

**A STUDY ON ONLINE SHOPPING BEHAVIOUR AMONG THE
SELECTED RESPONDENTS IN COIMBATORE DISTRICT**

By

S.SINDHU

(17PEC010)

**THESIS SUBMITTED TO AVINASHILINGAM INSTITUTE FOR
HOME SCIENCE AND HIGHER EDUCATION FOR WOMEN**

COIMBATORE-641043

IN PARTIAL FULFILLMENT OF THE REQUIREMENTS

OF THE DEGREE OF

MASTER OF ECONOMICS

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CERTIFIED AS BONAFIDE RESEARCH WORK

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CHAPTER – I

INTRODUCTION

"Marketing is an important functional area of business which generates revenues through the sales of need satisfying goods and services from customers. It involves taking decisions in the areas of product, price, place and promotion and keeping in view the requirement of the customers business" marketing is a popular phenomenon in this time.

Marketing is the most important part of any business. Today's marketing activities related to the target, goods, goals, services and innovation. Goods and services do not move automatically from the producer to user. A definite mechanism brings about exchange of goods and services against consideration of monetary value.

"Marketing is the bridge that fills the gap between two important wheels of economy, producer and customer. In this age of rapid change, marketing is known as a back bone of all business operations. Marketing is said to be the eye and years of business because, it keeps the business in close contact with its environment."

In Today's time producer main purpose of marketing is to increase product sales and therefore the profits of the company. In the case of nonprofit marketing, the aim is to increase the take-up of the organization's services by its consumers or clients. Governments often employ social marketing to communicate message with a social purpose, such as a public health or safety message to citizens for profit enterprise marketing and often as a support for the sales team by propagating the message and information to the desired target audience.

Marketing techniques include consumer Research, consumer satisfaction, innovation, markets through market analysis and market segmentation, as well as product's value to the customer. Thus the social point of view, marketing provides the link between a society's material requirements and its economic patterns of response. Marketing satisfies of exchange processes and the building of long-terms relationship. Marketing is applied enterprises and organizations vice marketing management techniques.

Marketing is based on thinking about the business in term of customer needs and their satisfaction. Marketing differs from selling- according to C. Levitt - "Selling concerns itself with the tricks and techniques of getting people to exchange their cash for your product. It is not concerned with the values that the exchange is all about. And it does not, as marketing invariable, view the entire business process as consisting of a tightly integrated effort to discover,

create, arouse and satisfy customer needs."So, marketing has less to do with getting customers to pay for your product as it does developing a demand for that product and fulfilling the customer's needs.

"The word "Marketing" closely related with to word "Market" and "Selling", But marketing consist market and selling activities, because it covers broad spectrum of meaning. It is a way of life in which all the resources of an organization are mobilized to create, stimulate and satisfy the consumer at a profit. It is a philosophy, and satisfies the consumer at a profit. It is a philosophy, an attitude, a course of thinking, an idea, a nation or a vision of business relating to any respect of human creation."

In narrow sense, marketing start after the products is produced and ends with their sale. But is broader sense, marketing starts before the production activity and continues even after making sales of product. Thus marketing is the identification and profitable satisfaction of customer's needs. Finally, we can say that "Marketing starts with the determination of consumer wants, and ends with the satisfaction of those wants."

Marketing is about communicating the value of products, services and brand to customer for the purpose of promoting or selling that product, services and brand. The oldest - and perhaps simplest and most natural form of marketing is 'Word of mouth' (WOM) marketing, in which consumers convey their experiences of products, services and brand in their day-to-day communication with others. These communications can of course be either positive or negative. In recent years, Internet has become a very popular means of exchanging information and communicating via interconnected computers, anyone who has a computer and modem can access internet anywhere in the world. It is also called internet superhighway. It includes features like electronic mail. Unset, Talent, Client server, file transfer protocol (TTP) or hypertext transfer protocol (http). Gopher and world wide web (www). These features have paved the way of online marketing also called internet marketing and web marketing. The internet has provided a platform for mass, electronic womb marketing (e-WOM) with consumers activity engaged in rating and commenting on goods and services. In India the system of online business is gathering momentum especially in banking transactions, seat booking with railways and airlines.

Today online marketing is very popular and successful business strategy of firm. Many people (e.g. professionals, business, persons, celebrities, etc.) are hard pressed for time to visit the market for making purchases. They can visit business portals or websites at their leisure,

select the goods to be purchased and place order on the net itself. Payment can also be made electronically through credit card or transfer of e-money. After the payment is made, the marketer will ensure the delivery of the goods ordered. Physical or tangible products are delivered later, but intangible products can be delivered electronically simultaneously. For example, many people purchase railway and airline tickets online. Printouts of tickets are taken and are used to avail the railway/airline service by showing the proof of personal identifies.

History of Online Shopping

In 1990, Tim Berners-Lee created the first World Wide Web server and browser in UK. It opened for commercial use in 1991. In 1994 other advances took place, such as online banking and the opening of an online pizza shop by Pizza Hut. During that same year, Netscape introduced SSL encryption of data transferred online, which has become essential for secure online shopping. Also in 1994, the German company intership introduced its first online shopping system. In 1995, Amazon launched its online shopping site, and in 1996, eBay appeared.

Originally, electronic commerce was identified as the facilitation of commercial transactions electronically, using technology such as electric data interchange (EDI) and Electronic Funds Transfer (EFT). These were both introduced in the late 1970s, allowing businesses to send commercial documents like purchase orders or invoices electronically. The growth and acceptance of credit cards, automated teller machines (ATM) and telephone banking in the 1980s were also forms of electronic commerce. Another form of e-commerce was the airline reservation system typified by sabre in the USA and Travicom in the UK. From the 1990s onwards, electronic commerce would additionally include enterprise resource planning system (ERP), data mining and data warehousing.

In 1990, Tim Berners-Lee invented the World Wide Web browser and transformed an academic telecommunication network into a worldwide everyman everyday communication system called internet/www. Commercial enterprise on the internet was strictly prohibited by NSF until 1995. Although the internet became popular worldwide around 1994 with the adoption of Mosaic web browser, it took about five years to introduce security protocols and DSL allowing continual connection to the internet. By the end of 2000, many European and American business companies offered their services through the World Wide Web. Since then people

began to associate a word “ecommerce” with the ability of purchasing various goods through the internet using secure protocols and electronic payment services.

India’s e- commerce market grew at a staggering 88 percent in 2013 to \$ 16 billion, riding on booming online retail trends and defying slower economic growth and spiraling inflation. The increasing Internet penetration and availability of more payment options boosted the e- commerce industry in 2013. E- Commerce business in India is expected to reach around \$50-70 billion by 2020 on the back of a fast growing internet- connected population and improvement in related infrastructure like payment and delivery systems (DNA, 2014). This growth is because of aggressive online discounts, rising fuel prices and availability of abundant online options.

Features of online marketing:-

- (i) Information can be communicated throughout the world through interconnected series of computers via World Wide Web.
- (ii) A company can provide in-depth information about its products and services which can be accessed by the web users anytime and anywhere.
- (iii) Website of the company projects its image as the marketing manager wants.
- (iv). the prospective customers can visit the website. Select the product and place order.
- (v)The payment for ordered product is made electronically (e.g. credit card or internet banking).

Benefits of online marketing to buyers-

- (i) **Saving of time:** online marketing saves the valuable time of the buyers. They don't have to waste time in commuting to the market for shopping.
- (ii) **Convenience:** Online marketing offers convenience 24×7 shopping. One can access the website of the marketer anywhere anytime.
- (iii) **Easy availability of comparative information:** the buyers can find immense comparative information about various marketers and their products on the internet. He can judge price, quality, performance and availability before placing an order with a particular company.

Benefits of online marketing to the marketers:

- (i) **Focus on target market:** - Through web, an organization can target very specific groups of individuals with minimum waste.
- (ii) **Specific Message:** - Marketers can design messages to appeal to the specific needs of target groups.
- (iii) **Information access:** Users can always access the useful or required information about the company and its products easily on its website.
- (iv) **Interactive capabilities:** Company's website allows the customer interaction leading to a higher degree of customer involvement.
- (v) **Cost - effectives:** Marketers needs not maintain a store and incur costs of rent, insurance and utilities. They can produce digital catalogues for much less than the costs of printing and mailing paper catalogues.
- (vi) **Flexibility:** Companies can quickly add new product to their list and change prices description of products.
- (vii) **Potential:** Online marketing has immense. Potential of direct marketing as the number of internet users is increasing every day.

Recent Trends in Online Marketing

Any marketer would agree that digital trends keep changing like the seasons. Here are some of the online trends that are fast developing this year:

1. Big Data

Big Data can help you learn more about your prospects and customers which will improve your marketing efforts. The amount of data collected from social media, online purchases, app downloads, and an etc. thanks to Big Data allows marketers to customize content according to the customer's behavior.

2. Mobile Growth

The immense growth of mobile devices has been on every marketer's radar for a long time now. A mobile first approach is becoming more important nowadays as there has been a rise in voice searches and also Google has announced they will be launching a mobile-first algorithm.

3. Micro-moments

These days' people turn to their phones for just about anything. Whether it is something

they want to buy, or go someplace or learn something new. Any marketer not only needs an approach to identify micro-moments, but also needs to implement it as a marketing strategy so that their specific brand comes up for potential customers as they look for any information.

4. Voice Optimized Content

Voice search has accounted for almost 20% of all searches and is clearly set to expand even more this year. With many new voice devices and technologies in the market, asking a simple question and getting information from devices has become simple.

5. Personalization

As there is an increase in customer growth, offering a personalized online experience for them has become more and more vital for any brand. It is more effective when a customer is offered a unique experience based on their preferences and interests.

6. Chatbots

Chatbots are designed to support customer service teams by delivering information in real time. Many brands are already using simple ordering processes through Chatbots. Chatbots are becoming a kind of consumer expectation and can be seen in other industries in the near future.

7. Video Advertising

Video content has shot up at an incredible rate in the past year. The audience for video content on a wide range of devices is growing day by day. Brands must learn how to incorporate video advertising across different channels to grasp the attention of their target audience. These aren't the only trends to look out for this year, but are the biggest and most established ones.

Trends in Internet Shopping in India:

Online Shopping in India is in its nascent stages. However, more and more people are gaining confidence about purchasing products online. Consequently, online shopping trends are improving and promise a bright future. The internet has been around in India since quite some time now. However, e-commerce has picked up only recently. Shopping online is slowly growing up in India too. However, due to the relatively slow penetration of the internet in many part of the country, online shopping is limited to only major metros in India.

Ecommerce can be thought of as an activity wherein the customer uses the internet to order a product or service. In most circumstances, the transaction may happen online also. Online shopping places a heavy demand on the use of the internet. One major hurdle that online shopping faces is the security of transactions, since it is necessary for shoppers to submit their financial details on the web too. Currently, only a limited number of merchants are doing business online due to the problems related to technology. The major hurdles faced are low penetration of computers in India, lesser amount of credit or debit card holders, and many adverse taxation rules. Also, many internet users are reluctant to reveal their financial information online, which hampers the growth of the online business.

Conversely, online shopping has a great potential to become big in India. According to Rayport & Jaworski in their book on e-commerce, ecommerce has the potential of reaching \$100 billion in the year 2008.²¹ accordingly, many enterprises both big and small, are opening to the idea of having their B2B and 20 B2C portals on the internet in a big way. The internet is also proving to a boon in disguise for many small and medium enterprises, which are joining hands with major Indian online portals to display their products and advertise their services. Analysts predict that in the next 18-24 months, several national brands and retailers will have their online shops ready for B2B and B2C transactions. This indicates that the total number of merchants online would go up to nearly 50,000 and the total number of users would go up to around 50 million. Analysts also predict that the online shopping market could go up to nearly USD \$ 50 million.²²

One way of looking at online shopping trends is examining the figures - air and rail tickets estimated at INR 30 crore (INR 300 million) are sold online in India every day. Already, a jewellery piece sells every five minutes, and a mobile handset every eight minutes, and a car every nine hours on the popular commodity site eBay.com. Another popular site Indiamart.com materialized business over INR 5,000 crore through leads generated by it.

Today many Indians purchase goods like books, electronic gadgets, air and rail tickets, apparel, gifts, mobiles, computer peripherals, audio cassettes and CDs. There are more products which are capable of being sold over the internet.²³ many people still locate information on the internet, but purchase their products offline at traditional stores. This means that people still are lacking in confidence to purchase products online. This trend can be countered by providing secure sites for transactions, and prompt customer service. Online shopping is truly catching on

in India, traditional brick and mortar stores are also getting the hand of doing business online. The trends demonstrate that traditional stores will keep on doing sufficient business while the online stores increase their virtual presence on the internet. With this background an attempt was made to assess online consumer behaviour in Coimbatore District.

The specific objectives of this research are:

1. To study about the socio- economic conditions of the respondents.
2. To analyze the online shopping behavior of the respondents.
3. To understand the satisfaction and attitude of online purchase among the selected respondents.

Hypothesis:

H₀: There is no significant relationship between socio economic and online shopping behaviour.

H_a: There is significant relationship between socio economic and online shopping behaviour.

CHAPTER - II

REVIEW OF LITERATURE

The review of literature relating to the “A study on online shopping behaviour among the selected respondents in Coimbatore District” is discussed under the following headings:

- I. Studies on Consumer Awareness on online shopping
 - II. Studies on factors influencing online shopping
 - III. Studies on problems of online shopping
 - IV. Studies on attitude and satisfaction towards online shopping
 - V. Other related studies
- I. Studies on Consumer Awareness on online shopping**

An analysis of the trends on online shopping in India by **Kiran et al., (2008)**, points out that there was a growing awareness of getting more information through websites. There was an increasing trend of using Internet for booking tickets, buying books and music but the scene had not transformed dramatically in case of India. A slow transition was visible in the younger age group (21-35 years) where the responsiveness and interactive web sites provide them more opportunities for customized products. Though a majority of Internet users look for information on various product categories online, a relatively smaller portion of them actually buy online.

Kavitha (2015) assessed the consumer’s awareness towards online shopping. The study found that that is 54% of the respondents aware about the online shopping through advertisements and 24% aware through friends and relatives. The studies also revealed that majority of the respondents were highly aware about the terms and conditions, aware about the functions of Federal Trade Commission.

Vijayshri Machindra Gurme (2017) examined the customer awareness of online shopping and analyzes impacts of online shopping usage with reference to Pune area. Of customers. Result or analysis shows that online shopping in India is vastly affected by various demographic factors like age, gender and income. Revealed that 3. Majority of the respondents 22% are under the age of 15-24, 45% are under the age of 25-34, 18% are the under age of 35-44, 10% are the under age of 45-54 and 5% are the under age of 55-64. Majority of the respondents opined that various factors affect the buying product decision through online shopping system. The majority of the respondents that is 35% opined that influences purchasing decision, 22% of respondents opined that availability influences purchasing decision, 18% of respondents opined that quality

influences purchasing decision and 15% of respondents opined that price factors influences the purchasing decision, 10% of respondents opined that secure factors influence the purchasing decision.

II. Studies on factors influencing online shopping

Sultan & Uddin (2011) studied the factors that encouraged the consumers to shop online. The respondents included in the research were students from Gotland. The sample size was 100 and data was collected through convenience sampling technique. The results revealed that the main influencing factor for consumers to opt for online shopping were design of the website, convenience of online shopping, time saving and security. Apart from these, some other factors that influenced the buying behaviour of consumers were lower prices, discounts, customer reviews and product quality.

Kapoor (2012) examined online decision making and online shopping phenomena are governed by a number of consumer acceptances and behavior characteristics and grounded in theoretical aspects of consumer decision making. There are number of factors that affect what we buy, when we buy, and why we buy. In reference to buying online, the factors that influence consumers are marketing efforts, socio- cultural influences, psychological factors, personal questions, post decision behavior, and experience.

Gagandeep Nagra and Gopal (2013) assessed the impact of demographic factors of consumers on online shopping parameters like satisfaction with online shopping, future purchase intention, and frequency of online shopping, number of items purchased and overall append on online shopping. The results of study revealed that online shopping in India was significantly affected by various Demographic factors like age, gender, marital status, family size and income.

Aimol et al., (2014) explored the factors affecting the consumer behaviour towards online shopping. The study used purposive random sampling method to collect the data from 105 respondents i.e. 55 male and 50 female from the age group 18-30 years who had experience of shopping online and the respondents were taken from trans Yamuna area of Allahabad. The data was analysed using percentages, frequency and chi square test. The study found that the

respondents accessed the internet daily for their work related queries. However, respondents occasionally accessed the internet for shopping online. According to the research, the main factors influencing online shopping behaviour of consumers were saving of time, convenient shopping, information in detail related to products and easy comparison of prices. In other words, convenience of shopping and availability of detailed product information attracted the consumers towards shopping online.

Rajeswari and Gunasekaran (2015) assessed the factors influencing online shopping in Coimbatore city. The twenty four variables in the data were reduced to four Component factors and each factor may be identified with the corresponding variables. Conclude this study, Online markets have become the battlegrounds where the brands, small, medium and big, the known, the not-so-well-known and the wannabe ones, fight it out for the online consumer's attention. Revealed that there are twenty four factors that had Eigen value exceeding "one". Among those four factors, the first factor accounted for 41.327 percent of the variance, the second 20.407 percent, the third factor 7.62 percent, and last factor 5.49 per cent of the variance in the data set. The first four factors are the final factors solution and they all together represent 74.855 percent of the total variance in the scale items measuring the factors related to influence in choosing online shopping. Hence from the above results, it is certain these are the factors that are related to level of satisfaction about online shopping.

Živilė Baubonienė and Gintarė Guleviciute (2015) examined the factors driving online shopping and to develop an understanding of the factors influencing the online shopping by the consumers. The major factors that encourage consumers to shop online through analysis of such advantages as security, fast delivery, comparable price, convenience, cheaper prices and a wider choice. Findings of this study indicate that the main factors influencing consumers to shop online are convenience, simplicity and better price. Respondents of the 25–35 year age group more often choose shopping online for such reasons as lack of time and a wide range of products. The most beneficial factor of shopping online was identified as a possibility to compare prices and buy at a lower price.

A study was conducted on the factors influencing online shopping behaviour of consumers in **Sweden by Shahzad (2015)**. This study mainly focused on online factors that included risk of financial loss, risk of product performance, and risk with the delivery of products, trust and security. A questionnaire was distributed among 100 respondents to collect the data. The findings of the study revealed that demographic factors like age, gender, income and education influence consumer behaviour. It further concluded that higher the age, lesser is the intent to shop online. The results also indicate that higher income groups are less attracted towards online shopping. Education was directly related to the online shopping behaviour and the consumers with better education were more inclined towards shopping online. The design of the website is the major influencing factor for the consumers to shop online. The study also revealed that risk of performance; trust and security have a substantial influence on customer behaviour towards online shopping whereas financial risk and delivery risk does not affect consumers buying behaviour.

Vilasini Jadhav and Monica Khanna (2016) examined factors influencing online behavior of consumers. The study revealed that main influencing factors for online shopping were identified as availability, low price, promotions, comparison, convenience, and customer service, perceived ease of use, attitude, time consciousness, trust and variety seeking.

Jukariya and Singhvi (2018) assessed online shopping had been emerged with fresh idea and has created endless opportunities for all. India as ranked in online shopping after Japan and America. Revealed that there was transaction security and multiple payment options, personal privacy and security, product price and quality, the speed of access and after- sales service were few major factors that affect customer online shopping behaviour. Result shows that out of all online buyers 61 percent were female buyers. Very few respondents 3% were belonging in the age group ranging from 30 to 35 years.

III. Studies on problems of online shopping

Karthikeyan (2016) examined Online shopping is a kind of electronic commerce, which allows consumers to directly buy goods or services from a person who sells over the Internet using a web search engine. Shopping online is becoming more common every day, and spans every type of product and every type of shopper. Online shopping is convenient, faster and

cheaper. Online shopping is still not very big in India, but the numbers are growing every year. The study revealed that the trend of online shopping is increasing day by day. 45.45% of the respondents had faced delivery problems (delay in delivery & non delivery), 22.73% of the respondents had faced the problem of supplying defective products, 18.18% of the respondents said that the response of the customer care is very poor and 13.64% of the respondents had faced the problem of replacement of products or refund issue.

Muthumani (2017) examined Online shopping is one of the most popular ways to make purchases, but it's not something that everyone is comfortable doing. Shopping online is becoming more common every day, and spans every type of product and every type of shopper. 40.43 per cent respondents are problem faced, 59.57 per cent respondents are no problem faced. A majority of the respondents are problem faced by online shopping no opinion. More than two-fifth of respondents are facing problems at the time of buying product through online shopping. The study has revealed that most of the customers have favorable attitude towards online shopping and also majority of the customers suffer due to unnecessary delay. So they should take care to improve their environment to avoid delay.

Sivanesan (2017) examined the massive Indian market is changing fast. Internet access is mainstreaming among professionals and the use of mobile is intensifying. The pace of change continues to be rapid with digital channels constantly growing in volume and strength. More people spend more time online in India every year, and the digital tools and sites they use play an ever-growing role in their lives. The study revealed that analyse the problems of online shoppers in 45 respondents (45 percent) buy the products through online one to two times per month, 26 respondents (26 percent) buy the products through online four to six times per month, and 24 respondents (24 percent) buy the products through online two to four times per month. Majority of the respondents spent three to four hours (Mean score 51.38) on internet for online shopping.

IV. Studies on attitude and satisfaction towards online shopping

Thompson Teo (2002) assessed the explosion of the web as a business medium; one of its primary uses has been for marketing. The mass media customer markets and advertising agencies seem to be in the midst of internet discovery and exploitation. The study examines attitude toward various aspects of online shopping and provides a better understanding of the potential of electronic commerce for both researchers and practitioners. Reveals that the personalized e-mail

category, 3458 e- mails were sent but only 887 of the sendees replied, thus yielding a survey response rate of 25.7%. There were 246 responses from newsgroups.

Vijayasathy (2003) examined the relationship between shopping orientation, product types, and consumer intentions to use the internet for shopping. Irrespective of the product type, the consumer s with home and economic International Conference on "Research avenues in Social Science" Organize by SNGC, Coimbatore shopping orientations could be expected to use online shopping more than those with local orientations. Moreover, consumer would be more inclined to use the internet to shop for intangible than tangible products. He also concluded that age, gender, and income have an influence on online shopping orientations, specifically; younger males with higher household income would be more likely to engage in Internet shopping.

Xu and Paulins (2005), results showed that there was a strong relationship between customers' attitude and intentions towards shopping online for apparel products. The demographic variables internet usage, employment status, and car access had significant influence on student's attitude toward online shopping for apparel products. Customers who browsed the internet on a more frequent basis had a more favorable attitude towards shopping online for apparel products. Customers who browsed the internet on a more frequent basis had a more favorable attitude toward shopping online for apparel products than those who browsed the internet less frequently. Also, customers past online shopping experiences were shown to have significant influence on their attitudes toward online shopping for apparel products.

Delafrooz, Narges et al., (2010) examined Consumers attitude towards online shopping are affected by four main factors. Those factors are utilitarian orientation, convenience, price and wider selection. Concluded that there were three more things which were personalities of consumers, online shopping perceived benefits and promotions of shopping sites.

Osman et al., (2010) conducted a research on the socio-demographic background of consumers, quality of website, purchase perception and consumer's attitude towards online shopping. Purposive sampling method was used to collect the data. A self-structured questionnaire was used to collect data from 100 consumers from Malaysia. The study concluded that the quality of website, purchase perception, gender of the respondents along with.

Haq et al. (2012) in his study knows the demographic profile of the customers and its impact on online shopping. The study shows that the perception of online shoppers was independent of their education, income and gender.

Gangandeeppagra and Gopal (2013) studied the impact of demographic factors of consumers on online shopping parameters like satisfaction with online shopping, future purchase intention, frequency of online shopping, number of items purchased and overall amount spend on online shopping. The results of the study revealed that online shopping India is significantly affected by various demographic factors like age, sex, education, etc.

Goswammi et al., (2013) conducted a study to understand the consumer's attitude on internet marketing. Convenient sampling method was used to collect the data from 46 respondents. Data was analysed using percentage analysis. The research revealed that a majority of consumers were satisfied with online shopping. The results concluded that 35% of consumers purchased books followed by 30% consumers who bought apparel and 22% consumers who bought other products such as electronics, pen drives and mobile phones etc. The study further revealed that 13% of consumers purchased gift items online.

The study conducted by **Singh (2014)** focused on finding out the attitude of consumers that used Flip kart for shopping online. The sample size was 40 online consumers, 25 female and 15 male consumers of Flip kart between the age group of 20-27 years. It was found that younger generation which included consumers in age group of 18-25 years was more interested in shopping online. The results showed that the respondents were satisfied with shopping online from Flip kart and were mainly interested in buying apparel online that included men and women clothing range along with accessories and electronics. Also, the users preferred shopping online on a weekly basis, during discounts and festive seasons. The study further revealed that the success of an online retail business is dependent on the popularity, branding, image, unique and fair policies.

Mahesh Kumar and Sobha (2016) examined Consumer attitude towards online shopping refers to their psychological state in terms of making purchases over the internet. The result shows that out of the total respondents, 93.9% of the respondents feel that shopping on internet saves time, 91.7% are of opinion that they can shop at any time of the day, 75.2% of the respondents think that online shopping is not risky, 52.6% are of the opinion that online vendors require long time to deliver the product, 73.9% of the respondents agree that online sites ensure

accurate description of products, 51.7% of the respondents are of the opinion that online shopping is as secure as traditional shopping, 64.3% of the respondents agree that possessing a bank account or credit card creates difficulty, 55.2% of the respondents agree that they would purchase products through online even if there is no provision of home delivery.

Maindargi (2016) examined Customers Attitude towards Online Shopping in India in Solapur city. The study revealed that factors which online Indian customers keep in mind while shopping. After completion of study Researchers found that cognition, sensed usefulness, comfort of use; sensed enjoyment and security are the five components which affect consumer perceptions about online purchasing. The study revealed that India had 408.4 million internet users. About 635.8 million internet users in 2021. Despite the untapped potential, India already is the second-largest online market worldwide.

Vinay patil (2016) examined consumer behavior towards online buying with Ichalkaranji City. Major factors of the study consumers have become very smart and are increasingly adopting electronic channels for purchasing many products. Concluded that 38% of respondents consider cost saving to be important factor to purchase online, 16% consider time saving, 15% consider ease to brand comparison, 11% consider easy way of payment and 20% of them consider online offers as motivating factors to purchase.

Kumar and Sobha (2016) analysed the relationship between various demographic variables and consumers' attitude towards online shopping. The data was gathered through a self structured questionnaire. Two hundred and fifty respondents were approached to collect the data from Palakkad district in Kerala using convenient sampling method. It was found that 61% of the consumers had a positive attitude and 39% showed a negative attitude towards online shopping. Respondents also reported that online shopping saved time; they could shop at any time of the day; online shopping was not risky; it gave accurate description of products and online shopping was as secure as traditional shopping. Results further indicated that there was no significant relationship between gender, age, area of residence, educational qualification, monthly income and attitude towards online shopping.

Valarmathi (2017) examined customer perception on online purchase and digital marketing in Coimbatore city. After marketing there are number of opportunities to buy a product, getting

offers and discounts, etc. Reveled that consumer perception most important factor for all business entities since it helps in developing their brand awareness and perception. The customers perception in Coimbatore city reveals that 54.3% of the respondents are influenced through website to do online purchase and from the study majority of the respondents who are aware about online purchase and are using internet marketing are between the age group of 21-25. They are post graduates and they are employed. The purpose of the study based on the customer perception towards online purchase and digital marketing.

Neha Gupta and Deepali Bhatnagar (2017) examined On-line shopping is a recent era that has hiked in the domain of E-Business and is definitely going to be the future of shopping in the world. Everyone has entered to the Smartphone world so it is easy to access apps according to their comfort and make their life better. At present there are millions of mobile apps likewise there apps for health, games, booking tickets, music, social networking, travel, banking, news, fitness, calendars and many more. The findings also showed that 55% of the respondents shop at least once in 15 days. This creates a huge base of customer for e-tailers presently as well as for the coming future. Most of the students spend 500-1000 rupees in a single shot shopping. There is a great demand for the products in this range that is economical as well as qualitative to them. Indian e-tailer Flip kart has been a hit since its arrival. Even the survey shows it. However, the international rival Amazon is also not way behind. Price plays an important role. Offers, discounts as well as Festive seasons are a big hit which has maximum footfalls. Clothing and apparels are the highest buying products online. The respondents face major problems on theft of credit card information, and lack of security on online payments. Implementing precautionary steps to solve these problems shall create consumer confidence on online shopping. A special set of shopping can be created in view of students by giving offers, discounts, etc.

Divyeshkumar Vala (2018) examined Electronic commerce, commonly known as e-commerce, refers to the buying and selling of products or services over electronic systems such as the internet and other computer networks. Online stores are usually available 24 hours a day, and many consumers have internet access both at work and at home. the study revealed that age of 18 to 33, online shopping is being more used as there is more influence of the internet generation and online shopping has become an emerging trend among this that age group to most of the online shoppers are employed therefore they have the necessary independence to shop online as most of them have different levels of income.

Poonam Deshprabhu- Sadekar and Naila Pereira (2018) examined the prominent factors that influence online shopping behavior. The factors that were identified and analysed include customer's demographic characteristics, customer attitude, reasons and perceptions. The study revealed that the age group of 15-35 years of respondents irrespective of the gender is predominant users of online shopping. Married respondents with a sound education background, working class and earning more than 2 lakhs prefer online shopping. Concluded that since the consumer is techno-friendly, has increase family needs and lacks at time at their disposal prefer online shopping.

Arthi and Jeyalakshmi (2018) assessed consumer satisfaction towards online shopping in Trichy City. The study revealed that 30% of the respondents are highly satisfied, 35% are satisfied, 18 % are neutral, 10% dissatisfied and 07% highly dissatisfied.

Senthilkumar and Chandramohan (2018) examined the customer satisfaction towards online shopping in Namakkal District. The findings revealed that age, gender, and educational qualification had significant association with customer's level of satisfaction towards online shopping. The study also concludes that 24 hours service was the first satisfaction factors of the customers towards online shopping. Most 60 % of customers are male, 50 % whose age group is below 30 years. Most 46% of the customers are under graduate, the monthly income of 54% customers is above Rs. 15000 and 66% customers belong the nuclear family.

V. Other related studies:

The Tech Faq (2008) in this study shows that 58 percent chose to shop online because they could shop after-hours, when the traditional stores are closed and 61 percent of the respondents selected shop online because they want to avoid crowds and wiling lines, especially in holiday shopping.

Lakshmi (2016) revealed that there are millions of people online any time and they all are a potential consumer in the online market. The most important thing for organizations is to understand what are customer's wants and needs in this competitive business environment. The study also reveals that customer buying behaviors are influenced by different factor such as culture, social class, reference group relation, family, salary level and salary independency, age, gender etc. and so they show different customer behaviors.

Anuradha Devadas and Hansa Lysander Manohar (2011) assessed shopping behavior of rural consumer migrated to urban area in the Indian states. The study identified seven factors such as: Recreational and Shopping Conscious, Favourable attitude towards urban shopping environment, Enjoy Shopping, Price Conscious, Comparison shopping/ Complainer, Perfectionist, High quality conscious.

Dahiya Richa (2012) examined has undertaken a study on impact of demographic factors of consumers on online shopping behavior with reference to consumers in India. The revealed the online shopping in India is significant affected by various demographic factors age, gender, marital status family size and income.

Reddy & Srinivas (2015) conducted a study on 598 respondents in the age group of 20-30 years, 30-40 years and 40-50 years. The study focused on demographic factors on online buying behaviour of consumers. The data was collected through a questionnaire from 6 major Indian cities namely New Delhi, Hyderabad, Mumbai, Chennai, Bangalore and Kolkata. The results showed that females from age group of 20-30 years bought more frequently than males. This indicated that females shopped 3-4 times in a month as compared to males who shopped only once a month on internet. The results further showed that age, marital status, income and education did not impact online shopping much in India. However, family size significantly affected online shopping behaviour of consumers.

Vijyalakshmi and Deepika (2016) examined the access and usage of online shopping by women in Coimbatore city. The result of the study reveals that the online shopping websites such as, www.flipkart.com, www.snapdeal.com and Amazonian are mostly preferred by the women respondents. The women respondents are satisfied with quality, price and brand and package in online shopping. The results shows that, level of satisfaction towards quality of the product is high (mean rating 4.1520), followed by price (3.9600), brand and package (3.8920), and the low rating is given by the respondents to trust (3.7160). Hence, it is concluded that the respondents are highly satisfied towards the quality of the product.

Ummul Wara Adrita and Tanzina Shahjahan (2016) examined Technological advancement creates a new wave by changing the way of buying and selling goods and services on internet. Especially after the rapid growth of Internet, most of the businesses move to the click and mortars to increase revenue and ensure survival in the stiff competitive market situation. Revealed that study we found that because of confusion in pricing, lack of trust, dissatisfaction

regarding delivery process, uncomfortable payment method offline shopping is more preferable than online method. Emerging Trends as Bangladesh Goes Digital” found that 22% of the country’s total internet users shop online, spending Tk7, 594.10 annually on an average. So we asked the respondents about their preferences for Online Shopping and offline shopping.

Nirmala and Harisevitha (2013) assessed the penetration of online shopping and the preferences of online shopping website among customer with special references to Coimbatore district. The online shopping websites like “Flip kart, Amazon, Jabong”, and others were taken to understand which website is the most preferred by the customer. The conclusive result shows that female customer prefer online shopping more compared to male customer and it was also revealed that the Flip kart is the leading website among students compared to the other online shopping Websites. The above frequency table it known that 75% of our respondents prefer online shopping and 25% of people prefer direct purchasing.

Pooja Darda and Vimal Deep Saxena (2015) examined E-commerce has been expanding its wings all around the globe. The availability of various options and information about the products is making this trend more user friendly. As result of that, there are so many big names, which can be seen in the market like flip kart, Snapdeal, Amazon. in, shop clues and many more. By looking at the current scenario the behavior of customers also changes when they shift their purchasing their purchasing from physical market to online market. Concluded that the overall online purchasing by the consumers from urban areas (Mean = 5.176) in specified sample areas is significantly better than that of online purchasing of consumer from rural areas (Mean=5.010).

Taweerat Jiradilok et.al (2014) assessed e-commerce is gaining importance in Thailand. Numerous researches have focused on descriptive research on customer satisfaction and purchase intentions on online purchasing but little or no knowledge regarding factors that are most influential in motivating online purchase intention in Thailand. The results showed that variety, website system quality, and tangibility have no influence on purchasing intention in customer’s decision even though the respondents were quite satisfied with these dimensions.

Arya and Prakash (2018) assessed online shopping habits of educated youth among rural area of alappuzha, Kerala. The study found that about 90% of respondents had made online purchasing at least one time in the last year. The major sources for college students

for online shopping were the allowance given by the parents. About 30% of the respondents, who purchase for more than Rs. 3000, were from the high income group. Each student has spent at least one hour in front of the internet for various purposes. About 27% of 36 respondents had never faced any problems anywhere in online purchasing, while 28% stated that they faced some problems such as getting damaged products, duplication and non delivery of products in time. All others were fully satisfied with the online shopping.

Mathew & Mishra (2014) examined the behaviour of online consumer in Delhi, Mumbai, Chennai, Kolkata, Gurgaon, Faridabad, Jaipur, Chandigarh, Hyderabad and Cochin in terms of internet usage, perceived risks, and website attributes. The respondents were selected using quota-sampling technique. The data was collected through an online survey using a structured questionnaire that was distributed to 600 consumers. The results revealed that online buyers in India had a high level of perceived risk and were worried about the delivery of the products bought using online shopping. It was also found that information quality, product range and after sales service were most preferred website attributes which influence Indian online users behaviour.

CHAPTER – III

METHODOLOGY

The methodology adopted in the present study is discussed under the following heads:

- I. Profile of the Selected district
- II. Selection of the Sample
- III. Data Base of the Study
- IV. Period of Study
- V. Techniques of Analysis
- VI. Limitations of the Study

I. PROFILE OF THE SELECTED DISTRICT

Coimbatore district, which lies in the western part of Tamil Nadu bordering the Western Ghats, is surrounded by The Nilgiris in the west and southwest, Erode district in the north and Dindigul district in the east. Coimbatore district has two revenue divisions namely Coimbatore and Pollachi, six taluks namely Coimbatore (North), Coimbatore (South), Mettupalayam, Sulur, Pollachi and Valparai, 12 blocks and 227 Panchayat villages. The city is divided into 100 wards and these wards are grouped into five zonal ward committee.

The district has a geographical area of 7469 sq.kms. The decadal growth rate of population during 1981 – 91 was 14.65 percent, 20.4 percent during 1991 – 2001 and 17.64 percent during 2001 – 2011. Coimbatore district is fed with water from Noyal, Siruvani, Bhavani and Amaravathi. Siruvani, world's second purest water body is the main source of water in the city.

With more than 25,000 small, medium and large industries, the city's primary industries are engineering and textiles. Coimbatore is called the "Manchester of South India" due to its extensive textile industry, fed by the surrounding cotton fields. The district also houses the country's largest amount of hosiery and poultry industries. The city has two special economic zones (SEZ), the Coimbatore Hi-Tech Infrastructure (CHIL) SEZ and the Coimbatore TIDEL Park and at least five more SEZs are in the pipeline. As of 2005, when Tirupur was a part of

Coimbatore district, Coimbatore was the highest revenue earning district in Tamil Nadu. In 2010, Coimbatore ranked 15th in the list of most competitive (by business environment) Indian cities.

According to 2011 census, total population of the district is 3,458,045 out of which, 8,39,105 live in rural area and 2,618,940 live in urban areas. The number of male population stands at 1,729,297 as against the female population of 1,728,748.

The literacy rate of the district as per 2011 Census was 83.98 percent, with male literacy being 89.06 percent and female literacy 78.92 percent.

Coimbatore district is ranked 7th place among the highest population size of the State. The urban population in the district is 75.7 percent, the third highest among the district in the State. The district sex ratio of 1000 is higher than the State sex ratio of 996. The district literacy rate (84.0 percent) is higher than the State literacy rate (80.1 percent).

II. SELECTION OF THE SAMPLE

In recent years online shopping has received a significant research attention and billions of people consume online. Coimbatore District was selected for the present study since there are many online sellers and more people purchase through online. Samples of 100 respondents were selected by using simple random sampling technique among various areas in and around Coimbatore.

III. DATA BASE OF THE STUDY:

Relevant and required data for the present study were collected from primary sources by administering an interview schedule to the selected respondents. The interview schedule was first pre-tested to check for clarity and specificity and the necessary modification was made on the basis of the experience gained during pre-testing. The finalized schedule used in the study is given in Annexure I.

IV. PERIOD OF STUDY:

The field investigation and data collection for the study was carried out during the period December 2018.

V. TECHNIQUES OF ANALYSIS

Data collected were tabulated and analysed for the purpose of giving precise and concise information. Besides, percentages and graphs, following tools were applied.

(a) Chi – Square Analysis:

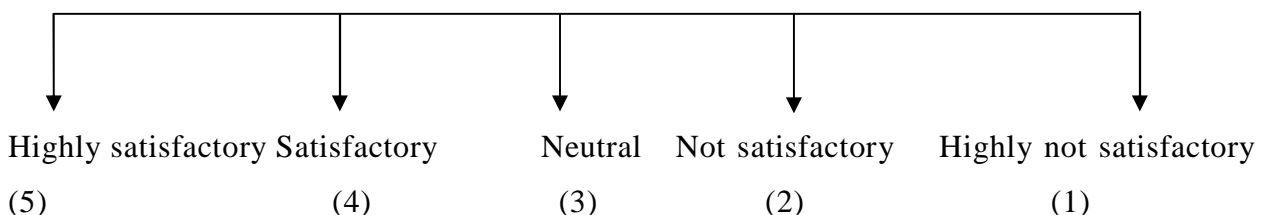
Chi – square test is one of the simplest and most widely used non – parametric test in statistics. The quantity χ^2 describes the magnitude of the discrepancy between theory and observation and is symbolized as:

$$\chi^2 = \sum \frac{(\mathbf{O} - \mathbf{E})^2}{\mathbf{E}}$$

Where O refers to observed frequency and E refers to expected frequency. In the present study, Chi – Square test was applied to find association between socio economic variables and online shopping behaviour of the selected respondents.

(b) LIKERT SUMMATED RATING SCALES:

Likert’s summated scale technique was applied to find out the respondent’s attitude towards online shopping. In applying the Likert’s summated scale, a large number of statements concerning the positive and negative aspects of the online shopping were listed and the respondents opinion for every statement were obtained. In the Likert scale, the respondent is asked to respond to each of the statements in terms of several degrees, usually five degrees of agreement or disagreement.



Each point on the scale carries a score. Response indicating the least favourable degree of satisfaction is given the least score (say 1) and the most favourable is given the highest score (say 5). These score values are normally not printed on the instrument but are shown here just to indicate the scoring pattern. The Likert's scaling technique thus assigns a scale value to each of five responses. The same thing was done in respect of each and every statement in the instrument. This way the instrument yields a total score for each respondent, which would then measure the respondent's favourableness toward the given point of view. Likert's summated scale was applied to find the opinion of the respondents on various dimensions of the online shop and to find the consumer satisfaction.

(c) Cronbach's Alpha:

Cronbach's alpha evaluates the unidimensionality of a set of scale items. It is a measure of the extent to which all the variables in a scale are positively related to each other. In fact, it is just an adjustment to the average correlation between every variable and every other.

The formula for alpha is $\alpha_{\text{standardized}} = \frac{K \cdot \bar{r}}{(1 + (K - 1) \cdot \bar{r})}$

Where K is the number of variables and \bar{r} is the average correlation among all pairs of variables. Cronbach's alpha values ranges from 0 to 1. The higher the score, the more reliable the generated scale is. Nunnally (1978) has indicated 0.7 to be an acceptable reliability coefficient but lower thresholds are sometimes used in the literature. In the present study, the reliability testing was done to measure unidimensionality of the statements used to measure the respondent's attitude towards the positive and negative aspects of online shopping.

(d) Factor Analysis:

Factor analysis is a generic name given to a class of multivariate technique and its primary purpose is to define the underlying structure in a data matrix. Broadly speaking, it addresses the problem of analysing the structure of the interrelationships (correlations) among a

large number of variables by defining a set of common underlying dimensions, known as factors. With factor analysis, the researcher can first identify the separate dimensions of the structure and then determine the extent to which each variable is explained by each dimension. Once these dimensions and the explanation of each variable are determined, the two primary uses for factor analysis, namely summarization and data reduction can be achieved. In summarizing the data, factor analysis derives underlying dimensions that, when interpreted and understood, describe the data in a much smaller number of concepts than the original individual variables. In the present study factor analysis has been used to identify the underlining dimensions on perceived benefits of online shopping. All calculations were done by using SPSS 16 computer package.

VI) Limitations of the Study:

The present study relies on the information gathered through surveys, observations and personal interviews, which are subject to bias. Besides, errors arising out of lack of co-operation of the respondents, deliberate under-statements, over-statements or evasion of information, etc., may have affected the results.

CHAPTER – IV

RESULTS AND DISCUSSION

The major findings of the study are presented and discussed under the following heads:

- I. Socio economic profile of the selected respondents
- II. Online shopping behaviour of the selected respondents
- III. Attitude about online shopping

I. Socio- Economic Profile of the selected respondents

In the traditional and structural society, socio- economic factor play a significant role in shaping the personality and characteristics of an individual. Hence, to develop a proper perspective analysis, all the components of social and economic environment must be considered. The general notion is that the social environment is a combination of factors such as religion, family structure, marital status, size of family and age, while economic environment is made up factors such as education, occupation, income and expenditure. A clear insight into the socio- economic factors is of paramount significance to establish the influence of these factors on the life and activities of the respondents. Out of 100 respondents surveyed. 40 percent of the respondents were male and the remaining 60 percent of the respondent were female.

Table – 4.1

Age classification of the selected respondents

Age	Male	Female	Total
Below 25	4(10)	13(21.7)	17(17)
25-35	12(30)	28(46.7)	40(40)
Above 35	24(60)	19(31.7)	43(43)
Total	40(100)	60(100)	100(100)

Source: Field Survey, 2018

Among the 100 respondents, 17 percent of the respondents below 25 years, 40 percent of the respondents 25-35 years, 43 percent of the respondents above 35 years.

Table – 4.2

Religion of the selected respondents

Religion	Male	Female	Total
Hindu	36(90)	5.1(85)	87(87)
Christian	4(10)	5(8.3)	9(9)
Muslim	0(0)	4(6.7)	4(4)

Source: Field Survey, 2018

Religion has always played a significant role in shaping the attitude and behaviour pattern of the people. Caste has been a peculiar feature of Indian society determining the status of its member on the basis of birth as also prescribing the corresponding roles. Data pertaining to the religion of the respondents unravel that majority (87%) of the sample respondents belongs to Hindu religion, about 9% of the respondents were Christian and 4% of the respondents belonged to Muslim Religion.

Table – 4.3

Type of Family of the selected respondents

Type of family	Male	Female	Total
Nuclear	36(90)	53(88.3)	89(89)
Joint	4(10)	7(11.7)	11(11)

Source: Field Survey, 2018

Family in India has been changing very fast both in terms of its structure and functions due to multiplicity of factors. Joint family system which used to characterize the Indian family system is gradually being replaced by the nuclear family consisting of husband, wife and their unmarried children. Information relating to type of family of the respondents reveals that about 89 percent of the respondents were belonged to Joint family and remaining 11 percent were belonged to nuclear family.

Table – 4.4

Marital status of the respondents

Marital Status	Male	Female	Total
Married	5(12.5)	16(26.7)	21(21)
Unmarried	35(87.5)	44(73.3)	79(79)

Source: Field Survey, 2018

Marriage is an important event particularly from the stand point of additional burden of responsibility on the marriage partners to pull together as constituent of a new family. Marriage brings about a number of changes in the attitude and behavior patterns of the people, especially from the point of view of engaging in gainful economic activities yielding income and providing opportunities for independent expenditure. Information relating to marital status highlights that 100 percent of the respondents were married.

Table – 4.5

Educational status of the respondents

Educational Status	Male	Female	Total
Primary	7(17.5)	8(13.3)	15(15)
Hr. secondary	16(40)	7(11.7)	23(23)
Bachelor's Degree	10(25)	22(36.7)	32(32)
Post graduate	3(7.5)	21(35)	24(24)
Others	4(10)	2(3.3)	6(6)

Source: Field Survey, 2018

Education not only creates knowledge and understanding but also generates attitude and behaviour patterns and thereby plays an important role in all kinds of decision. Among the 100 respondents, 32 per cent of the respondents were completed Bachelor's degree, 24 Per cent of them were completed Post graduate, 23 per cent of them were studied higher secondary, only 15 per cent of them were studied Primary school and 6 per cent of them completed other courses

like diploma. Gender wise educational status revealed that about 37 percent of female respondents and 25 percent of the male respondents were completed Bachelor’s degree.

Table – 4.6

Monthly Family Income of the respondents

Family income	Male	Female	Total
Less than 20000	2(5)	6(10)	8(8)
20000 – 50000	16(40)	21(35)	37(37)
More than 50000	22(55)	33 (33)	55 (55)

Source: Field Survey, 2018

Level of income is an important indicator of economic welfare. Hence an analysis of total income becomes that key stone of any comprehensive study. The analysis of the family income of the respondents reveals that among the respondents, 55 per cent of the respondents earns more than Rs. 50000 as their family income, about 37 percent of the respondents earns Rs. 20000 - 50000 as their family income and only 8 percent of the respondents earns less than Rs.20000 as their family income.

Table – 4.7

Occupation of the selected respondents

Occupation	Male	Female	Total
Government employee	3(7.5)	8(13.3)	11(11)
Private employee	17(42.5)	19(31.7)	36(36)
Self employment	11(27.5)	15(26.7)	27(27)
Others	9(22.5)	17(28.3)	26(26)

Source: Field Survey, 2018

Among the 100 respondents, male (7.5) and female (13.3) per cent of the respondents were working as Government employee, followed by male (42.5) and female (31.7) per cent of

the respondents were working as Private employee and male (27.5) and female (26.7) per cent of the respondents were in Self employment and male (22.5) and female (28.3) per cent of the respondents were professional workers.

Chi – Square Analysis

In this section, an attempt was made to examine whether the selected respondents were differed with respect to online shopping behaviour and socio-economic factors by using chi-square test. The hypothesis framed was,

H₀: There is no association between online shopping behaviour and in socio – economic variables among the selected respondents.

H_a: There is association between online shopping behaviour and in socio – economic variables among the selected respondents.

Presents association between online shopping behaviour and in socio – economic variables of the selected respondents.

TABLE- 4.8

ASSOCIATION BETWEEN ONLINE SHOPPING AND SOCIO – ECONOMIC VARIABLES

S.No	Variables		X ² value	Degree of freedom	Level of Significance	Inference
1.	Social factor	Age	54.181 ^a	28	.002	Reject H ₀
		Religion	0.735 ^a	2	.692	Accept H ₀
		Community	11.567 ^a	2	.003	Reject H ₀
		Education	5.203 ^a	4	.267	Accept H ₀
		Type of family	7.324 ^a	1	.007	Reject H ₀
2.	Economic factor	Occupation	13.969 ^a	3	.003	Reject H ₀
		Family income	.543 ^a	2	.762	Accept H ₀

Source: Estimation based on field survey, 2018

The estimated chi – square values reveals that the respondents were significantly differed with respect to age, community, type of family and level of occupation.

II. ONLINE SHOPPING BEHAVIOUR OF THE SELECTED RESPONDENTS:

Table – 4.9

Proportion of respondents used online shopping in the last year

Particulars	Male	Female	Total
Yes	39(97.5)	58(96.7)	97(97)
No	1(2.5)	2(3.3)	3(3)
Total	40(100)	60(100)	100(100)

Source: Field Survey, 2018

About 97 percent of the respondents made online shopping in the last one year and only 3 percent of the respondents not done online shopping in the last one year. Gender wise data reveals that around 97 percent of the female respondents and 98 percent of the male respondents were had online shopping in the last one year. Thus more than 90 percent of the respondents were using online shopping.

Table – 4.10

Preference of the respondent towards online retail markets

Online retail markets	Male	Female	Total
Flip kart	14(35)	15(30)	32(32)
Amazon	13(32.5)	22(36.7)	35(35)
eBay	2(5.0)	4(6.7)	6(6)
Myntra	6(15)	7(11.7)	13(13)
Others	5(12.5)	9(15)	14(14)
Total	40(100)	60(100)	100(100)

Source: Field Survey, 2018

Majority of the respondents prefers to purchase through Amazon (35%) followed by Flip kart (30%), eBay (6%), Myntra (13%) and remaining 14 percent were used other online retail market for online shopping.

Table – 4.11

Frequency of online purchase

Frequency	Male	Female	Total
Once in a Month	20(50)	34(56.7)	54(54)
Twice a Year	7(17.5)	4(6.7)	11(11)
Once a Year	13(32.5)	22(36.6)	35(35)
Total	40(100)	60(100)	100(100)

Source: Field Survey, 2018

It is evident from the table 4.10 that around 54 percent of the respondents purchase the products once in a month, 35% purchase the products once a year, 11% purchase the products twice a year. More number of (57 percent) female respondents were using online shopping once in a month compared to male respondents.

Table – 4.12

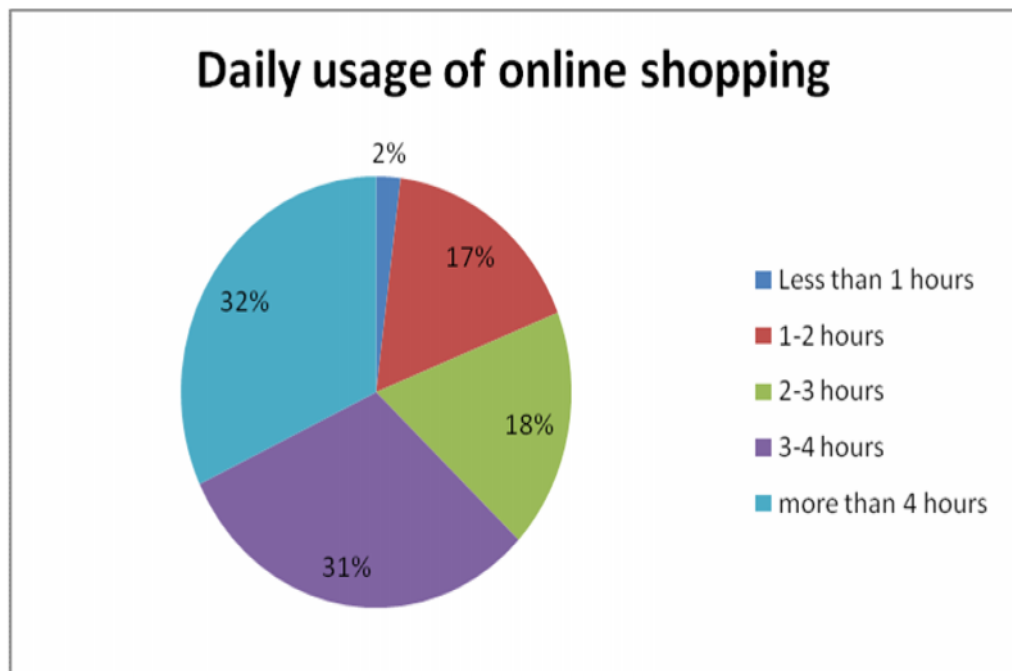
Type of commodities purchased by the respondents through Online

Particulars	Male	Female	Total
Home appliances	6(15)	24 (40)	30(30)
Electronics	12(30)	1(1.7)	13(13)
Computer	3(7.5)	5(8.3)	8(8)
Mobile	9(22.5)	14(23.3)	23(23)
Others	10(25)	16(26.7)	26(26)
Total	40(100)	60(100)	100(100)

Source: Field Survey, 2018

About 30% of the respondents bought Home appliances followed by Mobile (23 percent), Electronic goods (13 percent), Computer (8 percent) and remaining 26 percent other goods through online shopping.

FIGURE - 4.1
TIME SPENT BY THE RESPONDENTS FOR ONLINE SHOPPING



Among the 100 respondents, majority (32 percent) of the respondents were making online shopping for about more than 4 hours. Only 2 percent of the respondents were shopping less than 1 hour.

Table – 4.13

Usage of online for Collecting Information

Usage of online for collecting information	Male	Female	Total
Yes	29(72.5)	45(75)	74(74)
No	11(27.5)	15(25)	26(26)
Total	40(100)	60(100)	100(100)

Source: Field survey, 2018

It is clear from the above table that among the 100 respondents, about 75 percent were using internet prior to a purchase for collecting information and remaining 26 per cent respondents were not using internet prior to a purchase for collecting information. Hence, majority of the respondents were using internet for collecting information prior to a purchase.

Table – 4.14

Average amount spend by the respondents for a single online purchase

Amount	Male	Female	Total
Less than 1000	3(7.5)	10(16.7)	13(13)
1000-3000	13(32.5)	20(33.3)	33(33)
3000-5000	12(30)	14(23.3)	26(26)
5000-10000	10(25)	12(20)	22(22)
More than 10000	2(5)	4(6.7)	6(6)
Total	40(100)	60(100)	100(100)

Source: Field Survey, 2018

Average amount spend by the respondents for a single online purchase reveals that about 33 percent of the respondents spend Rs. 1000-3000 for a single online purchase. About 26 percent of the respondents spend on a single online purchase Rs.3000-5000. About 2 percent of the respondents spend Rs. 5000-10000 and remaining 10% of the respondents spend less than

Rs.1000.About 6 percent of the respondents spend more than Rs. 10000 on a single online purchase.

Table- 4.15

Amount spend by the respondents per year for online purchase

Amount	Male	Female	Total
Less than 1000	1(2.5)	4 (6.7)	5(5)
1000-5000	12(30)	21(35)	33(33)
5000-10000	15(37.5)	15(25)	30(30)
10000-20000	10(25)	14(23.3)	24(24)
More than 20000	2(5)	6(10)	8(8)
Total	40(100)	60(100)	100(100)

Source: Field Survey, 2018

An analysis of the amount spend by the respondents per year online revealed that about 33 percent of the respondents spend Rs. 1000-5000 per year for online purchase. Above 30 percent of the respondents spend Rs. 5000- 10000 per year for online purchase and about 24 percent of the respondents spend Rs. 10000-20000 per year for online purchase and remaining 8 percent of the respondents spend more than Rs. 20000 for online purchase.

Table- 4.16

Preference of necessary features for Online Shopping Site

Features	Male	Female	Total
Multiple Payment Gateway	9(22.5)	20(33.3)	29(29)
Social Networking Integration	9(22.5)	6(10)	15(15)
Credibility	4(10)	10(16.7)	14(14)
Design	10(25)	12(20)	22(22)
Privacy and Secure Checkout	8(20)	12(20)	20(20)
Total	40(100)	60(100)	100(100)

Source: Field Survey, 2018

Among the 100 respondents, majority (29 percent) of the respondents preferred multiple payment gateways as a most necessary feature for online shopping site. Only 14 percent of the respondents preferred credibility as a least necessary online shopping site.

Table- 4.17

Preference for online shopping

Preference for online shopping	Male	Female	Total
Very Convenience & Time saving	13(32.5)	18(30)	31(31)
Low price	8(20)	7(11.7)	15(15.0)
Product variety	3(7.5)	11(18.3)	14(14.0)
Best Offers	10(25.0)	20(33.3)	30(30.0)
Others	6(15.0)	4(6.7)	10(10.0)
Total	40(100)	60(100)	100(100)

Source: Field Survey, 2018

The above table clearly reveals that, about 30% of the respondents are choosing online shopping for the Best offers of the products, about 28% are choosing it for Very Convenience & Time Saving, about 15% are choosing it for buying a low price product, about 14% are choosing it for Product Variety and 3% of the respondents Never bought online shopping and the remaining are choosing it for some 10% other reasons in the study area.

FIGURE-4.2

SATISFACTION LEVEL OF THE RESPONDENTS TOWARDS ONLINE SHOPPING



Majority 57 percent of the respondents were highly satisfied with online shopping. About 40 percent of the respondents satisfied with online shopping, two percent of the respondents were stated that they were dis-satisfied with online shopping and remaining 1 percent of the respondents were highly dis-satisfied with online shopping.

III. ATTITUDE OF THE RESPONDENTS ABOUT ONLINE SHOPPING

In the present study an attempt was made to find the attitude towards online shopping among the respondents. The respondents were asked to state their views on the customer's attitude towards online shopping as either 'strongly agree' or 'agree' or 'neutral' or 'strongly disagree' or 'dis agree'. The responses were given the weights as 5,4,3,2 and 1. Cronbach's Alpha test was conducted for all constructs to determine the internal consistency across items. The Cronbach's Alpha value is 0.74 for all constructs exceeded the minimum alpha of 0.7 (Nunnally, 1978). This indicates good reliability of all items. KMO statistics and Bartlett's test of sphericity was used to determine the appropriateness of applying factors analysis. The KMO statistics varies between 0 and 1 the value greater than 0.5 would be taken for analysis the KMO and Bartlett's test of sphericity was presented and the results are shown below. KMO statistics was 0.5 which is showing the acceptable adequacy of sampling. The Bartlett's test of sphericity was found to be significant at 5 percent level.

Having established the consistency of the items, factor analysis was used to identify the underlying pattern of relationship between the various dimensions positive and negative aspects of online shopping. To determine appropriateness of applying factor analysis, the Kaiser - Meyer - Oklin (KMO) and Bartlett's test measures were computed and the results are presented in the Table XX.

TABLE – 4.18

KMO AND BARTLETT'S TEST MEASURES

Measure		Value
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.758
Bartlett's Test of Sphericity	Approximate Chi – square	80.671
	Degrees of freedom	55
	Level of significance	0.014

Source: Estimation based on Field Survey, 2018

The KMO statistics for sample is 0.758 and significantly higher than the recommended minimum of 0.6 (Kaiser, 1974) indicating the sample size was adequate for applying factor analysis. The Bartlett's test of Sphericity was also found to be significant at one percent providing evidence of the presence by relationship between variables to apply factor analysis. The communalities for each variable was assessed to determine the amount of variance accounted by the variables to be included in the factor rotations and all the variables had values greater than 0.50 signifying substantial portion of the variance are accounted by the factors. Table 4.21 enlists the Eigen values, their respective explanatory power and factor loadings for 11 linear components identified within the data set.

Table –4.19

ROTATED COMPONENT MATRI

Attitude about online shopping	Component			
	1	2	3	4
Low price	0.807			
Price flexibility	0.748			
Detailed information about the product		0.756		
Product variety				
Make comparison with other products				
Freedom of choice			0.733	
Rare product			0.677	
Very convenient and time saving				0.705
Helps to search the product easily				0.688
Best offers				
Quality of the product				
Eigen value	1.724	1.515	1.310	1.175
Percentage of variance	15.676	13.772	11.910	10.681
Cumulative percentage of variance	15.676	29.448	41.358	52.039

Extraction Method: Principal Component Analysis,
 Rotation Method: Varimax with Kaiser Normalization,
 Rotation converged in 6 iterations.
 Source: Estimation based on Field Survey, 2018

The Eigen value for the first four factors alone were greater than one and indicating these factors alone were appropriate for inclusion in the analysis. The Kaiser rotated component matrix presented in the above table reveals that factor 1 had significant loading on two dimensions namely ‘low price’ and ‘price flexibility’ (representing reasonable price) and explains nearly 15.67 %. Factor 2 had significant loading on only one dimension namely ‘detailed information about the product’ (representing information availability) and explains nearly 13.77%. Factor 3 had significant loading on two dimensions namely ‘Freedom of choice’ and ‘rare product’ (representing huge range of products / brands) and explains nearly 11.91%.

Factor four had significant loading on two dimensions namely ‘Very convenient and time saving’ and ‘Helps to search the product easily’ (representing time saving) and explains nearly 10.68%. The total variance explained was about 55%. Thus, the major benefits perceived by the respondents were reasonable price, availability information, Product variety and time saving).

CHAPTER-V

SUMMARY AND CONCLUSION

India's e-commerce market grew at a staggering 88 percent in 2013 to \$ 16 billion, riding on booming online retail trends and defying slower economic growth and spiraling inflation. The increasing Internet penetration and availability of more payment options boosted the e-commerce industry in 2013. E-Commerce business in India is expected to reach around \$50-70 billion by 2020 on the back of a fast growing internet-connected population and improvement in related infrastructure like payment and delivery systems. (DNA, 2014)

Marketing is the most important part of any business. Today's marketing activities related to the target, goods, goals, services and innovation. Goods and services do not move automatically from the producer to user. A definite mechanism brings about exchange of goods and services against consideration of monetary value.

"Marketing is an important functional area of business which generates revenues through the sales of need satisfying goods and services from customers. It involves taking decisions in the areas of product, price, place and promotion and keeping in view the requirement of the customers business" marketing is a popular phenomenon in this time.

Marketing is about communicating the value of products, services and brand to customer for the purpose of promoting or selling that product, services and brand. The oldest - and perhaps simplest and most natural form of marketing is 'Word of mouth' (WOM) marketing, in which consumers convey their experiences of products, services and brand in their day-to-day communication with others. These communications can of course be either positive or negative. In recent time, the internet has provided a platform for mass, electronic word marketing (e-WOM) with consumers activity engaged in rating and commenting on goods and services. This study attempted to evaluate Online Shopping behaviour among the selected respondents in Coimbatore District with the following objectives.

1. To study about the socio-economic conditions of the respondents.
2. To analyze the online shopping behavior of the respondents.
3. To understand the satisfaction and attitude of online purchase among the selected respondents.

Hypothesis

H0: There is no significant relationship between socio economic and online shopping behaviour.

Ha: There is significant relationship between socio economic and online shopping behaviour.

Collected were analysed by using Chi – square, frequency percentage, and factor analysis.

The major findings of the study were summarized below:

I. Socio- Economic Profile of the selected respondents

- ☞ Information relating to , 17 percent of the respondents below 25 years, 40 percent of the respondents 25-35 years, 43 percent of the respondents above 35 years.
- ☞ The religion of the respondents unravel that majority (87%) of the sample respondents belongs to Hindu religion, about 9% of the respondents were Christian and 4% of the respondents belonged to Muslim Religion.
- ☞ Information relating to type of family of the respondents reveals that about 89 percent of the respondents were belonged to Joint family and remaining 11 percent were belonged to nuclear family.
- ☞ Marriage is an important event particularly from the stand point of additional burden of responsibility on the marriage partners to pull together as constituent of a new family. Marriage brings about a number of changes in the attitude and behavior patterns of the people, especially from the point of view of engaging in gainful economic activities yielding income and providing opportunities for independent expenditure. Information relating to marital status highlights that 79 percent of the respondents were married. Remaining 21 percent of the respondents were unmarried.
- ☞ About 32 per cent of the respondents were completed Bachelor's degree, 24 Per cent of them were completed Post graduate, 23 per cent of them were studied higher secondary, only 15 per cent of them were studied Primary school and 6 per cent of them completed other courses like diploma. Gender wise educational

status revealed that about 37 percent of female respondents and 25 percent of the male respondents were completed Bachelor's degree.

- ☞ The analysis of the family income of the respondents reveals that among the respondents, 55 per cent of the respondents earns more than Rs. 50000 as their family income, about 37 percent of the respondents earns Rs. 20000 -50000 as their family income and only 8 percent of the respondents earns less than Rs.20000 as their family income.
- ☞ Among the 100 respondents, male (7.5) and female (13.3) per cent of the respondents were working as Government employee, followed by male (42.5) and female (31.7) per cent of the respondents were working as Private employee and male (27.5) and female (26.7) per cent of the respondents were in Self employment and male (22.5) and female (28.3) per cent of the respondents were professional workers.

II. Online shopping behaviour of the selected respondents

- ☞ About 97 percent of the respondents made online shopping in the last one year and only 3 percent of the respondents not done online shopping in the last one year. Gender wise data reveals that around 97 percent of the female respondents and 98 percent of the male respondents were had online shopping in the last one year. Thus more than 90 percent of the respondents were using online shopping.
- ☞ Majority of the respondents prefers to purchase through Amazon (35%) followed by Flip kart (30%), eBay (6%), Myntra (13%) and remaining 14 percent were used other online retail market for online shopping.
- ☞ It is evident from the table 4.10 that around 54 percent of the respondents purchase the products once in a month, 35% purchase the products once a year, 11% purchase the products twice a year. More number of (57 percent) female respondents was using online shopping once in a month compared to male respondents.
- ☞ About 30% of the respondents bought Home appliances followed by Mobile (23 percent), Electronic goods (13 percent), Computer (8 percent) and remaining 26 percent other goods through online shopping.

- ☞ Among the 100 respondents, majority (32 percent) of the respondents were making online shopping for about more than 4 hours. Only 2 percent of the respondents were shopping less than 1 hour.
- ☞ Among the 100 respondents .Usage of online shopping for collecting information no of male and female and total of respondents. Over all 74 percent of respondents usage of online collecting information.
- ☞ Among the 100 respondents. About 26 percent of the respondent's usage of online for no collecting information.
- ☞ Among the 100 respondents. Usage of online for total no of 40 percent total no of male respondents. Usage of online for total no of 60 percent total no of female respondents.
- ☞ Average amount spend by the respondents for a single online purchase reveals that about 33 percent of the respondents spend Rs. 1000-3000 for a single online purchase. About 26 percent of the respondents spend on a single online purchase Rs.3000-5000. About2 percent of the respondents spend Rs. 5000-10000 and remaining 10% of the respondents spend less than Rs.1000.About 6 percent of the respondents spend more than Rs. 10000 on a single online purchase.
- ☞ An analysis of the amount spend by the respondents per year online revealed that about 33 percent of the respondents spend Rs. 1000-5000 per year for online purchase. Above 30 percent of the respondents spend Rs. 5000- 10000 per year for online purchase and about 24 percent of the respondents spend Rs. 10000-20000 per year for online purchase and remaining 8 percent of the respondents spend more than Rs. 20000 for online purchase.
- ☞ Among the 100 respondents, majority (29 percent) of the respondents preferred multiple payment gateways as a most necessary feature for online shopping site. Only 14 percent of the respondents preferred credibility as a least necessary online shopping site.
- ☞ The above table clearly reveals that, about 30% of the respondents are choosing online shopping for the Best offers of the products, about 28% are choosing it for Very Convenience & Time Saving, about 15% are choosing it for buying a low

price product, about 14% are choosing it for Product Variety and 3% of the respondents Never bought online shopping and the remaining are choosing it for some 10% other reasons in the study area.

- ☞ Majority 57 percent of the respondents were highly satisfied with online shopping. About 40 percent of the respondents satisfied with online shopping, two percent of the respondents were stated that they were dis-satisfied with online shopping and remaining 1 percent of the respondents were highly dis-satisfied with online shopping.

III. Attitude about online shopping

- ☞ In the present study an attempt was made to find the attitude towards online shopping among the respondents. The respondents were asked to state their views on the customer's attitude towards online shopping as either 'strongly agree' or 'agree' or 'neutral' or 'strongly disagree' or 'dis agree'. The responses were given the weights as 5,4,3,2 and1. Cronbach's Alpha test was conducted for all constructs to determine the internal consistency across items. The Cronbach's Alpha value is 0.74 for all constructs exceeded the minimum alpha of 0.7 (Nunnally, 1978). This indicates good reliability of all items. KMO statistics and barletts test of sphericity was used to determine the appropriateness of applying factors analysis. The KMO statistics varies between 0 and 1 the value greater than 0.5 would be taken for analysis the KMO and barletts test of sphericity was presented and the results are shown below. KMO statistics was 0.5 which is showing the acceptable adequacy of sampling. The bartetts test of sphericity was found to be significant at 5 percent level.
- ☞ Having established the consistency of the items, factor analysis was used to identify the underlying pattern of relationship between the various dimensions positive and negative aspects of online shopping. To determine appropriateness of applying factor analysis, the Kaiser - Meyer - Oklin (KMO) and Bartlett's test measures were computed and the results are present.
- ☞ The KMO statistics for sample is 0.758 and significantly higher than the recommended minimum of 0.6 (Kaiser, 1974) indicating the sample size was adequate for applying factor analysis. The Bartlett's test of Sphericity was also

found to be significant at one percent providing evidence of the presence by relationship between variables to apply factor analysis.

- ☞ The communalities for each variable was assessed to determine the amount of variance accounted by the variables to be included in the factor rotations and all the variables had values greater than 0.50 signifying substantial portion of the variance are accounted by the factors. The Eigen values, their respective explanatory power and factor loadings for 11 linear components identified within the data set.
- ☞ The Eigen value for the first four factors alone were greater than one and indicating these factors alone were appropriate for inclusion in the analysis. The Kaiser rotated component matrix presented in the above table reveals that factor 1 had significant loading on two dimensions namely 'low price' and 'price flexibility' (representing reasonable price) and explains nearly 15.67 %. Factor 2 had significant loading on only one dimension namely 'detailed information about the product' (representing information availability) and explains nearly 13.77%. Factor 3 had significant loading on two dimensions namely 'Freedom of choice' and 'rare product' (representing huge range of products / brands) and explains nearly 11.91%. Factor four had significant loading on two dimensions namely 'Very convenient and time saving' and 'Helps to search the product easily' (representing time saving) and explains nearly 10.68%. The total variance explained was about 55%. Thus, the major benefits perceived by the respondents were reasonable price, availability information, Product variety and time saving).

SUGGESTIONS:

- Most of the customers are of opinion that shipping charges charged by companies are very high, it is suggested to companies to either reduce shipping charges or delivery of product should be given freely. Companies may use it as one of the promotional activity.
- After research it is observed that major hurdle behind development of online shopping is of customer awareness. Majority of customers are not aware about various pre and post services rend by this online shopping companies.

- Companies should aware customers regarding how security regarding customers' credit card no. is maintained by companies.
- Companies should improve consumers "value perceptions about the products and reduce consumers" perceived risk in the online shopping environment by providing quality products, timely delivery and fulfill their expectations. Also the companies should make their website easy in use and risk reduction activities should be taken care.
- The study suggests that the Indian customers give the most importance to security and privacy to generate trust. Perceived privacy of customer information can be improved by ensuring that at no point of time the customer is asked for irrelevant personal information.
- The only worry of consumers is regarding the trustworthiness of some websites, since they have to give their credit card details to shop online. Many of the consumers are aware of the various online scams due to which they are very concerned and reluctant while providing their credit card information online. Also the online purchases take a longer time in shipments and deliveries.

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ANNEXURE – I

A Study on Online Shopping Behaviour among the Selected Respondents in Coimbatore District

I. SOCIO- ECONOMIC PROFILE OF THE SELECTED RESPONDENTS

1. Name of the Respondent :
2. Address :
3. Age :
4. Religion 1. Hindu 2. Christian
 3. Muslim 4. Others
5. Type of Family 1. Nuclear 2. Joint
6. Gender: Male Female
7. Marital Status 1. Unmarried 2. Married
8. Education level
 - a. Primary b. Higher Secondary c. Bachelor's Degree d. Post graduate student e. others
9. Monthly income:
 - a. Less than Rs. 20000 b. 20000-50000 c. 50000-800000 d. More than 800000
10. Occupation 1. Government Employee 2. Private Employee 3. Professional
 4. Self employment 5. Others

12. Family Details

S.No	Name	Relationship	Age	Sex	Education	Occupation	Monthly income (RS.)

II.ONLINE SHOPPING BEHAVIOUR OF THE SELECTED RESPONDENTS:

13. Have you ever had online shopping? Yes No

14. Which Website do you prefer to purchase?

- a. Flip cart b. Amazon c. eBay d. Myntra e. others

15. How frequently do you buy online?

- a. frequently or once a month b. twice a year c. once a year d. never bought online

16. What type of commodity did you purchase through online shopping?

- a. Home applications b. Electronics c. Computer d. Mobile e. Others

17. How much time do you spend on internet every day?

- a. Less than1 hour b. 1-2 hours c. 3-4 hours d. above 4 hours

18. Do you use internet prior to a purchase for collecting information?

- Yes No

19. Select an approximate amount you would spend on a single online purchase.

- a. Less than 1000 b. 1000-3000 c. 3000-5000 d. 5000-10000 e. More than 10000

20. Select an approximate maximum amount you would spend per year on online purchase.

- a. Less than 1000
- b. 1000-5000
- c. 5000-10000
- d. 10000-20000
- e. More than 20000

21. Features you think necessary for an online shopping site.

- a. Multiple payment gateway
- b. social networking integration
- c. Credibility
- d. Design
- e. Privacy and secure checkout

22. Why are you choosing shop online?

- a. Very convenience and time saving
- b. Low price
- c. Product variety
- d. Best offers
- e. Others

23. Are you satisfied with online shopping?

- a. Highly satisfied
- b. satisfied
- c. Dis satisfied
- d. Highly Dissatisfied

III.ATTITUDE OF THE RESPONDENTS ABOUT ONLINE SHOPPING

24. Attitude about online shopping

S.No		Strongly Agree	Agree	Neutral	Dis Agree	Strongly Dis Agree
1.	Low price					
2.	Delay in delivery					
3.	Detailed information about the product					
4.	Product variety					
5.	Make comparison with other products					
6.	Internet illiteracy					
7.	Risk of credit card transaction					
8.	Very convenient and time saving					
9.	Cheap Quality of the product					
10.	Best offers					
11.	Helps to search the product easily					