A STUDY ON CONSUMER ATTITUDE TOWARDS ONLINE SHOPPING IN COIMBATORE DISTRICT

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ABSTRACT:This research focuses on an empirical analysis of consumer attitudes and purchase decisions towards online shopping. In the early 21st century, the Internet has become the hottest topic and the best resource for promoting business. The number of Internet users has grown rapidly over the last few decades. The Internet is therefore a dynamic place that facilitates business. The development speed of electronic marketing is very fast. In today's era of globalization, most departments, including the marketing department, are undergoing permanent changes. With the rapid growth of information through the Internet, market participants are rushing to market him online. They aim to attract customers, create a brand image, and achieve goals such as growing their claws in the marketplace.

KEY WORDS: Marketing, Online, Shopping, Consumer, Advertising, Purchasing.

1.1 INTRODUCTION OF THE STUDY:

This study was analyzed to find an empirical analysis of consumer attitudes and purchase decisions towards online shopping. In today's era of globalization, most departments, including the marketing department, are subject to constant change. With the rapid growth of information through the Internet, market players are flocking to online marketing. They aim to achieve goals such as attracting customers, creating a brand image, and asserting themselves in the marketplace. Reducing the cost of marketing and broad press, and delivering information worldwide in a fraction of the time. spread the At the same time, it also affects credibility, internet marketing fraud, and security issues.

1.2 SCOPE OF THE STUDY:

In today's competitive landscape, it serves as a practical guide to online marketing and defines the most important terms and techniques. In today's era of active advertising, we see a gradual increase in internet marketing as internet usage increases significantly. The current scope of research is limited to examining consumer attitudes regarding online shopping and opinions regarding purchase decisions. Similarly, the company's role is studied, especially to know its approach to marketing strategy. The survey is limited to respondents from Coimbatore District, Tamil Nadu, India. Based on research and analysis, an overview of internet marketing growth in India scenario is provided. Consider general trends in online shopping in India.

1.3 OBJECTIVES OF THE STUDY:

- To consumer attitudes towards purchasing decisions when shopping online in the study area.
- To Find out what problems consumers face when buying products online.

1.3.1. HYPOTHESIS;

The following formulated and tested null hypotheses are based on the purpose and scope of the study. There is:

Ho:
There is no relationship between demographic variables (age, gender, marital status, education, occupation, monthly income, household size, family composition, number of employees in the family) and consumer attitudes towards online shopping.

1.4 RESEARCH METHODLOGY:

Primary data: Research is conducted through observation and data collection through questionnaires. In this study, the Coimbatore district of Tamil Nadu is the research area.

1.5 SOURCES OF DATA:

The survey was conducted in his 2022 and included a total of 384 respondents. The survey collected information about the beneficiary's household background, the consumer's purchase decisions, and his experience of the online shopping process.

1.6 SAMPLE SIZE AND TECHNIQUE:

The survey sample size was set at 384 respondents. For this study, we used a convenient sampling method to select sample respondents. Data were analyzed by the social science statistical package.

1.7 STATISTICAL TOOLS USED:

Primary data were collected from respondents from various domains, properly categorized, edited, aggregated in a suitable format, and subjected to appropriate statistical tools: simple percentage analysis, chi-square analysis, regression, t-test, and ANOVA. Was analyzed using

1.8 REVIEW OF LITERATURE:

According to Umesh Kumar, Rajkumar Singh, and Sankalp Jain (2015), "The Emerging Role of E-Commerce in India," their research includes an overview of the future of e-commerce in India and the background behind the growth of e-commerce in India. included an important factor in . Kumar, S. and Baijal, D. (2016), "Consumer Differentiation and e-Shopping:Indian Perspective Studies". Their exam lesson is an attempt to shop virtually and discover the elements that customers see when shopping online. The study examined 105 questionnaires from respondents in Gorakhpur District, Uttar Pradesh. Balakrishnan Menon (2017), "Determinants of Online Purchase Intention, Towards Film Generated Content in Facebook", they developed and experienced a conceptual model of purchase intent for company-generated content in social media. Syed Valiullah Bakhtiyari (2018), "Study on Factors Affecting Online Consumer Satisfaction," study examines impact of online shopping on perceived benefits.

1.9 ANALYSIS AND DISCUSSION:

The research survey is conducted in order to analyze the various factors.

TABLE:1.9.1

DISTRIBUTION OFONLINESHOPPING IN RESPONDENTS

S.no	Gender	Frequency	Percent
1	Male	221	57.6
2	Female	163	42.4
	Total	**384**	**100.0**
S.no	**Age**	**Frequency**	**Percent**
1	Below20Years	80	20.8
2	21 years-30years	68	17.7
3	31 years-40years	87	22.7
4	41 years-50years	73	19.0
5	Above50years	76	19.8
	Total	**384**	**100.0**
S.no	**EducationalStatus**	**Frequency**	**Percent**
1	Noformaleducation	70	18.2
2	Upto HSC	71	18.5
3	Degree/diploma	89	23.2
4	Postgraduate/professional	84	21.9
5	ITI/technical/etc.	70	18.2
	Total	**384**	**100.0**
S.no	**Occupation**	**Frequency**	**Percent**
1	Agriculturist	83	21.6
2	Privateemployee	73	19.0
3	Governmentemployee	74	19.3
4	Housewife	71	18.5
5	Entrepreneurs	83	21.6
	Total	**384**	**100.0**

Source: Computed From Primary survey 2022

Table 1.1 shows that 57.6% of respondents belong to the male category and 42.4% of respondents belong to the female category. The majority of respondents are male (57.6%). It shows that 20.8% of respondents belong to her under 20 age category. The majority of respondents (22.7%) belong to the 31-40 year old category. It is explained that 23.2% of respondents are college graduates/diploma holders, 21.9% are graduate/professionals, and 18.2% are respondents with her ITI/technical skills. In other words, the majority of respondents (23.2%) are college graduates. The table shows that the majority of respondents are farmers (21.6%).

TABLE.1.9.2

TESTING OF HYPOTHESIS

MODELSUMMARY

Model	R	RSquare	Adjusted RSquare	Std. Error of theEstimate
1.	0.921	0.848	0.847	0.5508

TheadjustedRSquarevaluetellsusthatthismodelaccountsfor84.8percentofvariance.

COEFFICIENT

ANOVA

Source:

Model		Standardized Coefficients	t	P.VALUE	S/NS
		Beta			
1	(Constant)		5.205	.000	
	Gender	-.105	-6.056	.040*	**S**
	Age	.023	8.460	.000**	**S**
	Educational_status	.075	7.475	.000**	**S**
	Occupation	.095	1.856	.064	**NS**
	Monthly_householdincome	-.019	-8.364	.000**	**S**
	Household_size	.008	.154	.878	**NS**
	Familystructure	-.003	-.050	.960	**NS**
	Maritalstatus	.016	.303	.762	**NS**
	Number ofearningperson in thefamily	.106	9.047	.001**	**S**

Model	Sum ofSquares	DF	MeanSquare	F-value	P-value	S/NS
Regression	1257.598	5	251.520	828.903	0.000**	**S**
Residual	225.757	744	0.303			
Total	1483.355	749				

Computed From Primary survey 2022 **p <0.01, S-significant

The standardized beta coefficients indicate the contribution of each variable to the model. A large value indicates that unit changes in that predictor have a large effect on the reference variable. The t and Sig (p) values give a rough indication of the effect of each predictor: gender (t-6.056, p-0.040, p<0.05), educational status (t-7.475, p-0.00, p) . <0.01), monthly household income (t-8.364, p-0.000, p<0.01), and number of family employees (t-9.047, p-0.01, p<0.001) - large absolute t-values and p-values It shows that the predictor variables have a large impact on the reference variable. From the table above it is clear that the total score represents an ANOVA evaluating the overall significance of this model (F - 828.90, p-value - 0.00). p<0.01 is statistically significant.

TABLE:1.9.3
DETAILS OFONLINESHOPPING IN RESPONDENTS

S.no	Monthlyhouseholdincome(Rs.)	Frequency	Percent
1	UptoRs.15,000	108	28.1
2	Rs.15,001-Rs. 30,000	97	25.3
3	Rs.30,001-Rs.60,000	84	21.9
4	AboveRs. 60,000	95	24.7
	Total	**384**	**100.0**
S.no	**HouseholdSize**	**Frequency**	**Percent**
1	Upto4 members	127	33.1
2	5and 6members	124	32.3
3	7members and above	133	34.6
	Total	**384**	**100.0**
S.no	**FamilyStructure**	**Frequency**	**Percent**
1	Nuclear family	193	50.3
2	Jointfamily	191	49.7
	Total	**384**	**100.0**
S.no	**Maritalstatus**	**Frequency**	**Percent**
1	Married	171	44.5
2	Unmarried	213	55.5
	Total	**384**	**100.0**
S.no	**Numberof earningpersonsinfamily**	**Frequency**	**Percent**
1	1-2members	119	31.0
2	3-4members	128	33.3
3	4members and above	137	35.7
	Total	**384**	**100.0**

Source: Computed From Primary survey 2022

Table 1.2 shows that the majority of respondents (28.1%) earn up to Rs 15,000. The majority of respondents belong to household sizes from 7 years old (34.6%). The majority of respondents (50.3%) were identified as belonging to nuclear families. Most of the respondents are unmarried (55.5%). In other words, the majority of respondents (35.7%) have four or more members of their household who both work.

TABLE NO.1.9.4
TESTING OF HYPOTHESIS
CHISQUARETEST

Pearson chi-square	Calculated chi-squarevalue	DF	P.Value	S/ns	Remarks
Monthly householdincome	14.788	6	.001**	S	Rejected
Householdsize	12.944	4	.000**	S	Rejected
familystructure	9.321	2	.001**	S	Rejected
Maritalstatus	12.162	2	.000**	S	Rejected
number of earningpersoninthefamily	14.754	4	.001**	S	Rejected

****1% levelofsignificant**

From the chi-square table above, the p-value (0.001) is less than 0.01 and the result is significant at the 1% level. Therefore, the null hypothesis was rejected and the alternative hypothesis was accepted. The analysis concluded that monthly household income, household size, family composition, marital status, and number of breadwinners in the family were related to the overall problems faced by his online shopper.

1.10 FINDINGS:

- 57.6% of respondents are male.
- 22.7% of respondents belong to the 31-40 year old group.
- 23.2% of respondents have a degree/diploma.

- 21.6% of respondents are farmers and entrepreneurs.
- 28.1% of respondents received an income of up to Rs 15,000.
- 34.6% of those surveyed belong to households of 7 years or older.
- 50.3% of respondents belong to nuclear families.
- 55.5% of respondents are unmarried.
- 35.7% of those surveyed employ four or more of her family members.
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1.11 SUGGESTIONS:

The following suggestions are based on our findings.

- Online marketers must employ different kinds of innovative strategies to attract crowds and increase digital sales.
- Marketers must take the necessary precautions to deliver the product in good quality within 2-3 days.
- Customers should be informed about various promotions that make this online purchase more attractive and popular.
- Online marketers are expanding their own shipping points/service centers in every region to ensure easy access for customers and avoid product theft.
- Online websites need to ensure the quality and entitlement of information to customers, as transactions are online. Customers must pay attention to web security and confidential customer payment information.

1.12. CONCLUSION:

The online marketplace appears to have great potential to provide e-business opportunities. The different media of e-commerce such as TV, PC, mobile, new media and especially how to combine them in an integrated brick-and-click marketing mix will be of great interest to marketers in the coming years. However, with rapidly changing technology, new products and services are constantly being introduced to the market, accompanied by new sales strategies. Online shopping is a web-based platform that allows people to purchase products through electronic media. The Indian online market is growing year by year.

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