

**ANALYSING CONSUMER ATTITUDE AND BEHAVIOUR TOWARDS ONLINE
SHOPPING IN COIMBATORE CITY.**

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ABSTRACT

Online shopping is a significant part of the general electronic trade, or e-commerce, industry which comprises of all the purchasing and selling of products and enterprises over electronic frameworks. With the spread of the online, the sum or exchange that is led electronically has seen uncommon development; and has prompted advancements towards the improvement in regions, for the electronic information trade. The primary goal is to consider the components impacting the purchasers conduct towards online shopping to offer reasonable recommendations for improving shoppers fulfillment through selected online shoppings. The solution is that the organizations identified with online shopping can advance their image and items related with them more with male people who are unmarried as they are utilizing the sites more when contrasted with different people dependent on the investigation. More promotions can be given through internet based life as the greater part of the people who are working in private associations utilize the organization's site to buy the goods.. The recurrence of shopping on the web by the clients was made during overwhelming the period and the organizations can attempt to expand the recurrence of giving more limits with the goal that the volume of exchange can be expanded towards the client base for the organizations.

KEYWORDS: ONLINE SHOPPING, BEHAVIOUR, ATTITUDE AND ELECTRONIC COMMERCE.

INTRODUCTION TO THE STUDY

Consumer

A Consumer is a person who buys or has the ability to purchase the products and ventures offered available to be purchased by advertising foundations so as to fulfill individual or family unit needs, needs or wants. As indicated by an announcement made by Mahatma Gandhi , “A consumer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an outsider to our business. He is part of it. We are not doing him a ulfil by serving him. He is doing us a ulfil by giving us an opportunity to do so”.

Consumer Behaviour

Consumer behaviour is an endeavor to comprehend and anticipate human activities in the purchasing job. It alludes to the determination, buy and utilization of products and ventures for the fulfillment of their needs. There are various procedures associated with the buyer requirements. At first the Consumer attempts to discover what he might want to spend, at that point he chooses jthe product based on the prominent utility.

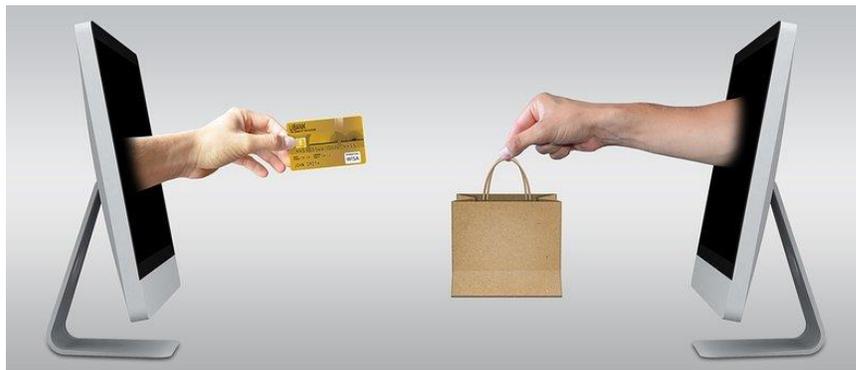


Fig-no-1

In choosing the goods, the purchaser makes a gauge of the accessible cash which he can spend. Finally, the buyer breaks down the predominant costs of products and takes the choice about the items he would like to purchase. Consumer behaviour conduct characterized as "all psychological, social and physical conduct of potential clients as they become mindful of, assess, buy, and enlighten others regarding item and administrations".

Internet Marketing

Internet Marketing assess the showcasing and selling of merchandise towards the ventures utilizing the Internet for the appropriation medium. It permits standard people to apply fundamental promoting systems to the web and eventually produce a benefit. As opposed to a physical business, online advertising has low hindrances to section with little hazard. In any case, so as to prevail with web promoting to comprehend the essential guidelines that administer the web showcasing process.

STATEMENT OF PROBLEM

In the current environment the quick advancement of encompassing the Internet, organizations which are intrigued to sell their items through their site despite the fact that purchasers. Since Internet is another virtual medium thus numerous potential customers, the online retailers is generally imperative to comprehend the needs of buyers. The significance of examining and recognizing the components impacting the buyer when the individual in question chooses to buy on the Internet is imperative on the grounds that new virtual market will carry noteworthy contrasts to the purchasers.

OBJECTIVES OF THE STUDY

- To study the factors influencing the consumers behaviour towards Online shopping.
- To analyse the perception of customers towards shopping online
- To assess the attitude of consumers towards Online shopping .

RESEARCH METHODOLOGY

- **Research design** - The study was conducted in order to find out the service provided by Online shopping.
- **Sampling Plan** - One of the main elements in the research design is sampling plan which is further divided into sampling unit, sampling size, sampling type.
- **Sampling Unit** - Sampling unit can be defined as the basic unit containing service provided by Online shopping
- **Sampling Size** - In this research, the sample size amount to two hundred and seventy, which are surveyed from customers of Online shopping .
- **Sampling Type** - Convenience sampling is adapted in this research. It is a non-probability sampling and it is refers to selecting a sample based on convenience.

- **Data collection** - The primary data the respondents which or collected with a questionnaire schedule was used with customers of Online shopping. Secondary data were collected from the company profile, manuals, journals, magazines and newspapers etc.

ANALYSIS AND INTERPRETATION

Demographic variables	Particulars	No of Respondents	%
Gender	Male	185	68.5
	Female	85	31.4
	Total	270	100
Marital status	Married	40	14.8
	Unmarried	230	85.2
	Total	270	100
Age	Up to 20 years	60	22.2
	20-40 years	95	35.2
	40-60 years	90	33.3
	Above 60 years	25	9.3
	Total	270	100

INTERPRETATION:

From the above table it is clear that out of 270 respondents, 68.5 per cent are male and 31.4 per cent are female. 14.8 per cent were married and 85.2 per cent were unmarried. 22.2 per cent of the respondents aged up to 20 years, 35.2 per cent are in the range of 20-40 years, 33.3 per cent are in the range of 40-60 years and the remaining 9.3per cent of the respondents aged above 60 years.

SUGGESTIONS

- More commercials can be given through web based life as the majority of the people who are working in private associations utilize the organization's site to buy a great deal.
- The recurrence of shopping on the web by the clients was made during overwhelming rebate period and the organizations can attempt to build the recurrence of giving more limits with the goal that the volume of exchange can be expanded and it prompts increment in client base for the organizations.
- The organization focus more on free entryway conveyance for the customers who shop online as the clients favor that and on the off chance that the equivalent is accomplished for provincial zones, at that point the volume can be expanded in future timeframe.

CONCLUSION

The Online based shopping can promote their brand and products related with them more towards the male people who are unmarried as they are utilizing the sites more when contrasted with different people dependent on the investigation. More commercials can be given through online networking as the majority of the people who are working in private associations utilize the organization's site to buy the product. This paper highlights the behaviour of consumer and attitude towards the online shopping.

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