

# A Study on Consumer Attitude towards Online Purchase of Goods and services in Coimbatore city

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## Abstract

The Technology revolution has brought about an exemplar shift in this way things are done. The Technology have radically changed the method shoppers seek and use information. The Internet was earlier hypothesized as an instrument for enhancing information, has become a vital part of business in this digital era. For trades the key to being in the upcoming depends on how well they can participate this medium in their business model for these days. In order to sell anything online, the Producers and Sellers have to take into account the uniqueness of their customers and their spending habits and the Goods and the services they prefer. In this study state that problems of the Modern world huge developments are extensive in the information and technical industry. Competition growths day by day due to increase in the attention of consumers towards online Purchase. The best trader is based on their experiences on website. Online Purchase mainly based on individual thinking process and his perceptions. Consumer behavior is very dissimilar to understand both in online Purchasing and in traditional purchasing. Its include social, cultural, personal and psychological factors but traditional

Purchase is highly influenced by these factors as associated to online Purchase. Due to that fact online consumers are confining with social and cultural environment and psychological factors. But, most of the online sellers don't know about social and cultural norms about the targeted customers. It's becoming gradually imperative for retailers to provide strong online Purchase experiences.

Therefore, it is pertinent to identify the suitable ways to promote sales in this competitive era with the intention of fulfilling high level expectations of consumers.

The objectives of this Paper are to know the factors that are influencing the behavior of the customers who purchase goods and services through the source of online mode.

There is no restriction on geographical location of study, the study is conducted for those who have utilized the online mode for attaining goods

and service. The tools used for the study are

Simple percentage and rank analysis. It is analyzed that education level, occupation, annual income, time spent on internet access of the customers have been influenced over the frequency of the purchase of products and service through online. The online firms must provide variety of products based on the customers purchasing power and educate the customer such that they can identify the goods and services which they afford for their derived needs and to examine the problems faced by the consumers towards online shopping.

To conclude the study Recently consumers are expecting variety of products with innovative features. As they are dispersed, it is very difficult to reach them by the traditional mechanisms. Online Purchase is the benefit for the modern consumers. Electronic data interchange, e-mail and ecommerce applications brought essential changes in the entire setup of marketing the products. Technical innovations and the availability of widespread of products are the major advantages of online Purchase. Currently, people are more computer savvy and they are more aware of products which emerged as

'brands'. This paper study though they varied in their perception due to the influence of social and demographic features, lot of factors were identified in order to understand their likes and dislikes. Their attitudes have to be rightly understood by examining the problems faced by them in online Purchase. User friendliness, reliability, promptness, convenience, quality, availability, suggestibility and proximity were the synchronized factors influencing consumers to do online Purchasing

**Keywords:** : Online Purchasing, Consumer Attitude, Information, Technology, Goods and Services

## Introduction

**"Stay Home.....Stay Safe....."**

**Buy Online..... Save time.....”** Marketing concept is a Principle of business. Those days’ customers used to go for Markets and bargain the goods from the seller and buy their required goods. But due to the technological advancement the goods can be purchased from our own place and demand our products. Online shopping Majorly deals with electronic commerce or E commerce industry with deals with all types of goods and service. With the spread of Internet, the amount of trade that is conducted electronically have been increased has lead to innovation and development is areas such as electronic funds transfer, electronic data transfer interchange and Internet marketing. Before the introduction of internet to the public in 1994, the electronic commerce referred to use of technology such as Electronic Data Interchange(EDI) and Electronic Fund Transfer(EFT), introduced in the late 1970’s. But now 99% of the world population is depend on the technology.

Due to rapped development of technology the companies are trying to sell their products with the help of Online marketing hubs. With this online marketing the buyers and sellers can buy their required and preference goods with their own choice. Since Internet is the new virtual medium and so many potential customer, the online retailer is more important to understand the retailers or buyers demand. The Online marketing has a major drawback is the buyers cannot check the quality of the goods. According to the report, the number of internet users has increased to 17.22% from December 2019 to reach 456million user by December 2020. Urgan India has witnessed an estimated 18.64% year on year rise while rural India witnessed as estimated 15.05% growth during the same period.

#### **Review of Literature**

**Bhavnagar, Misra, and Rao 2000**, in their recent study made an attempt to study the risk, convenience and Internet shopping behaviour. They found that marital status has no effect on purchase behavior and found mixed results based upon gender (except for specific gender- related products), years on the Internet, and age. **Subash Jha & Balaji, M S 2015**, in their study have analysed the role of brand familiarity in tactile product evaluation. If the seller is able to provide tactile information along with product information on the company’s website, it will help such customers to make a decision to purchase. An apparel online retailer can provide thread count and texture information (tactile information) on the website along with product information to help individuals with the needs for tactile information to make the purchase decision.

**Upasana Kanchan, et al., 2015**, have made an attempt to understand and analysis the factors effecting online purchase decisions of Indian customer and to identify the determinants of online purchase intentions of youth in Indian context. The findings of the study indicate that customer online purchase intentions are significantly associated with their gender, education, age, security concern, technological familiarity, and past online purchase frequency. Consumer buying behaviour is additionally suffering from product type, purchase frequency and expensiveness. Their purchase decisions also are found to be related with the web retailer’s services like return, refund and delivery services.

**Rashmi & Garima Nijhawan, 2016**, has conducted a study on consumer to consumer to consumer online sale and purchase of second-hand products. OLX is free to-use website for consumer-to-consumer (C2C) online auction of used goods. Consumers are studied separately for their perspectives as sellers and as buyers. Existing service performance of OLX is studied and potential hurdles in creating a free online marketplace for secondhand goods are revealed. In-depth interviews, focus group discussions, content analysis, and question-based survey are used for this research. In addition, the paper also discusses the implications of findings for marketers.

**Sourabh Bhattacharya & Bibhuti Bhusan Mishra, 2016**, have investigated the Cyber Atmospheric and its Impact on E- Retailing Buyer Behaviour. Ecommerce is booming in India. A number of industries are emphasizing thereon to extend their sales. It is proved that it is given by consumers to contentment in

engaging with an electronic retailer in the long term. The results generated have immense managerial implications as variety of latest domestic and international entrants are very wanting to have complete knowledge of the heartbeat of Indian consumers.

### **Statement of the problem.**

Currently huge developments are extensive in the information and technological industry. Competition increases everyday due to increase in the attention of consumers on the way to online Purchase. The good trade is based on their experiences on website. Online Purchase basically based on individual intellectual process and his insights. Consumer behavior is very different to understand both in online Purchasing and in old-style Purchasing. Both type of purchasing includes communal, cultural, personal and psychological factors but traditional purchasing is additional influenced by these factors as compared to online purchasing. Online consumers are confining with communal and cultural environment and psychological factors. But, most of the online sellers don't know about communal and cultural norms about the targeted viewers. It is fetching gradually vital for retailers to provide strong online purchasing involvements. Therefore, it is relevant to identify the appropriate ways to help sales in this competitive era with the intention of satisfying high level expectations of consumers.

### **View Original Objective of The Study**

- 1.To study the factors influencing the consumers' preference for online shopping.
- 2.To assess the attitude of Consumers towards online shopping.
- 3.To analyze the Consumers' satisfaction towards online shopping.
- 4.To study the issues faced by the Consumers' towards online shopping.
- 5.To offer suitable suggestions for enhancing

### **Consumers' satisfaction through online shopping**

Methodology of the Study The study is meant to research the "Consumer Attitude Towards Online Purchase of Goods and services in Coimbatore city" "The methodology includes area of the study, sources of knowledge , sampling design and statistical tools used.

### **Area of the study**

Area of the study refers to Coimbatore City together of the highest ten fastest growing cities<sup>10</sup> in India and therefore the second largest city in Tamilnadu.

### **Sources of knowledge**

The study uses only primary data. For the aim of collection of knowledge , questionnaire has been prepared and data was collected from the consumers who have purchased products through online. Adequate care has been exercised to gather unbiased data from the respondents.

### **Sampling design**

For the aim of this study, the info were collected from 100 consumers using convenience sampling technique.

### **Tools for Analysis:**

The following statistical analysis was performed to answer the target of the study: Percentage

Analysis • Chi-Square Analysis • Analysis of  
Variance (ANOVA) • T-test • Regression Analysis •  
Factor Analysis • Rank Analysis

### **Results Analysis Discussion**

In order to review the “Consumers’ attitude towards online shopping with regard to Coimbatore city”, a structured questionnaire was prepared which consists of questions covering personal, attitude, opinion and satisfaction factors. Total of 100 consumers were selected from Coimbatore city for the aim of the study.

**Percentage Analysis:** The study indicates sex, age, marital status, family members, education level, annual income, internet access time spent on internet takes important difference upon them single-click shopping expediency score of the respondents towards online purchasing. Personal factors and frequency of purchase of products through online

**Hypothesis:** The personal factors of the respondents have no significant relationship on the frequency of purchase of products through online mode. It is strong from that analysis, the hypothesis is rejected in eight cases and in other case hypothesis is accepted. It can be concluded that the gender, age, family members, educational level, occupation, annual income, internet access and time spent have significant influence on the frequency of purchase of products through online mode and with other factors, the association significant.

**Hypothesis:** There is no major difference between the internet access in their average satisfaction score. An ANOVA was applied to find whether there is a significant difference among the internet usage of the respondents in their middling satisfaction score towards online shopping. It is clear from the table that the hypothesis is accepted and hence it can be concluded that the internet usage of the respondents has no significant difference over the online shopping satisfaction score.

**Hypothesis:** There is no major difference between the time spent in their average satisfaction score An ANOVA was applied to find whether there is a significant difference among the time spent by the respondents in their average satisfaction score. It is clear from the table that the hypothesis is rejected (Significant) and hence it can be concluded that the time spent has significant difference over the online shopping satisfaction score

**T-TEST** The term t-test describes a statistical test that is being used to compute the probability of two groups that are on single parameters and are the members of the same group.

**Hypothesis:** The purchase decision scores do not vary significantly based on gender and based on marital status

T-test was realistic to find whether there is a important change between the above said factors. To the study hypothesis was accepted in first case and in other case the hypothesis is rejected. So it can be concluding that the gender has no important difference over the purchase decision making score and marital status has important difference with purchase decision making score.

**Hypothesis:** The purchase decision making scores do not vary significantly based on gender and based on marital status

T-test was useful to find whether there is an important difference between the above said factors. The hypothesis is accepted in first case and in other case the hypothesis is rejected. So it can be summarizing

that the gender has no important difference over the purchase decision making score and marital status has important difference with purchase decision making score.

**Hypothesis:** The other decision making scores do not vary significantly based on gender and based on marital status

T-test was functional to find whether there is an important difference between the above said factors. The hypothesis is rejected in the both cases. So it can be concluded that the gender and marital status has significant difference over the other factor decision making score.

#### **Factor analysis for consumer satisfaction towards online shopping :**

Similar to factor analysis done for attitude towards online shopping, another factor analysis was done with the items regarding satisfaction towards online shopping. The same methodology was adopted here also. The results are clear to states the 16 variables in the data were reduced to 5 factor model and each factor may be identified with the corresponding variables Tested. The five factors derived from the sixteen statements using factor analysis were further analyzed for significant differences among the groups of selected personal variables. For this persistence, the next additional hypotheses were framed and tested.

#### **Rank Analysis**

This rank analysis shows the price, packing, product quality, delivery and product variety of the most common online marketing company used by the consumers in their days to life.

#### **Findings of the Study**

- The Majority of respondents are male 65% who are married 35%.
- Amongst the total respondents of the study, majority of respondents 60% have their family size as four.
- Observed that the majority of respondents 30% are qualified with a post graduate level of education.
- A usual of the respondents are private employees.
- Majority of respondents 80% are having annual income between less than 1 lakh.
- Founded upon the study, the majority of respondents 85% access Internet from their home.
- Majority of the respondents 20%are spending less than two hours per day to access Internet.
- To the study also exposes the educational level, occupation, annual income, time spent and internet access of the respondents have been unfair over the frequency of the purchase of products and services through online.
- Study discloses that sex, age, marital status, family members, education level, occupation, annual income, internet access and time spent on internet have important difference upon their approach score for making purchases online.
- The Paper designates that sex, age, marital status, education level, occupation and time spent on internet have important difference upon their value for money for purchase of products through online
- From the study, reveals that the age, marital status, family members, education, occupation, annual income and time spent on internet takes important difference upon their money savers to online purchasing.

- The test results concluded that sex, age, marital status, family members, education level, annual income, internet access time spent on internet takes important difference upon them single-click shopping expediency score of the respondents towards online purchasing.
- Factor analysis helps to identify five factors statement instead of concentrating on fifteen factors/ statements such as Advantage of physical purchase, Value for money, Competitive price, Money savers and Single click shopping expediency for studying about the approach of online purchasing system.

### **Suggestions of the Present Study**

Investigator made individual contact with respondents who have purchased products and services through online. It is concluded most of the respondents have good opinion about online purchasing, though around so many problems to be better-quality by the Seller and the service providers.

As there are no proper laws for online purchases, they have to be implemented to prevent the nameless intruders. This will help to maintain security and private information properly concerning the respondents. So the website developers and the service providers should take necessary steps to overcome these problems.

- Web based tools upgrades creative conceptualization that would improve the response from knowledge savvy consumers.

So the firms have to invest in such new tools

- Internet setting has to be better in the areas of art, dynamic and interactive systems. This development will give more visual appeal.
- One of the major drawbacks that the respondents have felt is no proper returning policy to the product. After getting opinion from the respondent if the above said problem occurs, then they should be guided in a proper way to return the product. This will create a good website reputation and repurchasing power of the respondents.
- The sellers and service providers should avoid hidden charges. This will help to avoid rise in price of product.
- The respondents look 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 purchasing.
- Furthermost of the Indian consumers are traditional buyers with long term usage behavior. But most of the buyers of online purchasing products are in the nature of short term product users. Hence, it is recommended that the seller can focus on offering more of durable products with guarantee.

### **Conclusion**

Earlier, consumers adequate time to visit shop centers, searching for various products. Several consumers prefer trading and decide purchases after investigation of commodities. Total process can range for a few hours to weeks depending on these product, quantity, quality and source purchase. Today there is drastic change in the entire scenario.

Everything in today's world is Internet oriented like

Electronic Data Interchange, E-Mail, E-Business and E-Commerce. E-Commerce is conversation of information using network-based skills. In the current situation high cost, e-Commerce can be used as a

competitive approach. Its include successfully for an entire online process of evolving, promoting, retailing, distributing, examining and paying for products and services.

Online purchasing is a vast developing technology. If it is properly utilized with secure safety and security for the transactions, it will thrive into a very competitive and dynamic environment.

Coimbatore city population is highly tech savvy and the city is scattered with the firms of many successful entrepreneurs. Locality has many industries, estates, corporate hospitals and good number of engineering colleges. In future, online purchasing is bound to grow in a big way, given the growing youth population.

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