

CUSTOMER PREFERENCE TOWARDS ONLINE SHOPPING IN COIMBATORE CITY

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ABSTRACT

E-Commerce is the one of the key factor in the internet era. Now days, customer have been changed according to their convenience to make their work easier. The scenario has started to work in digital environment with e-marketing, e-shopping, e-transactions, e- banking etc. The customer also currently changed and practiced to the digital environment. Digital users prefer to purchase goods and services through online. Hence the study is an attempt to discuss and share the customer preference towards online shopping and to know the key factors that influence the customer to online shopping.

Keywords: Online shopping, internet, digital etc

INTRODUCTION

Internet, computers and e-commerce has changed the business environment and digital environment. Digital marketing has created a rapid growth of volumes of business in internet. Online shopping has diverted the real market into digital market. It allows the customer to purchase anything from anywhere through a computer and internet. Web portals like amazon, flipkart, snapdeal, ebay etc has created its trends in attracting customers and to encourage customers to involve in online shopping. They also provide various seasonal deals, day deals for customers looking for discount and offering store. In this paper, we are trying to study the consumer preferences towards online marketing.

STATEMENT OF THE PROBLEM

Many online shopping portals are showing interest in attracting the customers to do online shopping. The lifestyles of the customers are also changing to digital transactions, so various factors influence each other and reflect to increase the market sales. Here in this study, analyses different demographic variables that are associated with the respondents and the factors that influence the customer towards online shopping.

OBJECTIVES OF THE STUDY

1. To identify the demographic factors of consumers related to online shopping.
2. To indicate the customer preference towards online shopping.

REVIEW OF LITERATURE

Author	Year	Focus	Conclusion
A. Meharaj Banu et al	2014	Online shopping has become trending in rapid growth of technology. This study aims to focus on online shopping consumer behaviour.	Consumers can purchase anywhere, anytime from any place on their convenient select of goods and services with safe payment methods. Hence online shopping has a bright future.
Dr M Nishad Nawaz et al	2014	It states that consumers are very smart in purchasing goods from variety of list on their choices. It aims to find out the customer preferences towards online shopping.	Online webs provide different brand of products with filtered price and brand. Hence consumers prefer more on selected variety of goods and services.
Dr. M. Rifaya Meera et al	2017	The purpose of the study is to examine, identify the different kinds of attitude in online shopping behaviour	Online shopping is giving variety of products at any time with different comparisons. Hence the consumers are well satisfied in purchasing goods through online.
Avadhesh Vyas	2017	This study aims to find out the key factors involved in consumer behaviour and also the influencing factors that create intension to consumer's attitude.	Online shopping portals give many discounts and offers to online purchasers. Therefore that creates intension in consumers to purchases goods and services through online.

LIMITATIONS OF THE STUDY

- ✓ The study is limited to only 100 consumers.
- ✓ The survey is conducted only in Coimbatore city.
- ✓ The study has also the limitation of time, place and resources.

RESEARCH METHODOLOGY

DATA COLLECTION: The present study is based on primary data which was collected using questionnaire method.

SAMPLE SIZE: 100 consumers were selected from Coimbatore city.

STATISTICAL TOOLS: Simple Percentage and Chi Square.

AREA OF THE STUDY: Coimbatore city is selected as the study area.

SAMPLING METHOD: Random sampling method is used for data collection.

ANALYSIS AND INTERPRETATION

S.No.	Particulars	Factors	Respondents	%	Total
1	Gender	Male	43	29	100
		Female	57	38	
2	Age	Below 25	32	21	100
		26-35	42	28	
		36-45	18	12	
		Above 45	8	5	
3	Education	Upto 10th	26	17	100
		12th Std	18	12	
		Arts College	30	20	
4	Income	Technicals & Professionals	26	17	100
		Up to Rs.10000	29	19	
		B/W 11000 to 20000	46	31	
5	Savings	More than 20000	25	17	100
		Up to 5000	43	29	
		B/W 5000 to 15000	20	13	
6	Occupation	More than 15000	37	25	100
		Agriculture	20	13	
		Self Employed	10	7	
		Private Employee	50	33	
7	Number of years using online for purchase	Government Employee	20	13	100
		Below 1 year	43	29	
		1-2 years	21	14	
8	Frequently of purchase through online products	Above 2 years	36	24	100
		Weekly	50	33	
		Monthly	20	13	
		Half yearly	13	9	
9	Spend for Online products in a month	Occasionally	17	11	100
		Less than ₹ 5000	45	30	
		₹5000-10000	34	23	
10	Purchase of products through online in	Above ₹10000	21	14	100
		Amazon	43	29	
		Flikart	32	21	
		Snap Deal	15	10	
		Jabong	10	7	

FINDINGS

Simple Percentage

- ✓ Majority 38 % of the respondents are Female.
- ✓ Majority 28 % of the respondents are in the Age category of 26 -35.
- ✓ Majority 20 % of the respondents are educated in Arts College.
- ✓ Majority 31 % of the respondents are in the Rs.10001 – Rs.20000 Income group.
- ✓ Majority 29 % of the respondents are saving up to Rs.5000.
- ✓ Majority 50 % of the respondents are Private employees.

- ✓ Majority 43% of the respondent purchase habits less than 1 year category.
- ✓ Majority 50 % of the respondent purchase frequently through online in week basis.
- ✓ Majority 45 % of the respondents prefer online product in below Rs.5000.
- ✓ Majority 29 % of the respondents choose Amazon as their web portal.
- ✓ Chi - Square Analysis

HYPOTHESIS

H₀: Monthly income is independent towards Expenses on the basis of the respondents.

H₁: Monthly income is dependent towards Expenses on the basis of the respondents.

The chi- square value was 16.6952381 and it was found to be significant at 5% level as the significance value is 0.000, hence we reject the null hypothesis and conclude that there is a significant relationship between monthly income and expenses.

H₀: Age is independent towards purchase of products through online.

H₁: Age is dependent towards purchase of products through online.

The chi- square value was 16.695 and it was found to be significant at 5% level as the significance value is 0.054; hence we reject the null hypothesis and conclude that there is a significant relationship between respondent age and purchase of products through online.

SUGGESTIONS

- Consumers should be given some more information or awareness in using online shopping web portals.
- Consumer feels that online shopping portal can prefer languages based on their regional wise.
- Security options can be given more to protect the fraudulent activities in web portal.
- Few consumers suggested giving offline apps to search for brand products.
- Banking functions are good; some more additional credit facility can be given to consumers.

CONCLUSIONS

In the current scenario as number of internet users are getting increased meanwhile the number of online shoppers and purchasing behaviour of the consumers are getting rapid growth with the help of digital environment. Online shopping has become a part of consumer's life in saving their time and money. Online stores provide goods and services for a cheaper rate. Consumer also feels to make online purchasing at anytime, anywhere and from anyplace and also compares the online stores as well as discounts and offers.

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