



Buying Behaviour Towards Online Shopping - With Special Reference to Coimbatore City

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ABSTRACT

Online shopping has grown in popularity over the years, mainly because people find it convenient and easy to bargain shop from the comfort of their home or office. One of the most enticing factor about online shopping, particularly during a holiday season, is it alleviates the need to wait in long lines or search from store to store for a particular item. The current research is an effort to understand the satisfaction level and buying behavior of the buyers towards on online shopping. The study analyzed that the most chosen product of online buying is clothing and computer components remains the least preferred choice of online shoppers and payment on delivery through cash is the safest choice of payment than the credit cards.

KEYWORDS

Education, Online, Shopping, Consumer Behavior, Credit Cards.

Introduction

The internet has played a significant role in our daily life in that people can talk through the internet to one who is actually on the other side of the Earth, can send email around the clock, can search information, can play game with others, and even can buy things online. Generally speaking, the trend of e-commerce has been enlarged rapidly in the recent years with the development of internet and due to the easy accessibility of internet usage. Internet shopping has been widely accepted as a way of purchasing products and services it has become a more popular means in the Internet world. It also provides consumer more information and choices to compare product and price, more choice, convenience, easier to find anything online. There should be interactivity customer service in the website, so that customers can contact with the seller anywhere and anytime. Online stores are usually available 24 hours a day, and many consumers have Internet access both at work and at home. The current research is an effort to understand the satisfaction and loyalty pattern of the buyers shopping online. When people buy things, they will engage in a decision making process. One of the most important harms of ecommerce web sites is that they fail in supporting the customers in this process. By understanding the customer's needs and concerns the marketer can provide better products and services.

Objectives of the Study

1. To know the demographic variables of the customers using online shopping in Coimbatore city.
2. To determine the average spending frequency of purchase over the internet by a consumer.
3. To analyses the satisfaction level of the customers.

Scope of the Study

1. The study was conducted among the internet users.
2. The study also aims towards knowing consumer opinion towards online shopping.
3. The scope of the study was undertaken in city Coimbatore.
4. The study was based on the questionnaire.

Limitations of the Study

1. Due to time constraints the sample is restricted to 150 respondents.
2. The coverage of study is limited to Coimbatore city only.
3. The accuracy of the figures and data depends on the re-

spondent.

Research Methodology

Research Methodology is a way to systematically solve the research problem. It may be understand as a science of studying how research systematically solves the research problem.

Research Design

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

Sampling Method

For the purpose of the study, **convenient random sampling method** has been adopted among the customers of on-line shopping. The universe of the study is about the customer of the online shopping. The sampling units consist of customers who are purchasing goods in online shopping. For the purpose of the study, the researcher has to select **150 Respondents**.

Methods of Data Collection

- Primary data
- Secondary data

Tools used for the Study

The following tools are used for the purpose of the study:

1. Percentage Analysis
2. Chi square Test
3. Ranking

Literature Review

Veeralakshmi (2013) analyses the major problems of ecommerce web sites is that they fail in supporting the customers in this process. By understanding the customer's needs and concerns the marketer can provide better products and services. **Bourlakis et al., (2008)** internet shopping has been widely accepted as a way of purchasing products and services It has become a more popular means in the Internet world. **Payal and Jasvinder (2006)** online stores are usually available 24 hours a day, and many consumers have Internet access both at work and at home. **Lim, and Dubinsky (2004)**, customers can be influenced by the image of the web site when they decide what website or buyer they should buy from Software downloading, e-form inquiry, order status tracking, customer

comment, and feedback are some of example that online sellers can use to fulfill their online service.

Table: 1 Percentage Analysis

Factors	Particulars	Frequency	Percentage
Gender	Male	60	40
	Female	90	60
Age	Under 18 yrs	3	2
	18-30 yrs	96	64
	31-39 yrs	42	28
	40-49 yrs	9	6
	Over 50 yrs	3	2
Educational Level	School level	3	4
	Ug degree	27	18
	Pg degree	87	58
	Professional	27	18
	Illiterate	6	4
Occupation	Employee	27	18
	Business	36	24
	Professionals	21	14
	House wife	21	14
	Students	45	30
Income	Less than Rs.15000	12	8
	Rs.15001-20000	21	14
	Rs.20001-30000	63	42
	30001-40000	42	28
	More than 40000	12	8
Internet Access	Yes	150	100
	No	0	0
	Yes	150	100
Online Shopping	No	0	0
	1-3 times	39	26
Shopping Last 1year	4-6 times	45	30
	7-9times	60	40
	More than 10 times	6	4
Problems	Yes	90	60
	No	60	40
Kinds of Problems	Poor quality	18	12
	Non delivery	3	2
	Delay in delivery	63	42
	Damage	3	2
	Others	3	2
Sources of On-line Shopping	PC	21	14
	Ipad	33	22
	Tablets	30	20
	Cellphones	66	44

Source: Primary Data

CHI – SQUARE ANALYSIS
TABLE: 2 Relationships between Education and Internet Usage of the Respondent

Education	Internet Usage				Total
	Less than a month	Less than a 1 Year	1-2 Years	More than 2 Years	
School level	0	0	3	0	3
Ug degree	3	6	15	3	27
Pg degree	0	24	42	21	87
Professional	0	0	6	21	27
Illiterate	3	0	3	0	6
Total	6	30	69	45	150

Source: Primary data

Chi-Square 82.931 df =12 Significance= .000

HO = There is no significant Relationship between Education and Internet usage of the respondent

The chi- square value was 82.931 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 education and internet usage.

TABLE: 3 Relationships between Education and Mode of Payment of the Respondent

Education	Mode of Payment				Total
	Credit card	Debit card	Cod	Net banking	
School level	0	3	0	0	3
Ug degree	0	9	15	3	27
Pg degree	6	6	57	18	87
Professional	3	6	15	3	27
Illiterate	0	0	6	0	6
Total	9	24	93	24	150

Source: Primary data

Chi-Square 35.107 df =12 Significance = .000

HO= There is no significant Relationship between education and mode of payment of the respondent

The chi- square value was 35.107and 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 education and mode of payment.

Table: 4 Relationship between Income and Amount Spend on Online Shopping of the Respondent

Income	Amount Spend on Online Shopping					Total
	Less than Rs1000	Rs 1001 – Rs 2000	Rs 2001 – Rs 3000	Rs 3001 – Rs 4000	More than Rs 4000	
Less than Rs.15000	6	3	3	0	0	12
Rs.15001-Rs 20000	9	3	3	3	3	21
Rs.20001-Rs 30000	6	21	3	15	18	63

Rs 30001-Rs 40000	9	15	0	15	3	42
More than 40000	0	3	6	0	3	12
Total	30	45	15	33	27	150

Source: Primary Data

Chi-Square 66.461 df =16 Significance= .000

H0= There is no significant Relationship between income and amount spend on shopping of the respondent

The chi- square value was 66.461and 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 income and amount spend on shopping

Ranking Analysis
Table 5

Sites	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Rank 7
Flipkart	117	6	18	9	0	0	0
E.bay	21	24	60	30	9	3	3
Snapdeal	3	24	9	39	36	24	12
Amazon	3	27	30	18	24	36	12
Jungle	0	33	9	15	30	33	33
Jabong	6	24	15	24	27	39	15
Home shop 18.com	0	12	9	15	24	15	75

Source: Primary data

From the above table it is clear that out of the 150 respondent 117 of them chosen that flipkart is their leading site for online shopping, next to that jungle.com was chosen by the respondent in the position of rank 2, next in the third rank E.bay.com which was chosen by 60 respondent, followed by that rank 4and 5 goes to snapdeal.com, 39 respondent choose jabong.com which is ranked in 6th place, home shop 18.com was chosen by 75 respondent and it ranked 7th position

Suggestions

The fear of purchasing online by means of a credit card would be compact if the companies & different banks collaborate and the banks maintain online accounts honestly.

To improve the assurance of the existing and new customers the government should afford adequate legal frame work to keep away from online fraud. Most of the people apart from students are not having awareness about online shopping.

To attract the customer the company wants to offer more schemes to buy variety of products and companies can propose discounts for all types of payments rather than the particular payment option

Conclusion

The most chosen product of online buying is clothing and computer components remains the least preferred choice of online shoppers. Among the payment options, payment on delivery through cash in the safest choice of payment, while credit card are next preferred choice, online bank transfer is least preference choice. Most of the consumers who have ex-

perienced online shopping are very satisfied.

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