

CONSUMERS PREFERENCE TOWARDS ON ONLINE SHOPPING WEBSITES IN COIMBATORE CITY: AN EMPIRICAL ANALYSIS

P.KUPPURAJ*; DR.N.RAVICHANDRAN**

*PH.D. RESEARCH SCHOLAR
SCHOOL OF COMMERCE
CMS COLLEGE OF SCIENCE AND COMMERCE
COIMBATORE-641006
TAMIL NADU, INDIA.

**ASSOCIATE PROFESSOR
SCHOOL OF COMMERCE
CMS COLLEGE OF SCIENCE AND COMMERCE
COIMBATORE-641006
TAMIL NADU, INDIA.

ABSTRACT

One of the fastest growing areas of e-commerce is online purchasing, the internet provides a platform where sellers and buyers can come in contact for sale and purchase of goods and services. The physical goods are displayed in e-store websites and delivered directly to home. For the present study, the data was collected with the help of structured interviews schedule from 120 respondents. The study brought forward to fore that online consumers are young and educated graduates so they can easily accessing the internet at their home itself for their purchasing transactions on required time and on any month. They feel it is cheaper and simple to purchase by cash payment options. SPSS was used for data analysis. The detailed findings and implications are discussed in the paper.

KEY WORDS: Consumer behaviours, online shopping, preference, knowledge, opinion about online purchasing etc.

REFERENCES:

- Ch.J.S. Prasad and A.R. Aryasir, “determinants of Shopper Behaviour in E-Tailing: An Empirical Analysis”. *Paradigm*, Jan-Jun 2009, Vol.13, No:1, pg:73.
- Monika Sharma and Deepshika Kalra (2010) “An Empirical Study of Online Social Influence Marketing with Reference to Customers Product Purchase Decision and Product Recommendation.” *Vol (41), No: (8), August 2011; pp: 68-77.*

- Ankur kumar Rastogi (2010) “A study of Indian online consumers and their buying behavior”. *International Research Journal*, July 2010, vol (1) issue (10) ISSN-0975-3486.
- Ruchi Nayyar and Gupta.S.L., (2011) “ A study on determinants of Internet Buying Behaviour in india.” *Asian Journal of Business Research*. Vol (1), no (2), 2011, pp: (53-65).
- Dahiya Richa (2012) “Impact of Demographic Factors of Consumers on Online Shopping Behaviour: A Study of Consumers in India.” *International Journal of Engineering and Management Studies*. I.J.E.M.S., VOL.3 (1) 2012: 43-52 ISSN 2229-600X, pp: 43-52.
- Nierop,J.E.M.V., Leeflang, P.S.H., Teerling, M.L and Huizingh, K.R.E. (2011). The impact of the introduction and use of an informational website on offline customer buying behavior. *International journal of research in marketing*, 28 (2), pp:155-165.
- Thongpapanl, N., and Ashraf A.R.(2011). Enhancing online performance through website content and personalization. *Journal of computer information systems*. 52(1), 3-13.
- Dr.Payal Upadhyay, and Jasvinder Kaur. “Analysis of Online Shopping Behavior of Customer in Kota City.” *SHIV SHAKTI International Journal in Multidisciplinary and Academic Research (SSIJMAR)* Vol. 2, No. 1, January-February 2012 (ISSN 2278 – 5973), pp: 1-28.
- Shalini.S and Kamalaveni.D (2012) Online buying behavior of netizens: A study with reference to Coimbatore, Tamil nadu.” Vol: (43), no: 8, august 2013,pp:(35-45).
- Nidhi Vishnoi Sharma and Varsha Khattri (2013) “A study of online shopping behavior and its impact on online deal websites.” *Asian Journal of Management Research* vol (3) issue (2), 2013, pp: 394-405, ISSN: 2229-3795).