20
Business	55	27.5	47.5
Professional	43	21.5	69
Employee	37	18.5	87.5
Others	25	12.5	100
<b>Monthly Income</b>			
Rs Up to Rs 10000	23	11.5	11.5
Rs10000- Rs 20000	61	30.5	42
Rs20000- Rs 30000	37	18.5	60.5
Rs30000 – Rs 40000	13	6.5	67
Above Rs 40000	66	33	100
<b>Nature of family</b>			
Nuclear	147	73.5	73.5
Joint	53	26.5	100
<b>No of members in the family</b>			
Below 3 Members	40	20	18.5
3-4 Members	100	50	68.5
4-5 Members	52	26	94.5
Above 5 Members	8	4	98.5
Total	200	100	

Source: Primary Data

The above table shows that 57 % of the Respondents are male, 58 % of the Respondents are belongs to 25-35years of age category. 58 % of the Respondents are Unmarried online consumers. 46.5 % of the Respondents are studied Post graduates, 27.5 % of the Respondents are doing business. 30.5 % of the Respondents monthly income is Rs10000- Rs 20000. 73.5 % of the Respondents are having Nuclear family system and 50 % of no of members in their family is 3-4 members.

### WEIGHTED AVERAGE RANKING FOR ORDER OF PREFERENCE FOR THE ONLINE WEBSITES

	1	2	3	4	5	6	7	8	9	10	Total	Total Score	WAS	Rank
Amazon. In	38	79	45	14	6	4	3	1	2	8	200	1632	8.16	1
Percent	19	39.5	22.5	7	3	2	1.5	0.5	1	4	100			
Flipkart.com	66	28	24	15	14	18	6	1	9	19	200	1447	7.24	3
Percent	33	14	12	7.5	7	9	3	0.5	4.5	9.5	100			
Snapdeal.com	44	42	42	18	10	4	12	10	9	9	200	1465	7.33	2
Percent	22	21	21	9	5	2	6	5	4.5	4.5	100			
Paytm.com	22	20	10	16	28	25	29	15	23	12	200	1104	5.52	4
Percent	11	10	5	8	14	12.5	14.5	7.5	11.5	6	100			
EBay. In	14	11	26	27	22	26	21	24	15	14	200	1098	5.49	5
Percent	7	5.5	13	13.5	11	13	10.5	12	7.5	7	100			
Jabong.com	5	10	21	34	22	19	16	27	26	20	200	990	4.95	6
Percent	2.5	5	10.5	17	11	9.5	8	13.5	13	10	100			
Myntra.com	4	2	12	28	28	24	20	25	27	30	200	877	4.39	8
Percent	2	1	6	14	14	12	10	12.5	13.5	15	100			
Shopclues.com	6	3	6	13	24	23	30	36	30	29	200	802	4.01	10
Percent	3	1.5	3	6.5	12	11.5	15	18	15	14.5	100			
Pepperfry.com	7	2	7	11	22	29	30	39	25	28	200	813	4.07	9
Percent	3.5	1	3.5	5.5	11	14.5	15	19.5	12.5	14.5	100			
Goodlife.com	7	3	8	24	24	28	32	22	28	24	200	887	4.44	7
Percent	3.5	1.5	4	12	12	14	16	11	14	12	100			

Source: Primary Data

WAS= Weighted Average Score

The above table shows that online buyers preference of different online shopping websites. Amazon. in online shopping websites is the most preferred online shopping website in the study area with the mean score of 8.16. Snapdeal.com got second ranking in consumers' preference, Flipkart.com occupy third rank with the mean score of 7.24, Paytm.com secured fifth rank, Goodlife.com secured fifth rank and Shopclues.com secured tenth rank.



### WEIGHTED AVERAGE RANKING FOR ORDER OF PREFERENCE FOR THE PRODUCTS

	1	2	3	4	5	6	7	8	9	10		Total	Total Score	WAS	Rank
Electronic Products	81	34	18	13	11	14	5	5	5	3	11	200	1735	8.68	1
Percent	40.5	17	9	6.5	5.5	7	2.5	2.5	2.5	1.5	5.5	100			
Clothes	19	16	19	19	20	19	21	16	15	7	29	200	1203	6.02	5
Percent	9.5	8	9.5	9.5	10	9.5	10.5	8	7.5	3.5	14.5	100			
Music Software	2	24	11	12	21	16	19	16	21	31	27	200	1011	5.06	11
Percent	1	12	5.5	6	10.5	8	9.5	8	10.5	15.5	13.5	100			
Books	19	30	11	13	12	9	16	20	24	31	15	200	1159	5.80	7
Percent	9.5	15	5.5	6.5	6	4.5	8	10	12	15.5	7.5	100			
Cosmetic & jewelry	36	24	17	10	12	11	10	12	30	22	16	200	1267	6.34	2
Percent	18	12	8.5	5	6	5.5	5	6	15	11	8	100			
Gifts	18	21	17	19	15	18	11	21	31	17	12	200	1204	6.02	4
Percent	9	10.5	8.5	9.5	7.5	9	5.5	10.5	15.5	8.5	6	100			
Games	3	9	34	20	18	15	16	25	13	28	19	200	1099	5.50	8
Percent	1.5	4.5	17	10	9	7.5	8	12.5	6.5	14	9.5	100			
House Wares	6	2	21	20	21	20	33	24	23	18	12	200	1080	5.40	9
Percent	3	1	10.5	10	10.5	10	16.5	12	11.5	9	6	100			
Flowers	3	5	13	30	23	25	20	19	14	17	31	200	1034	5.17	10
Percent	1	2.5	6.5	15	11.5	12.5	10	9.5	7	8.5	15.5	100			
Tickets	6	11	22	23	23	28	27	20	16	9	15	200	1183	5.92	6
Percent	3	5.5	11	11.5	11.5	14	13.5	10	8	4.5	7.5	100			
Food Section	7	24	18	23	25	25	22	21	10	17	8	200	1254	6.27	3
Percent	3.5	12	9	11.5	12.5	12.5	11	10.5	5	8.5	4	100			

Source: Primary Data

WAS= Weighted Average Score

The total score of 1735 and mean score of 8.60, the second preference goes to Cosmetic & jewelry

With the total score of 1267 and mean score of 6.34 followed by Food section, gift products, cloths, and tickets got third, fourth and fifth rank respectively and the last ranks goes to Music Software with the total of 1011 and mean score of 5.06.

## CONCLUSION

Online shopping is the new mantra of selling products effectively and efficiently but the criteria must be met. According to a study, “About 44 percent students use Internet in India and overall 72% of young people access Internet on regular basis. Due to the vast usage of Internet, the buying patterns have been changed. It has changed the way goods are purchased and sold, resulting to the exponential growth in the number of online shoppers. Online shopping is a new technology that has been created along with the development of the Internet. It is a convenient method of shopping and allows for a vast array of products to be at your fingertips. However, fraudulent use of the Internet is often a concern for many shoppers. Cyber thieves steal identities of shoppers and then exploit them causing a theft of their identity. This leads to a variety of problems, causing fraudulent credit card charges, opening new credit accounts, and misuse of current accounts. understanding who are the ones consuming and why they choose to use or keep away from the Internet as a distribution channel, is a critical matter for both e-marketing managers and consumers. Online consumers tend to be better educated. Higher computer literacy makes internet shopping smarter. Their awareness about the internet also makes them better positioned to identify and take decision for products and services.

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