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## A STUDY ABOUT CONSUMER PREFERENCE ON ONLINE SHOPPING IN THE COIMBATORE DISTRICT

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**Abstract:** The present study is made on A Study about Consumer Preference on Online Shopping in the Coimbatore District. Cluster and convenience sampling methods were applied to select the sample size as well as the area. Structured questionnaire was used with the sample size of 100 respondents, out of that 45 responses were received properly and the period of the study was from November 2021 to February 2022. For the data analysis simple percentage was used. The analyses were made with the help of simple percentage and Chi- Square. The final result was given in the findings, suggestion and conclusion.

Online Shopping, Consumer Preference, Mostly Preferred Website, Satisfaction Level

### Introduction

In this competitive world shopping plays a vital role. Humans are consuming their required things through the retail shops and from the path sellers in the last decades. But in the last ten years traditional shopping methods are become modernized as shopping malls, department stores and at present the popular method of shopping is online shopping. Through this way any one can consume their required things from their work place or from the home or from any were. It has become popular because of more variety of goods at one place at convenient payment options with product reviews from the customers or consumers.

### Review of the literature:

Kuppuraj and Etal (2014)<sup>1</sup> conducted a study on consumers preference towards on online shopping websites in coimbatore city: an empirical analysis. Their study is based on both primary and secondary data and the primary data has been collected through the structured questionnaire with the sample size of 120 respondents and data was collected done during the year 2014. Findings of their study majority of the online consumers are educated and they feel it is cheaper and simple to purchase due to quick delivery and cash payment option and their most preferred goods is electrical and electronic devices. Most of the consumers are satisfied through their online purchasing experience.

Kuppuraj and Etal (2015)<sup>2</sup> conducted a study on online shopping pattern and behaviour of the consumer in combatore city. Study was based on the primary and secondary data with the sample size of 120 respondents and the period of the study is 2015. Their conclusion of the study was young and educated are preferring the online purchasing and most preferred electrical and electronic devices, cash on delivery and Flipkart website. Finally, most of the consumers are satisfied through the online purchasing mode.

### Objectives of the study:

1. To know about the demographic profile of the respondents
2. To identify the website mostly preferred by the respondents
3. To know about the satisfaction level of the respondents

**Research Methodology:**

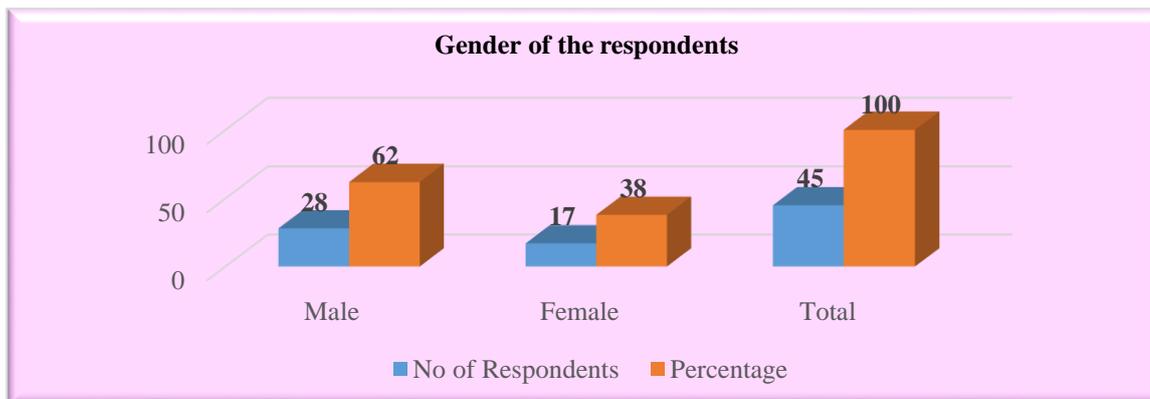
Sources of the information are generally classified as primary and secondary. For this study cluster sampling and convenience sampling methods have been applied to select the sample size as well as the area. Structured questionnaire was administered among the Coimbatore city consumers. This study was pertaining to the period from November 2021 to February 2022. For the data analysis simple percentage and Chi- Square was used [3].

**Table - 1**  
**Gender of the respondents**

Gender	No of Respondents	Percentage
Male	28	62
Female	17	38
Total	45	100

Above table shows that majority of the online respondents are Male with the maximum of 62 per cent and the female respondents are having 38 per cent.

**Figure - 1**

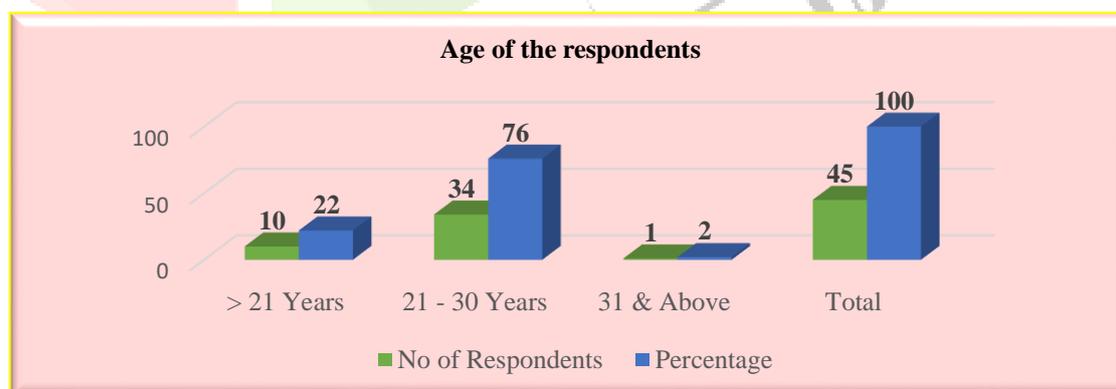


**Table 2**  
**Age of the respondents**

Age	No of Respondents	Percentage
> 21 Years	10	22
21 - 30 Years	34	76
31 & Above	1	2
Total	45	100

Above table represents that majority of the respondents are in the age group of 21 – 30 years with 76 per cent, it is followed by the age group of > 21 Years with the 22 per cent and 31 year & above are having the 2 per cent.

**Figure - 2**



**Table 3**  
**Marital Status of the respondents**

Marital Status	No of Respondents	Percentage
Un-Married	41	91
Married	4	9
Total	45	100

The above table data represents that, Majority of the respondents are un-married with the 91 per cent and the remaining of the respondents are married with the 9 per cent.

**Table 4**  
**Employment of the respondents**

Employment	No of Respondents	Percentage
Business	2	4
Unemployed	4	9
Salaried	39	87
Total	45	100

From the above table, majority of the respondents are Salaried at 87 per cent, Unemployed are at the 9 per cent and business people are having 4 per cent.

**Table 5**  
**Monthly Income of the respondents**

Monthly Income	No of Respondents	Percentage
> Rs.10000	4	9
Rs.10001 - Rs.20000	36	80
Rs.20001 & Above	2	4
Nil	3	7
Total	45	100

The above tables reveals that, majority of the respondents are having the monthly income of Rs.10001 – Rs.20000 with 80 per cent and the respondents having the monthly income of > Rs.10000 is 9 per cent, the monthly income of Rs.20001 & above are having the 5 per cent and the remaining are not having the monthly income with the 4 per cent.

**Table 6**  
**Educational Qualification of the respondents**

Educational Qualification	No of Respondents	Percentage
12 <sup>th</sup> Std	4	9
Under Graduate	40	89
Un-Educated	1	2
Total	45	100

From the above table, under graduates are having the majority of 91 per cent, educated upto 12<sup>th</sup> std are at 9 per cent and the remaining 2 per cent of the respondents are uneducated.

**Table 7**  
**Know about the Offers by the respondents**

Know about the Offers	No of Respondents	Percentage
Advertisements through media	26	57
From others	4	9
Self Interest	15	34
Total	45	100

The above table represents that, 56 per cent of the respondents known their online shopping offers through the advertisements medias, it is followed by offers known through self-interest with 34 per cent and known the offers through others are at 9 per cent only.

**Table 8**  
**Reason for Selecting the Online Shopping of the respondents**

Reason for Selecting	No of Respondents	Percentage
Cheap and Best Price	8	18
Delivery at doorstep	6	13
Easy consumption	3	7
Enough time to pay the money	2	4
Non-Availability of Goods at Offline	1	2
Offers	8	18
Time Consuming	5	11
Varieties of goods at one place	9	20
Various modes of Payment	3	7
Total	45	100

From the above table, it was identified that majority 20 per cent of the respondents are preferring the online shopping because of the availability of goods at one place, next reason selected by the respondents are offers, cheap and best price with 18 per cent and the least number of respondents have selected the non-availability of goods at offline at 2 per cent only.

**Table 9**  
**Website preference of the respondents**

Website Preference	No of Respondents	Percentage
Amazon	27	60
Flipkart	14	31
Others	4	9
Total	45	100

Above table shows that, Amazon is the mostly preferred website by the respondents with 60 per cent, it is followed by Flipkart with 31 per cent and Other Website preferred by the respondents are at remaining 9 per cent only.

**Table 10**  
**Feel about the online shopping of the respondents**

Feel about the online shopping	No of Respondents	Percentage
Satisfied	36	80
Neutral	5	11
Dissatisfied	4	9
Total	44	100

Majority of the respondents opinioned that they were satisfied through the online shopping with the 80 per cent, it is followed by neutral with 11 per cent and only 9 per cent of the respondents are dissatisfied from their online shopping.

**Figure - 3**



**Table 11**  
**Gender and known about the Offers in the online shopped respondents**

Offers Known	Advertisements through media	from others	Self Interest	Total
Male	19	4	6	29 (64%)
Female	7	0	9	16 (36%)
Total	26	4	15	45 (100%)

\* Chi-square value between Gender and Offers Known by the respondents is 6.663 with 2 df, the significance level is 0.36 at 0.05 alpha level

From the above table, it was identified that majority 64 per cent of the respondents were male members and they have gathered their required knowledge about the online shopping offers through media advertisement, information from others and moreover through their self interest.

Pearsons chi-square value is 6.663, with 2 degree of freedom, and a significance level of 0.36, which is below the 0.05 alpha level. Hence the alternative hypothesis (H1) is accepted because; there is significant relationship is found between gender and offers known by the respondents.

### Findings of the Study

- Majority of the online respondents are male respondents with the maximum of 62 per cent.
- Majority of the respondents are in the age group of 21 – 30 years with 76 per cent.
- Majority of the respondents are Un-Married with the 91 per cent.
- Majority of the respondents are Salaried at 87 per cent.
- Majority of the respondents are having the monthly income of Rs.10001 – Rs.20000 with 80 per cent.
- Under Graduates are in the majority in the educational qualification.
- 56 per cent of the respondents known their online shopping offers through the advertisements medias.
- Majority 20 per cent of the respondents are preferring the online shopping because of the availability of goods at one place.
- Amazon is the mostly preferred website with 60 per cent.
- Majority of the respondents opinioned that they were satisfied through the online shopping with the 80 per cent.

- Majority 64 per cent of the respondents were male members and they have gathered their required knowledge about the online shopping offers through media advertisement, information from others and moreover through their self-interest.

### Conclusion of the Study

Based on the finds of the study conclusion was drawn that the educated young people with their monthly salary they are consuming their required goods through the online shopping sites particularly from the Amazon website. And the consumers known about the online shopping offers through advertisements media before getting into the portals. It was identified that the reason for online shopping is availability of variety of goods at one place. Moreover, online shopping consumers were satisfied.

### References:

1. DOI:[https://www.researchgate.net/publication/308623497\\_CONSUMERS\\_PREFERENCE\\_TOWARDS\\_ONLINE\\_SHOPPING\\_WEBSITES\\_IN\\_COIMBATORE\\_CITY\\_AN\\_EMPIRICAL\\_ANALYSIS/citations#fullTextFileContent](https://www.researchgate.net/publication/308623497_CONSUMERS_PREFERENCE_TOWARDS_ONLINE_SHOPPING_WEBSITES_IN_COIMBATORE_CITY_AN_EMPIRICAL_ANALYSIS/citations#fullTextFileContent)
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3. Ranjit kumar (2010) Research Methodology: A step by step guide for beginners, edition 2010.

