

A Study on Consumer Behaviour Towards Online Shopping (With Special Reference to Coimbatore District)

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Abstract- This study examines the online buying behaviour of consumers towards electronic gadgets with special reference to Coimbatore city. The rapid growth of the internet and e-commerce platforms has significantly changed the purchasing habits of consumers. Online shopping provides convenience, wider product choices, price comparison, and easy access to information, which influence consumers to prefer digital platforms for purchasing goods.

The main objectives of the study are to identify the key factors influencing online buying behaviour, to understand the types of goods and services preferred by consumers in online purchases, to analyze generation-wise preferences for online buying, and to identify the problems faced by customers while shopping online. The research adopts a descriptive research design, and both primary and secondary data sources were used. Primary data were collected through a structured questionnaire from 104 respondents in Coimbatore who are familiar with online shopping for electronic gadgets. Statistical tools such as percentage analysis, chi-square test, and correlation were used to analyze the data.

The study highlights that convenience, product variety, pricing, and accessibility are major factors encouraging online purchases, while issues such as product quality, delivery delays, and security concerns remain challenges for consumers. The findings of the study help e-commerce companies understand consumer preferences and improve their online marketing strategies and service quality.

Keywords: Online Shopping, Consumer Behaviour, Electronic Gadgets, E-commerce, Customer Preference.

I.INTRODUCTION

The rapid development of the internet and digital technology has transformed the way people purchase

goods and services. Online shopping has emerged as one of the most popular methods of purchasing products, allowing consumers to buy items conveniently from their homes or workplaces. With the increasing availability of smartphones, internet connectivity, and digital payment systems, e-commerce has become a significant part of modern consumer lifestyle. Consumers now rely on online platforms not only to purchase products but also to compare prices, check product features, read customer reviews, and evaluate after-sales services before making a purchase decision.

Online shopping offers several advantages such as convenience, time-saving, a wide variety of product choices, and easy accessibility. Customers can purchase different products including clothing, books, electronics, accessories, and household items through online platforms. These platforms provide detailed information about products and enable consumers to make informed decisions. The growth of online marketplaces has also encouraged companies to adopt digital marketing strategies to reach a larger audience and expand their business operations.

In India, the e-commerce sector has experienced remarkable growth over the past two decades. From a modest beginning in the early 2000s, online shopping has become a common practice among consumers, especially among the younger generation. The increasing number of internet users and the expansion of digital infrastructure have contributed significantly to the growth of online retailing. Consumers now prefer online shopping due to its simplicity, flexibility, and ability to access a variety of products at competitive prices.

However, despite the growth and popularity of online shopping, consumers still face certain challenges such as security concerns, product quality issues, delivery delays, and difficulties in returning products. Understanding the factors that influence consumer buying behaviour is therefore essential for e-commerce companies to improve their services and build customer trust.

Therefore, this study focuses on analyzing the online buying behaviour of consumers towards electronic gadgets with special reference to Coimbatore city. The study aims to identify the key factors influencing online purchases, understand consumer preferences, and examine the problems faced by customers while shopping online. The findings of this research will help online retailers and marketers develop effective strategies to enhance customer satisfaction and improve the overall online shopping experience.

II.OBJECTIVES

- To identify the type of good and service which are generally preferred in online purchase.
- To identifying e- buyer problems while shopping online.

III.RESEARCH METHODOLOGY

Research Design : Descriptive research design was adopted.

Area of Study : Coimbatore City.

Sample Size : 104 respondents.

Sampling Technique : Cluster sampling.

Data Collection : Primary data through questionnaires; secondary data from journals and websites.

Statistical Tools Used: Percentage analysis, Correlation analysis, and Chi-square test.

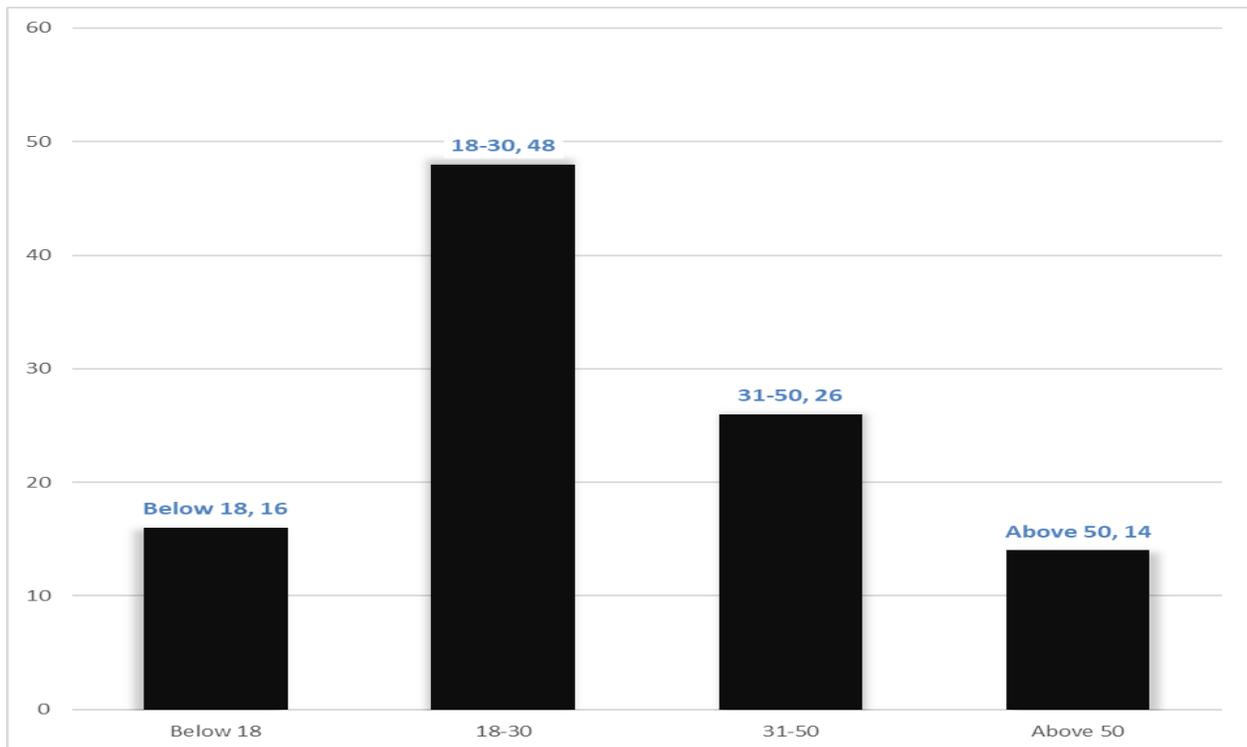
Period of Study : 3 months

IV.DATA ANALYSIS AND FINDINGS

CLASSICATION OF AGE

S.N	AGE	RESPONDEN	PERCENTAG
1	Belo	16	15%
2	18-30	48	47%
3	31-50	26	25%
4	Abov	14	13%

- The majority of respondents 47% belong to the age group of 18–30 years.

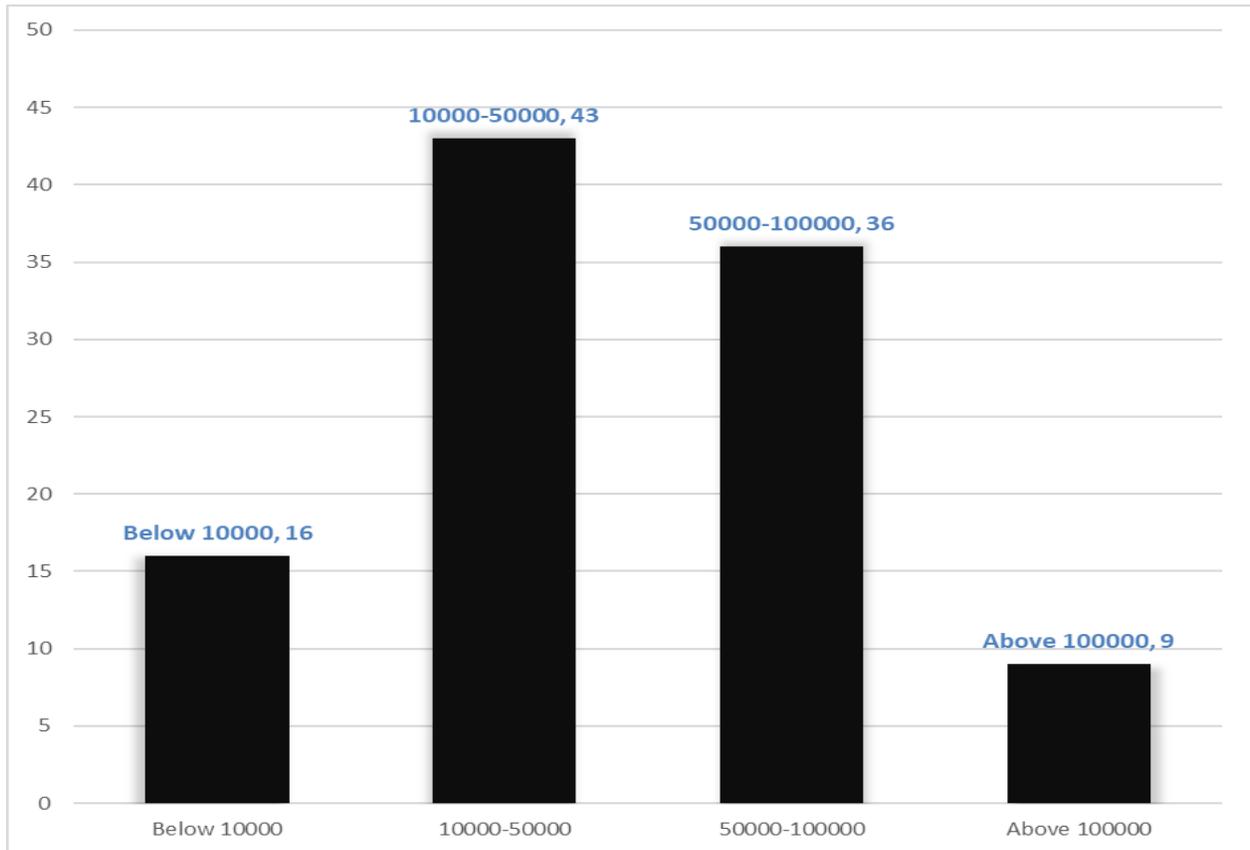


CLASSIFICATION OF MONTHLY INCOME:

S.NO	AVERAGE MONTHLY INCOME	RESPONDENT	PERCENTAGE
1	Below 10000	16	15%
2	10000-50000	43	42%
3	50000-100000	36	35%
4	Above100000	9	8%

- Majority of respondents average monthly income status is 10000-50000 42%.

CLASSIFICATION OF MONTHLY INCOME



V.CONCLUSION

The study on online buying behaviour of consumers towards electronic gadgets reveals that online shopping has become an important part of consumers’ daily lives due to the growth of internet usage and e-commerce platforms. The findings show that most respondents are familiar with online shopping and prefer digital platforms because of convenience, time saving, easy price comparison, and availability of a wide range of products.

The demographic analysis indicates that a large portion of the respondents belong to the 18–30 age group, showing that younger consumers are more actively involved in online shopping. The study also reveals that a majority of the respondents use online platforms such as Amazon, Flipkart, Ajo, and Meesho, with Amazon being the most commonly used website among the respondents.

However, despite the increasing popularity of online shopping, consumers still face certain challenges such as product quality issues, delivery delays, security

concerns, and difficulties in evaluating products before purchase. These factors may affect customer satisfaction and purchasing decisions.

Overall, the study concludes that online shopping continues to grow rapidly and plays a significant role in modern consumer behaviour. To improve customer satisfaction and trust, e-commerce companies should focus on enhancing product quality, ensuring secure payment systems, improving delivery services, and providing clear return policies. By addressing these issues, online retailers can strengthen customer confidence and encourage more consumers to adopt online shopping in the future.