

A Study on The Customer's Attitude Towards Online Shopping With Special Reference To Mobile Apps In Coimbatore City

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Abstract- With the development of modern technology, people's way of life is changing day to day. These changes have also affected the way of shopping. The E-commerce and E-business were the two most critical advancement of data innovation during 1990's. Web-based business through mobile apps has become a famous and simple route for clients to buy products at a lower cost. The data was collected by issuing google forms for 216 respondents. Majority of respondents are comfortable of online shopping through mobile apps. The respondents suggested to improve safe online payment methods.

Keywords- Online shopping, Customer's attitude, Mobile apps, Factor analysis.

I. INTRODUCTION

Web based business (Online shopping) is the purchasing and selling of products and ventures on the web, particularly the World Wide Web. There has been a significant increment in the quantity of customers who buy over the Internet, just as an expansion in deals overall led by means of E-trade. Developments of data innovation and E-business connections have brought about colossal changes in showcase rivalry among different ventures. Web based business offers numerous web based advertising chances to organizations worldwide and alongside high fast development of web based shopping it has pulled in retailers to offer items and administrations through online channel to grow their market . Web based shopping permits clients to buy quicker than customary shopping; Customers' frame of mind towards web based shopping alludes to buyers' mental state as far as settling on buy choices through on the web.

STATEMENT OF THE PROBLEM

With increasing retail space and other operating cost, with declining sales and financial constraints , retailers have no choice but urgently need to find the alternative to increase profit. Online shopping can be one of the attractive solutions.

Most of business organisations use the internet to cut marketing cost of the product and to improve competitiveness in the market.

II. OBJECTIVES OF THE STUDY

- To study the customer's attitude towards online shopping based on consumers behavior, beliefs and opinions.
- To identify the factors influencing customers attitude to buy in online.
- To study the customers level of satisfaction with regard to online shopping.

III. RESEARCH METHODOLOGY

SOURCES OF DATA

The Study includes both primary and secondary data.

- Primary data have been collected from the target respondents through structured E-questionnaire.
- Secondary data have been collected from different sources such as Journals, Internet and websites.

AREA OF THE STUDY

Study was conducted in Coimbatore city only

SAMPLE SIZE

The sample size taken for the study was 216 respondents

SAMPLING TECHNIQUE

A Convenient sampling technique was adopted for data collection.

TOOLS FOR ANALYSIS

The statistical tools used for analysis of the study are,

- Simple percentage analysis
- Rank analysis
- Likert scale

LIMITATIONS OF THE STUDY

- The time limit for the research was small to collect information for an in-depth study.
- Result of the study depends on respondent response.

IV. REVIEW OF LITERATURE

Vidya and selvamani(2019),this study entitled, “Consumer Behaviour towards online shopping-an analysis with product Dimensions” pointed out that Consumer behaviour is a field of study which grows rapidly and it is wider concept that studies the reasons for the consumer in selecting the product which satisfies their need or want.The objective of study is to analyse the influence of the product features over consumer behaviour.The product dimensions are positively correlated with satisfaction towards online shopping. This study concluded that online shoppers are satisfied with the online shopping process.They are benefited with facilities like convenience,less procedure, timely delivery,product offers, low cost etc.The understanding of the nature,needs and wants of the consumers as such in other business is very much vital for the study.

Premalatha and Revathi(2018),this study entitled, “Consumer Attitude towards online shopping” focused on Marketing concept and is concerned with creation of consumers in other words, identification of the needs of consumers.Its objective is to assess the attitude of consumers towards online shopping.The study found that the gender,age,maritalstatus,familymembers,occupationallevel,annual income have significant difference upon their attitude score for making purchases online. Hence it is suggested that the vendor can concentrate on offering more of durable products with guarantee.This study concluded that consumers have sufficient time to visit shopping centres, searching for various products.Many consumers prefer bargaining and decide the purchases after physical of the commodities. Today there is radical change in the entire scenario.Everything in today’s world is Internet oriented like Electronic Data Interchange,E-mail,E-Business and E-Commerce.

RifayaMeera and Padmaja(2017), the study entitled ,” Preference of customers towards online shopping

applications” focused the E-shopping consumer buying behaviour. It is a form of Electronic commerce.The objective of this study is to know about the socio-economic lifestyle of the users and factors that influence the users to buy through shopping apps.It reveals that most of respondents were influenced by the advertisement and they prefer online shopping for the wide choices of goods. This study concluded that the future E-tailers in India looking very bright and give us the best way to save money and time through purchasing online within the range of budget.The whole concept of online shopping has altered the in terms of consumer’s purchasing or buying behaviour and the success of E-tailers in India is depending upon its popularity,its branding image and its unique policies.

V. ANALYSIS AND INTERPRETATION

In this chapter the analysis and interpretation of “A Study on Customer’s attitude towards online shopping with special reference towards mobile apps in Coimbatore city”, is presented based on the opinion of samples of 216 respondents selected from Coimbatore city through a E-questionnaire containing 20 questions. These were analysed through three different tools and they are as follows,

1. Simple percentage analysis
2. Rank analysis
3. Likert scale analysis

**TABLE SHOWING
DISTRIBUTION OF RANKING FOR THE FACTORS
WHICH INFLUENCE TO PURCHASE IN ONLINE
SHOPPING PLATFORMS**

S. N	Particulars	1	2	3	4	5	Total	Rank
1	Delivery of time	111(5)	27(4)	39(3)	10(2)	29(1)	829	1
2	Guarantees and warranties	12(5)	98(4)	58(3)	35(2)	13(1)	709	2
3	Prices	18(5)	39(4)	96(3)	45(2)	18(1)	642	3
4	Privacy of information	35(5)	38(4)	9(3)	113(2)	21(1)	601	4
5	Reputation of online shopping platforms	40(5)	14(4)	14(3)	13(2)	135(1)	459	5

(Source: Primary data)

INTERPRETATION:

From the table, it is understood that delivery of time is ranked 1,Guarantees and warranties is ranked 2, prices is ranked 3, Privacy of information is ranked 4, Reputation of online shopping platforms is ranked 5.

Delivery of time during online shopping have been ranked 1st by the customers for purchasing products through online shopping through mobile apps

**TABLE SHOWING
INDICATION OF LEVEL OF AGREEMENT OR
DISAGREEMENT TO GIVEN STATEMENT**

S.No	Factors	Likert Scale value (x)				Total	Likert scale
			3	2	1		
1.	I am worried about giving out my credit card details	f	140	42	34	216	2.49
		fx	420	84	34	538	
2	Damaged/fake products	f	32	146	38	216	1.97
		fx	96	292	38	426	
3	I don't like providing my personal information	f	82	68	66	216	2.07
		fx	246	136	66	448	
4	I don't know but i am uncomfortable about purchasing through online	f	70	87	59	216	2.05
		fx	210	174	59	443	

(Source: Primary data)

INTERPRETATION:

Likert scale value 2.49 is greater than the mid value (2), thus the respondents are agreeing with giving out their credit card details while purchasing products through online shopping.

They are not agreeing with the factors like Damaged/fake products, Providing their personal information, uncomfortable about purchasing through online.

The respondents agreeing with the providing out their credit card details

**TABLE SHOWING
INDICATION OF LEVEL OF AGREEMENT OR
DISAGREEMENT TO GIVEN STATEMENT**

S.No	Factors	Likert Scale value (x)						TOTAL	Likert Scale
			5	4	3	2	1		
1	I think online shopping saves time and energy	f	147	45	21	0	3	216	4.54
		fx	735	180	63	0	3	981	
2	It is great advantage to be able to shop at any time on the online	f	43	127	39	5	2	216	3.94
		fx	215	508	117	10	2	852	
3	I will prefer online shopping only if online prices are lower than actual prices	f	69	72	61	9	5	216	3.88
		fx	345	288	183	18	5	839	
4	The description of products shown on the websites are very accurate	f	61	73	51	20	11	216	3.71
		fx	305	292	153	40	11	801	

(Source: Primary data)

INTERPRETATION:

The likert scale value is 4.54 is greater than the mid value (3), thus the respondents are satisfied with the factors.

VI. FINDINGS

SIMPLE PERCENTAGE ANALYSIS

- 55% of the respondents are male.
- 55% of the respondents are in the group of 21 to 30 years.
- 67% respondents are at UG level.
- 61% of the respondents are Unmarried.
- 30% of respondents are other type of occupation.
- 44% of the respondents having monthly income of Rs.2,00,001-Rs.5,00,000.
- 28% of the respondents are gone through offers from online shopping on 2days once and on occasionally.
- 28% of respondents prefer convenience & time saving and variety of products the most important in online shopping.
- 39% of the respondents purchase the products through online shopping on special occasions.
- 43% of respondents prefer Flipkart for purchasing products through online shopping.
- 38% of respondents use cash on delivery payment while online shopping.
- 50% of the respondents opinion were good towards quality of products purchased through online shopping.
- 95% of the respondents comfortable with online shopping through mobile apps.
- 59% of the respondents may not prefer to order costly items through mobile apps.

RANK ANALYSIS

- Delivery of time during online shopping have been ranked 1st by the customers for purchasing products through online shopping through mobile apps.

LIKERT SCALE ANALYSIS

- Likert scale value 2.49 is greater than the mid value (2), thus the respondents are agreeing with giving out their credit card details while purchasing products through online shopping.
- The likert scale value is 4.54 is greater than the mid value (3), thus the respondents are satisfied with online shopping
- The likert scale value is 3.93 is greater than the mid value (3), thus the respondents are feeling good with online shopping through mobile apps.

VII. SUGGESTIONS

- The respondents suggested to improve safe online payment methods.
- Online shopping websites should be authenticated with rules and regulations.
- Pictures of actual products should be uploaded.
- Delay in refund can be solved.
- Safety measures about details of customers should be improved.
- Giving more rewards for purchasing of goods through online shopping to attract customer to meet.
- Pricing strategy and deliverability can be improved to satisfy the customer.
- Online payment methods should be improved.

VIII. CONCLUSION

In the past, consumers had sufficient time to visit shopping centres, searching for various products. Many consumers prefer bargaining and decide the purchases after physical examination of the commodities. The entire process can range from a few hours to weeks depending on the product, quantity, quality and source of purchase. Today there is a radical change in the entire scenario. Everything in the Today's world is Internet oriented like Electronic Data interchange, E-mail, E-Business and E-Commerce. In future, online shopping is bound to grow in a big way, given the growing the youth population.

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