



ORIGINAL RESEARCH PAPER

Commerce

A STUDY ON CONSUMER PREFERENCES TOWARDS ONLINE SHOPPING IN COIMBATORE CITY

KEY WORDS:

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ABSTRACT

The present study was undertaken to identify the preference level of consumers in online shopping. Convenience sampling method was used to select sample size of 50 in Coimbatore city. The result show that the most of the redpondents are fenalel, mos of them come under the age group of 19-25 years. Most of the redpondents are aware of online shopping through newspapers. The customers prefer Amazon as their favourite online shopping website. Noticeable problem faced by the online shopping customer were digital payment.

INTRODUCTION:

Online shopping is the process whereby consumers directly buy goods, services etc. from a seller interactively in real-time without an intermediary service over the internet. Since the emergence of the World Wide Web, merchants have thought to sell their products to people who surf the Internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Consumers buy a variety of items from online stores.

Online shopping environment are therefore playing an increasing role in the overall relationship between markets and their consumers. That is, consumer-purchases are mainly based on the cyberspace appearance such as pictures, image, quality information, and video clips of the product, not on the actual experience.

Now day's internet is not just another medium to get in touch with customers, but it is an important channel to find potential customers as well as channel to continue relationship with existing customers. Essentially, the idea of online shopping is to lead customers to a convenient way of shopping. Customers will be able to save their time and money, plus retrieve all the product information with just few clicks in few minutes. Plus, purchasing can be done anywhere, anytime according to their preferences.

STATEMENT OF PROBLEM:

Online marketing has gained a lot of importance in present marketing conditions. But along with its vital growth the number of scamps, fraudulent practices and cheating also increased. Such cheating activities had created fear in the minds of customers and also an adverse impact in the attitude of consumers towards online purchase. The problem area of this survey is consumer's preferences and attitudes towards online shopping will determine the source of awareness that influence customers to shop online and those factors will help the marketers to formulate their strategies towards online marketing.

OBJECTIVES OF THE STUDY

- To identify the source of awareness towards online shopping and consumer preferences.
- To identify the factors influence the preferences of consumers in online shopping.

TABLE :2 TABLE SHOWING THE PREFERENCE OF THE RESPONDENTS FOR ONLINE SHOPPING

PREFERENCE	HIGHLY SATISFIED	SATISFIED	NEUTRAL	DISAGREE	HIGHLY DISAGREE	TOTAL
TIME SAVING	13	23	14	0	0	50
PERCENTAGE	26	46	28	0	0	100
INFORMATION AVAILABILITY	8	28	14	0	0	50
PERCENTAGE	16	56	28	0	0	100
LESS STRESS	8	13	28	0	1	50

- To offer suggestions and conclusions of the customers in online shopping.

RESEARCH METHODOLOGY

The study was conducted during Dec 2018 - Apr 2019. The study is based on primary data. The primary data was collected from selected consumers on the convenient sampling techniques with the help of questionnaires. Coimbatore city was selected as it is a commercially vibrant town surrounded by more number of villages and it is the hub of salaried and middle income people and also high class people. The sample size of the study was 50 respondents. Both primary and secondary source of data were used in conducting the research.

Questionnaire was used as a tool for Primary data collection. The secondary data were collected from websites.

Analysis and Interpretation:

The data collected were analyzed with appropriate techniques. The techniques used for analysis are:

- PERCENTAGE ANALYSIS
- CHI-SQUARE

PERCENTAGE ANALYSIS: TABLE:1 TABLE SHOWING THE SOURCE OF AWARENESS FOR ONLINE SHOPPING OF THE RESPONDENTS

SOURCE OF AWARENESS FOR ONLINE SHOPPING	NO OF RESPONDENTS	PERCENTAGE
Advertisement	16	32
Friends	12	24
Newspaper	8	16
Online Advertisement	14	28
TOTAL	50	100

Table shows that out of 50 respondents, 16(32%) of respondents are aware of online shopping through advertisement, 12(24%) of respondents through friends, 8(16%) through newspaper, 14(28%) through online advertisement.

It is considered that majority (32%) of respondents are aware of online shopping through newspaper.

PERCENTAGE	16	26	56	0	2	100
LESS EXPENSIVE	3	11	30	5	1	50
PERCENTAGE	6	22	60	10	2	100
BEST OFFERS	15	27	4	3	1	50
PERCENTAGE	30	54	8	6	2	100
SERVICE QUALITY	2	17	24	5	2	50
PERCENTAGE	4	34	48	10	4	100

Table shows that out of 50 respondents 23(46%) are satisfied and prefer online shopping as they consider that time is saving, 28(56%) are satisfied as they consider information availability is better in online shopping, 28(56%) consider that there is less stress in shopping through online, 30(60%) consider that online shopping is less expensive than the other shopping, 27(54%) consider that there is best offers available in online shopping, 24(48%) consider that service quality is better in online shopping.

of E-service quality in online shopping. Journal of Retail and Distribution Management , vol 33.

It is concluded that the majority of 30(60%) of the respondents consider that online shopping is less expensive when compared to other shopping.

**CHISQUARE TABLE:3
CHI-SQUARE TABLE SHOWING THE RELATIONSHIP BETWEEN GENDER AND SOURCE OF AWARENESS OF ONLINE SHOPPING OF THE RESPONDENTS**

Gender* Source Of Awareness						
Count		Source Of Awareness				Total
		Advertisement	Friends	News paper	Online Advertisement	
Gender	male	9	7	6	6	28
	female	6	5	5	6	22
Total	15	12	11	12	50	

CHI-SQUARE TESTS			
	VALUE	DF	Assumption. Sig. (2-sided)
Pearson Chi-Square	.309a	3	.958
Likelihood Ratio	.308	3	.958
Linear-by-Linear Association	.292	1	.589
N of Valid Cases	50		
A.1 cells (12.5%) have expected count less than 5. The minimum expected count is 4.84.			

The above table states that there is no significant relationship between gender and source of awareness. Since the calculated value is 4.84 which is more than the table value 0.05. hence the hypothesis is rejected.

SUGGESTIONS

1. The time for delivery of products must be made comfortable according to the customers frequency of time.
2. There can be also the procedure for return of damaged products made simple for the customers taste.

CONCLUSION

Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web known as www. Understanding customer's need for online selling has become challenge for marketers. Specially understanding the consumer's attitudes towards online shopping. Thus online shopping is easy for customers as they feel it is convenient, time saving and they also find more offers and discounts in shopping online. They also find variety of products in online shopping.

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