

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

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ABSTRACT

This research delves into the complexities of online shopping, emphasising consumer preferences and obstacles in the virtual marketplace. By means of an extensive examination of primary data obtained through a structured questionnaire, the study endeavours to reveal the variables impacting consumer decisions and the shared challenges encountered on diverse e-commerce platforms. In the end, the investigation of this dynamic interaction between customers and virtual shopping spaces offers insightful knowledge for both scholarly research and real-world implementation, strengthening our comprehension of the changing electronic commerce environment.

Keywords: Preference and e-shopping platforms.

INTRODUCTION

Online shopping platforms have emerged as crucial channels in the modern commerce landscape, influencing how consumers interact with products and services. These platforms, made possible by the internet and web browsers, reinvent traditional retail experiences by giving customers the ease of perusing, choosing, and buying products from a variety of categories right from their fingertips. Through an examination of the intricacies of this virtual marketplace, the study seeks to elucidate crucial perspectives that can assist companies and decision-makers in matching strategies to the changing demands of customers in the rapidly growing field of e-commerce.

OBJECTIVE OF THE STUDY

- The primary aim of the research is to determine the preference ranking that online consumers assign to various websites.

STATEMENT OF THE PROBLEM

Recognising the unique preference rankings that online consumers assign to various websites becomes a critical challenge in the ever-changing world of online commerce, where a multitude of websites vie for consumers' attention. By investigating the factors that influence consumers' preferences and the hierarchical order in which they prioritise online platforms, this research aims to close the knowledge gap in this area. Businesses can strategically design their websites to align with the priorities of online consumers by understanding their subtle preferences. This will lead to improved user experiences and a competitive advantage in the digital marketplace.

SCOPE OF THE STUDY

The primary goal of this study is to identify the preference ranking that online users give to different websites. The study is intended to cover a wide variety of websites from various sectors and industries, offering a thorough picture of consumer preferences online. Geographically, the scope is limited to a certain area or market segment, guaranteeing a focused analysis of variables pertinent to that specific situation. The temporal scope of the study encompasses recent trends, thereby capturing modern preferences in the ever-changing realm of online commerce. By focusing on these aspects, the research hopes to provide insightful information that companies and decision-makers can use to improve online platforms and the overall digital consumer experience.

RESEARCH METHODOLOGY:

The study was conducted for the period of 2 months. The survey is undertaken around Coimbatore city. Both primary and secondary data has been collected for this study. The primary data is collected through questionnaire method. Secondary data was collected from journals, magazines, internet and research articles. The size of sample is 200. For this study, Convenience sampling technique has been adopted for the selection of the respondents. The statistical tools used for the analysis are simple percentage analysis and weighted average ranking.

ANALYSIS AND INTERPRITATION

Table 1- Demographic Profile

	Particulars	Frequency	Percentage
Age	Below 25 years	55	27.5
	25-35 years	85	42.5
	35-45 years	46	23
	Above 45 years	14	7
	Total	200	100
Gender	Male	114	57
	Female	86	43
	Total	200	100
Marital Status	Married	84	42
	Unmarried	116	58
	Total	200	100
Type of Family	Joint	147	73.5
	Nuclear	53	26.5
	Total	200	100
Educational Qualification	School level	19	9.5
	Under graduate	76	38
	Post graduate	93	46.5
	Professionals	12	6
	Total	200	100
Occupation	Students	40	20
	Business	55	27.5
	Professionals	43	21.5
	Employee	37	18.5
	Homemakers	25	12.5
	Total	200	100
Monthly Income	Upto Rs 10,000	23	11.5
	Rs 10000-20000	61	30.5
	Rs 20000-30000	37	18.5
	Rs30000-40000	13	6.5
	Above Rs 40000	66	33
	Total	200	100
Members in the family	Below 3 members	40	20
	3-4 members	100	50
	4-5 members	52	26
	Above 5 members	8	4
	Total	200	100

Source: Primary

The above table shows that most of the 57 per cent of respondents are male, 58 per cent of the respondents are between 25 - 35 years, 58 per cent of the respondents are unmarried online consumers. 46.5 per cent of the respondents are studied Post - graduates, 27.5 per cent of the respondents are doing business, 30.5 per cent of the respondents monthly income is Rs10000- Rs 20000, 73.5 per cent of the respondents are having nuclear family type and 50 per cent 3-4 members in their family.

Table 2- Frequency of preferring online platforms of the consumers

Platforms	Mean score	Mean	Rank
Amazon.in	1632	8.16	1
Filpkart.com	1447	7.24	3
Snapdeal.com	1645	7.33	2
Paytm.com	1104	5.52	4
EBay.in	1098	5.49	5
Jabong.com	990	4.95	6
Myntra.com	877	4.39	8
Shopclues.com	802	4.01	10
Pepperfry.com	813	4.07	9
Goodlife.com	887	4.44	7

Source : Primary data

The above table illustrates the preferences of online shoppers for various e-commerce platforms. Amazon has a mean score of 8.16, making it the most preferred online shopping website in the study area. In terms of customer preference, Snapdeal.com came in second place with a mean score of 7.33, followed by Flipkart.com in third place with a mean score of 7.24, Paytm.com in fifth place, Goodlife.com in seventh place, and Shopclues.com in tenth place.

Table-3 Problem of preferring online platforms of the consumers

S.No	Problems	Mean score	Mean	Rank
1	Wrong product delivery	253	2.67	2
2	Deliver of damaged product	243	2.56	1
3	Lack of personalized service	279	2.94	3
4	Poor packaging	327	3.44	5
5	Difficulties in E-payments	322	3.39	4

Source : Primary data

From the table shows that, problem faced by respondents on the online shopping through their opinion. Delivery of damaged product is a major problem faced by the respondents with the mean score (2.56), followed by wrong product delivery with the mean (2.67), then lack of personalised service with the mean (2.94), difficulties in e-payment with mean (3.44) and poor packaging is lowest problem with mean score of (3.44) from the online shopping platforms.

SUGGESTIONS

- New online shopping platforms need to focus on essential components for a flawless customer experience if they want to succeed in the cutthroat e-commerce market. This means designing an interface that is easy to use, responsive to mobile devices, and has simple navigation.
- To foster user trust, security measures such as strong data protection and open communication are crucial. A positive customer experience can be greatly enhanced by offering efficient customer support, integrating customer reviews, and offering a diverse range of payment options.
- The majority of the customers are faced the problem of delivery of damaged product through online shopping. Therefore internet online shopping companies should more attentions about the delivery of right product to the customers. Online websites must ensure about the quality and right of the information to their customers. Since transaction is online the customers must be ensured of web security and confidential card information.
- The online shopping paltforms could be made successful only by making the delivery of undamaged goods and proper delivery time.

CONCLUSION

To sum up, the ability of an online shopping platform to prioritise and integrate different necessary components for the best possible customer experience is what determines its success. Positive user interactions are facilitated by a foundational set of features such as a user-friendly interface, seamless navigation, and mobile responsiveness. Trust is built via security protocols, open lines of communication, and strong data protection—a fundamental component in the ever-changing world of e-commerce. The integration of customer reviews, the diversification of payment options, and the provision of effective customer support are known to have a substantial impact on overall satisfaction. The platform becomes more appealing when cutting-edge technologies like AI and AR are integrated with clear policy communication. Furthermore, maintaining regulatory.

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