

**The Consumer Behaviour towards Online Shopping in Coimbatore city- An
Exploratory study**

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Introduction:

“Marketing is the process of planning and executing the conception pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives.

Marketing is important to understand the basics of market so that they will understand the logic behind companies and consumers. Even when people share their shopping experiences, they indirectly market the product or services. For the most part, marketing deals with customers, which are important element in the system, the customers decide what they want or need. Through online marketing companies aim to attract new

customers by promising superior value and maintain current ones and further develop one's clientele by delivering customer's satisfaction.

Definition of Marketing:

Philip Kotler defines marketing as "Marketing is about Satisfying needs and wants through an exchange process".

The Chartered Institute of Marketing defines marketing as "the management process responsible for identifying, anticipating and satisfying customer requirements profitably."

Introduction of online shopping:

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among best alternative vendors, which displays the same products availability and pricing at different e-retailers. As of 2018, customers can shop online using a range of different consumer and industrial products.

An online shop evokes the physical analogy of buying products or services at a regular "bricks-and-mortar" retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from other businesses, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices. Online stores typically enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interac-enabled debit card, or a service such as PayPal. For physical products (e.g., paperback books or clothes), the e-tailer ships

the products to the customer; for digital products, such as digital audio files of songs or software, the e-tailer typically sends the file to the customer over the Internet.

India has an internet user's base of about 450 million as of July 2017, about 40% of the population. Despite being the second-largest user base in world, only behind China (650 million, 48% of population), the penetration of e-commerce is low compared to markets like the United States (266 million, 84%), or France (54 M, 81%), but is growing at an unprecedented rate, adding around 6 million new entrants every month. The industry consensus is that growth is at an inflection point. In India, cash on delivery is the most preferred payment method, accumulating 75% of the e-retail activities. Demand for international consumer products (including long-tail items) is growing much faster than in-country supply from authorized distributors and e-commerce offerings.

According to study done by Indian Institute of e-Commerce, by 2021 India is expected to generate \$100 billion online retail revenue out of which \$35 billion will be through fashion e-commerce. Online apparel sales are set to grow four times in coming years.

As of 2018, the largest e-commerce companies in India are

Amazon India: World leader e-commerce company Amazon has emerged as the topmost e-commerce in India as well, in last few years. With a wide range of products Amazon has also started focusing on their delivery service by providing delivery within one day to their customers. To counter its competitors, more than 8500 crores have been invested by Amazon global in Amazon India.

Flipkart: Founded in 2007 by Sachin Bansal and Binny Bansal, Flipkart is one of the best e-commerce companies in India. It has set a perfect example for all start up aspirants by growing a thousand times over a decade. Flipkart provides all kind of products, from products of basic-needs to stylish and luxurious products that are feasible. The market value of Flipkart is US \$15 billion presently.

Walmart, one of the biggest retail corporations in the world, has bought a major share of Flipkart, the Indian e-commerce giant. The deal is an official one and Walmart is paying about \$16 billion for the 77% share that it is buying. The remaining share is retained by some of the old stakeholders including Binny Bansal, co-founder of Flipkart.

Snapdeal: Started in 2010 by two graduates Kunal Bahl and Rohit Bansal, Snapdeal ranks third in the top ten lists of e-commerce companies. Headquartered in New Delhi, Snapdeal provides a wide variety in its products along with attractive daily local deals such as on restaurants, spas, travelling apps etc.

Paytm: As the acronym suggests ‘payment through mobile’, it enables you to make payments online through its e-wallet. This Delhi based e-commerce brand was commenced in 2010 but it witnessed boom in the year 2016. Because of Demonetization and government’s support for Digital India, in last two years it has achieved more than 300% year-on-year growth.

Jabong: Launched in the year 2012, this e-commerce major basically deals in fashion products. It provides a range of around 300 brands for kids, men and women by keeping in mind about today’s trend.

EBay: Basically an American MNC, eBay is also one of the prominent e-commerce companies in the world. It has diversity of products and one of the add-on features is that it lets you to sell or buy your used or second-hand product on biddable rates.

Shopclues: Rendering exciting and jaw-dropping deals every day, this e-commerce company was commenced by Sandeep and Radhika Agarwal. Delivering products to over 3000 pin codes, Shopclues has associated more than 5 lakh sellers with itself.

MakeMyTrip: Headquartered in Gurgaon, MakeMytrip is basically a travelling site which sells bus, train, and air tickets, holiday packages along with great deals and exciting offers.

Homeshop18: Having launched India's first 24-hour Home shopping TV channel, this e-commerce major provides you a wide variety of home appliances along with gazettes like cameras, mobiles, laptops and much more.

Bookmyshow: The first website that comes to our mind while booking movie tickets online is BookMyShow. Headquartered in Mumbai, Bookmyshow is the leading portal in booking tickets for entertainment purposes like movies, plays, sports events etc.

Zomato: This is a platform which lets you order food online; the partner restaurant will deliver the ordered food at your doorstep. Zomato is growing rapidly since it has also launched gold membership in India that means it has tied up with premier restaurants of Delhi, Bangalore and Mumbai.

Digital India is a campaign launched by the Government of India to ensure the Government services are made available to citizens electronically by improved online infrastructure and by increasing Internet connectivity or by making the country digitally empowered in the field of technology. The initiative includes plans to connect rural areas with high-speed internet networks. Digital India consists of three core components,

- (a) Development of secure and stable digital infrastructure,
- (b) Delivering government services digitally, and
- (c) Universal digital literacy.

Highlighting the above paragraph, digital India helps even the rural people are nowadays the consumer of online shopping with the help of a good stable digital infrastructure. Every aspect of online shopping is digital, meaning that is electronic information that is

transmitted on a computer or similar device, though naturally it can tie in with traditional offline advertising and sales tool.

Definition of internet marketing:

Internet marketing, or online marketing, refers to advertising and marketing efforts that use the Web and email to drive direct sales via electronic commerce, in addition to sales leads from websites or emails. Digital marketing is a form of direct marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile communications etcetera (Kotler and Armstrong, 2009). It facilitates many-to-many communications due to its high level of connectivity and is usually executed to promote products or services in a timely, relevant, personal and cost-effective manner (Bains et al., 2011).

Internet is used as a communication channel as a part of direct marketing. It has had a large impact on marketing since it was invented and realized to be an effective marketing tool. It has helped the companies to be able to target their potential customers more personally and knowing more about them has helped in knowing how to approach different customers to get to their needs. Nowadays the concept of internet marketing has extended and opened more opportunities to companies in their marketing. The basics of marketing mix are still applicable and internet offers new opportunities to adapt them.

Product:

The internet leads to faster discovery of customer needs, greater customization of the products to the customer needs, faster product testing, and shorter product life cycles. Providing complete and relevant product information is crucial in order for the customers to get a realistic picture of the product and to make the product offered more attractive.

Price:

Price is the most flexible element since it can be adapted quickly to the market's demand. The price on the internet has become very competitive. There are two reasons for that: one is price transparency on the internet as it is much quicker and easier to compare prices by visiting company's websites or by using price comparison sites. The other reason is the ability to reduce costs such as store space and employee costs. The online payment that uses mostly debit cards is seen as an efficient, convenient and flexible payment method for both companies and customers.

Place:

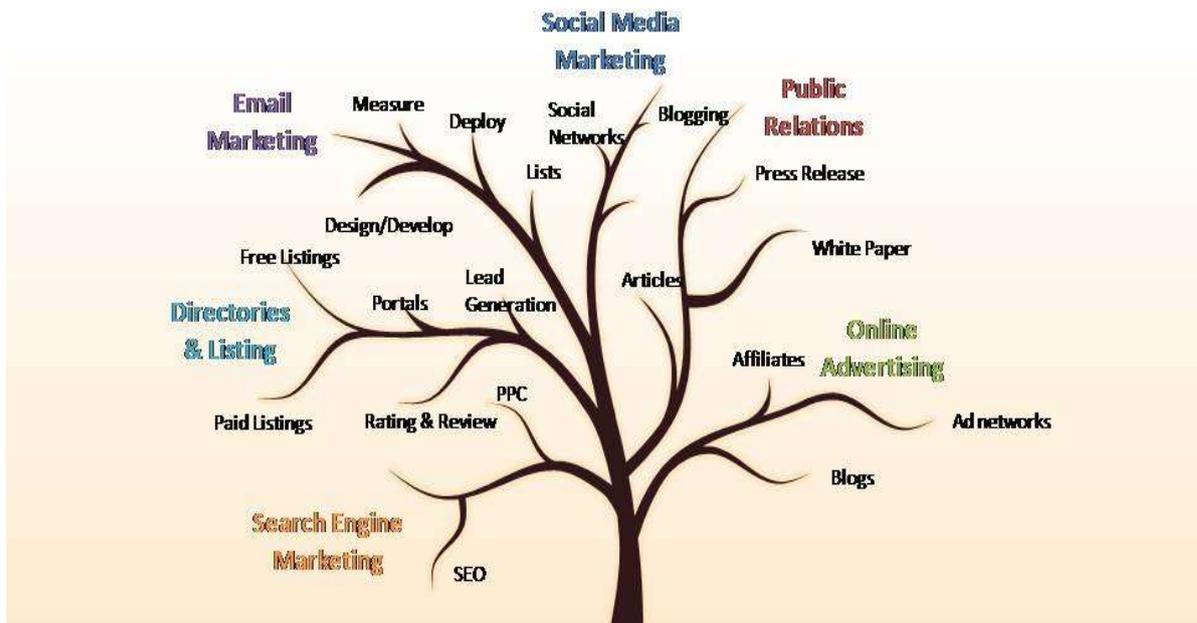
The place element of the marketing mix traditionally refers to where the product is distributed to customers. Allen and Fjermestad argue that the internet has the greatest implications for place in the marketing mix because it has a large market place. Companies can gain advantage of the low cost of advertising internationally without the necessity of a supporting sales infrastructure in different countries.

Promotion:

The promotion element of the marketing mix refers to how marketing communications are used to inform customers about an organization and its products. By using promotional tools on the internet such as online offers, frequently updated information and direct e-mail reminders, companies can encourage customers to visit their sites.

Internet marketing Tree:

Internet Marketing Tree



Source: <https://www.powerslides.com/powerpoint-marketing/online-marketing-templates/internet-marketing-tree/>

The above chart clearly depicts the branches of internet marketing are in practice. The famous marketing strategy followed by the organization are such that search engine marketing, Directories & Listing, Email marketing, social media marketing, Public relations and Online advertising. In the recent years many surveys has concluded that Social media marketing plays a vital role in the market area.

Merits of online shopping:

Due to rapid growth of technology in the recent years, business organizations have switched over from the traditional method of selling the products to electronic method of

selling products which paves the growth of many online stores. Business organizations use internet as a main vehicle to conduct commercial transactions in the online platform. The online shopping merits are listed below

Saves time and efforts, Convenience of shopping at home, Wide variety / range of products are available, good discounts / lower prices, Get detailed information of the product, we can compare various models / brands, No pressure shopping, Online shopping saves time, Comparisons, Availability of online shop, Online tracking, Online shopping saves money

Source: I-Cube 2006, a syndicated product of IMRB International.

Problems faced by online consumers:

Although online consumers enjoy many benefits they are also prey for the online fraud in certain circumstances. The main disadvantage of online shopping is physical verification regarding the quality of the product is not available and cannot receive the product immediately. Buyers had to wait until the product arrives. Sometimes it is better to have an item instantly than keep waiting for it for many days.

A recent study done by BrightLocal (<http://selnd.com/1xzy0Xb>) states that 88% of U.S. consumers read online reviews "to determine whether a local business is a good business" at least occasionally—39% do so regularly. Also, 72% say positive reviews lead them to trust a business more, while 88% say that in "the right circumstances", they trust online reviews as much as personal recommendations. While scammers are increasingly taking advantage of the power of social media to conduct criminal activity, astute risk managers and their insurance companies are also finding ways to leverage social media information as a tool to combat insurance fraud. For example, an injured worker was out of work on a worker's compensation claim but could not resist playing a contact sport on a local semi-professional sports team. Through social media and internet searches, investigators

discovered that the worker was listed on the team roster and was playing very well.

Source: Wikipedia

Objectives of the study:

To study the relationship between consumer attitude and online shopping intention

To determine the relationship between the demographic variables and factors of consumer attitude

To identify the factor influencing consumers attitude towards online shopping

To find the relationship between the factors of convenience and security

Scope of the study:

To determine which factor influences the consumer to go for online shopping

To find out which feature of the websites attracts the user to purchase the product from online shopping website

To find out whether online shopping is beneficial for the user

To analyze which factors influence the user to buy online

Limitations of the study:

The sample size is limited to 250

The survey is conducted only in selected areas in Coimbatore city

The study largely is based on the perception of the respondents

The data was collected through structured questionnaire and analyzed based on the information given by the respondents

Review of Literature:

In this Research study the attempt has been made by the researcher to identify the previous literature pertaining to the topic to draw a deeper insight into the concept. The study of previous related literature pertaining to consumer's attitude towards online shopping behaviour would immense help the researcher in understanding the contributions made by others and in creating a link to the chosen topic by the researcher. This has helped the researcher to identify the contributions and the research gap which facilitated in designing the framework of the study and in the formulation of the questionnaire for data collection and conducting the research.

Dr.V Vijayalakshmi & Dr.R.Lakshmi (2018)¹ Mostly youngsters and youth generation (19-30 age group) are very much interested in online buying because they know about technology and e- shopping.

As per an ASSOCHAM-Resurgent joint study,(2018)² online shopping is expected to clock annualised growth of 115 percent this year, aided by fast-increasing data consumption and improvement in logistics, along with a number of offers presented by e-commerce platforms.

Jarvenpaa journal of Electronic Commerce Research, VOL.6, NO.2, (2015)³ it is an earlystage in internet development in terms of building an appropriate dedicated model of consumer buying behavior.

(Ahmed, 2012)⁴ Concerns of price, quality, durability and other product-related aspects are the main drivers of buying decision in developed countries but the considerations could be vary from the developing countries

(Sylke et al., 2004)⁵ The growth rate of electronic commerce in India, however, has yet been much below anticipation; its proportion of total retail business is still small due to its certain limitations .

(Garbarino & Strahilevitz, 2004; Korgaonkar & Wolin, 1999; Van Slyke et al., 2002)⁶ previous researches suggested that men are more likely to purchase products and/or services from the Internet than women.

Na Li & Ping Zhang (2002)⁷ found that men are more adopting in online shopping, Female shoppers are found to prefer using catalogs to shop at home. It is found once female showed preference in online shopping, they will shop more frequently online than their male counterparts.

Zhang, Dran, Small, and Barcellous (1998)⁸, indicated that website design features of the website are important and influencing factors that leads consumer's satisfaction and dissatisfaction with a specific website.

Research Methodology:

Both Primary data and Secondary data are used in this research study

Research Instrument:

The structure build questionnaire is used as the research instrument for the study.

- Liker 5point scale (very satisfied, satisfied, neutral, dissatisfied and very dissatisfied)

Convenience sampling method:

The researcher used convenience sampling method for data collection. The samples were collected among various areas in and around Coimbatore.

Statistical tools used for data analysis:

- ✓ Percentage analysis
- ✓ Reliability analysis
- ✓ Analysis of Variance
- ✓ Chi square

Percentage method:

Table showing the respondents on respondents on the basis of gender

Gender	Frequency	Percent
Female	116	46.4
Male	134	53.6
Total	250	100

CHART: Showing respondents on the basis of gender

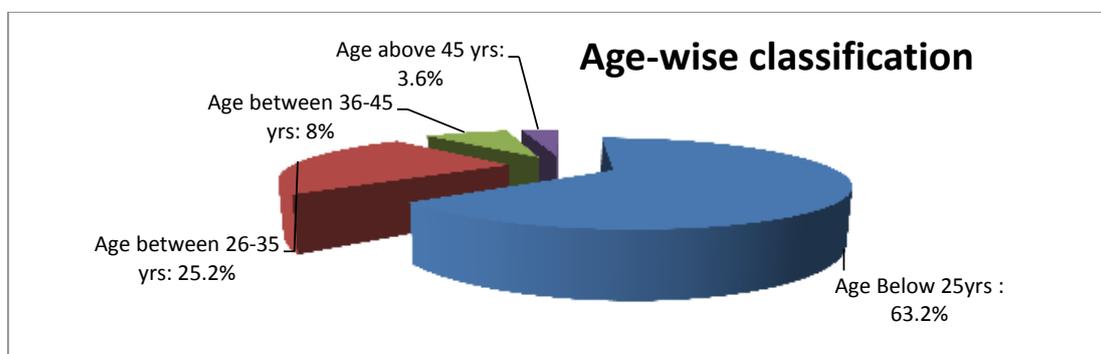


The above pie chart shows that the male respondents are more 53.6% while comparing to the female respondents 46.4%.

Table showing the respondents on respondents on the basis of age:

Age	Frequency	Percent
Below 25	158	63.2
26-35	63	25.2
36-45	20	8
Above-45	9	3.6
Total	250	100

CHART: showing respondents on the basis of age

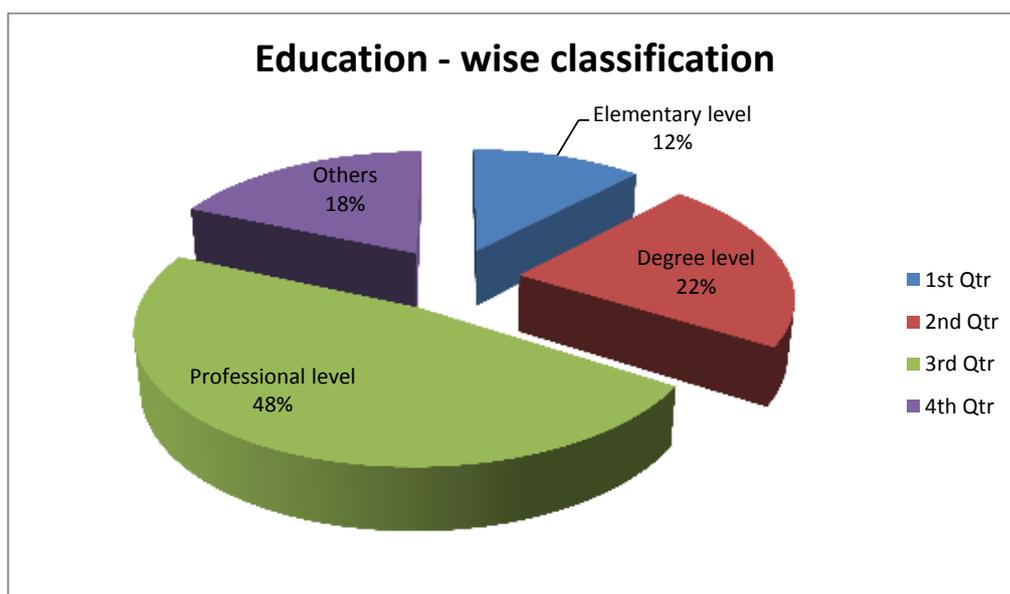


The above pie chart shows that the 63.2% of respondents are age below 25yrs, 25.2% of respondents are from 26-35 yrs, and 8% of the respondents are from 36-45 yrs and 3.6% of the respondents from above 45yrs.

Table showing the respondents on the basis of Educational Qualification:

Educational qualification	Frequency	Percent
Elementary level	30	12
Degree level	55	22
Professional	119	47.6
Others	46	18.4
Total	250	100.0

CHART: showing respondents on the basis of Educational Level:

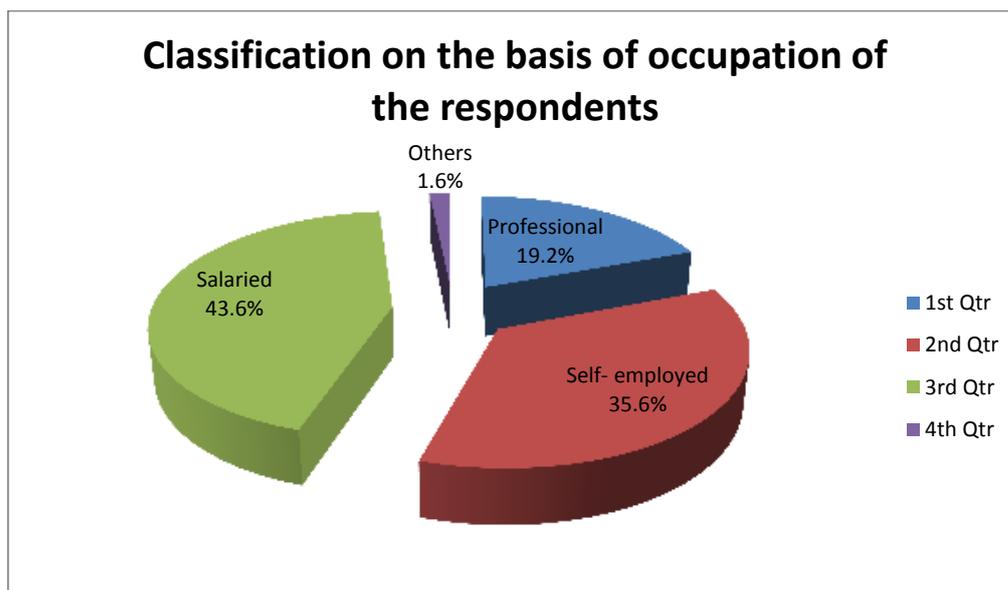


The maximum numbers of respondents were professional which were 48% of total sample, this was followed by degree by 22%, others by 18% and elementary level 12% are using online shopping.

Table showing the respondents on the basis of Occupation:

Occupation	Frequency	Percent
Professional	48	19.2
Self employed	89	35.6
Salaried	109	43.6
Others	4	1.6
Total	250	100.0

Chart showing respondents on the basis of occupation:

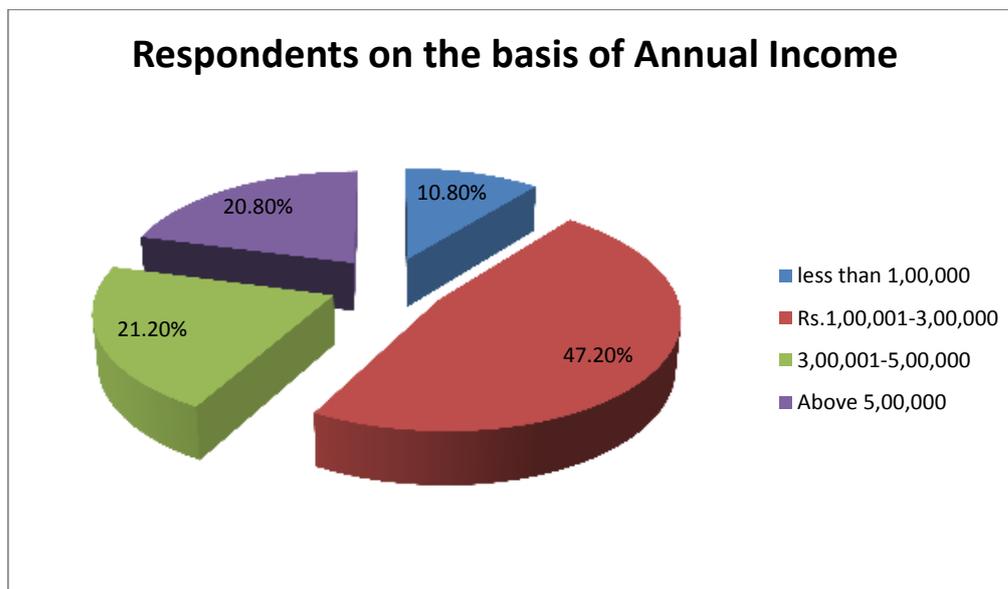


The maximum numbers of respondents was salaried persons which were 43.6% of total sample, followed by self employed by 35.6%, professional by 19.2% and others by 1.6% are using online shopping.

Table showing the respondents on the basis of Annual Income:

Annual income	Frequency	Percent
Less than 100000	27	10.8
100001-300000	118	47.2
300001-500000	53	21.2
Above 500000	52	20.8
Total	250	100.0

Chart showing the respondents on the basis of Annual income:



The maximum numbers of respondents were Rs. 1,00,001- 3,00,000 of monthly income persons which were 47.2% followed by the income level 3,00,001-500000 which were

21.2% followed by above 500000 which were 20.8%, followed by less than 1,00,000 which were 10.8%.

Table showing the respondents on the basis of Prefer to Purchase:

Prefer to Purchase	Frequency	Percent
BRAND	59	23.6
PRICE	65	26
QUALITY	76	30.4
DESIGN	31	12.4
SERVICE	19	7.60
Total	250	100.0

Chart showing the respondents on the basis of Prefer to Purchase:

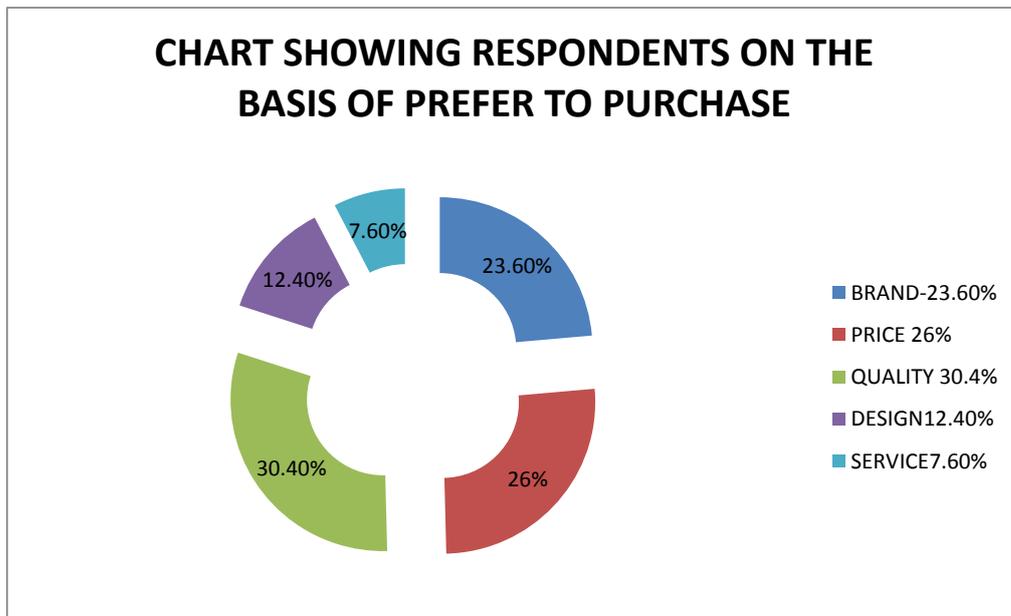
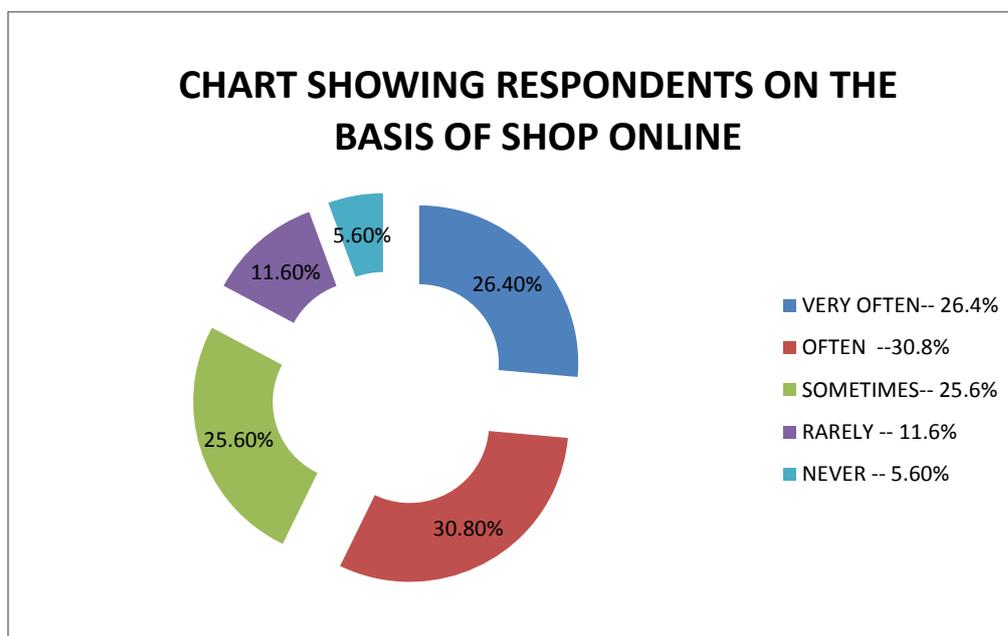


Table showing the respondents on the basis of shop online:

SHOP ONLINE	FREQUENCY	PERCENT
VERY OFTEN	66	26.4
OFTEN	77	30.8
SOMETIMES	64	25.6
RARELY	29	11.6
NEVER	14	5.6
Total	250	100.0

Chart showing the respondents on the basis of shop online:



People shop online often were 30.8%, very often with 26.4%, sometimes with 25.6%, rarely were 11.6% and never were 5.6% using online shopping for the purchasing.

Reliability Analysis:

Table showing the reliability analysis

Reliability Statistics	
Cronbach’s Alpha	Number of items
0.879	11

From the above table researcher investigate the research work by using SPSS from that researcher find out reliability test for all the factors used for the research study and the result was found on the basis of number of items contains in factors for consumer attitudes towards online shopping average of 11 items is 0.879. There is a higher reliability in this test.

ANOVA METHOD:

ANOVA TABLE SHOWING THE COMPARISON BETWEEN THE AGE AND CONSUMER ATTITUDE FACTORS:

Hypothesis:

HO 1a: There is no significant relationship between age and consumer attitude factors.

HI 1a: There is significant relationship between age and consumer attitude factors.

Factor and age	Sum of Squares	df	Mean square	F	Sig
Between Groups	0.723	3	0.241	0.841	0.474
Convenience Within Groups	70.618	246	0.287		
Total	71.341	249			
Between Groups	2.124	3	0.708	0.979	0.404

Website Design	Within Groups	177.851	246	0.723		
Total		179.975	249			
Between Groups		0.458	3	0.153	0.441	0.726
Security	Within Groups	85.480	246	0.347		
Total		85.938	249			

From the above table HO-Accepted H1-Rejected--

--The Anova table value between age and consumer attitude factors is P value is 0.473, 0.403, and 0.725 which is not significant at 5% level. Thus there is no significant relationship between age and consumer attitude factors.

ANOVA TABLE SHOWING THE COMPARISON BETWEEN THE EDUCATIONAL QUALIFICATION AND CONSUMER ATTITUDE FACTORS:

Hypothesis:

HO 1b: There is no significant relationship between educational qualification and consumer attitude factors.

HI 1b: There is significant relationship between educational qualification and consumer attitude factors.

Factor and age	Sum of Squares	df	Mean square	F	Sig
Between Groups	1.126	3	0.375	1.315	0.270
Convenience	Within Groups	70.215	246	0.285	
Total		71.341	249		

Between Groups		2.447	3	0.816	1.130	0.337
Website Design	Within Groups	177.528	246	0.722		
Total		179.975	249			
Between Groups		2.674	3	0.891	2.634	0.050
Security	Within Groups	83.264	246	0.338		
	Total	85.938	249			

From the above table H0-Rejected H1-Accepted for security—

HO- Accepted H1-Rejected for Convenience and web design

--The Anova table value between educational qualification and consumer attitude factors is P value is 0.050, which is significant at 5% level. Thus there is significant relationship between educational qualification and consumer attitude factors of security.

From the above Anova table value between educational qualification and consumer attitude factors is P value is 0.270 and 0.337, which is not significant at 5% level. Thus there is no significant relationship between educational qualification and consumer attitude factors of convenience and website design.

ANOVA TABLE SHOWING THE COMPARISON BETWEEN THE ANNUAL INCOME AND CONSUMER ATTITUDE FACTORS:

Hypothesis:

HO 1a: There is no significant relationship between annual income and consumer attitude factors.

HI 1a: There is significant relationship between annual income and consumer attitude factors.

Factor and age	Sum of Squares	df	Mean square	F	Sig
Between Groups	0.330	3	0.110	0.381	0.767
Convenience Within Groups	71.011	246	0.289		
Total	71.341	249			
Between Groups	1.513	3	0.504	0.695	0.556
Website Design Within Groups	178.462	246	0.725		
Total	179.975	249			
Between Groups	1.4555	3	0.485	1.412	0.240
Security Within Groups	84.484	246	0.343		
Total	85.938	249			

From the above table HO-Accepted H1-Rejected--

--The Anova table value between annual income and consumer attitude factors is P value is 0.767, 0.556, and 0.240 which is not significant at 5% level. Thus there is no significant relationship between annual income and consumer attitude factors.

ANOVA TABLE SHOWING THE COMPARISON BETWEEN THE OCCUPATION AND CONSUMER ATTITUDE FACTORS:

Hypothesis:

HO 1a: There is no significant relationship between occupation and consumer attitude factors.

HI 1a: There is significant relationship between occupation and consumer attitude factors.

Factor and age	Sum of Squares	df	Mean square	F	Sig
Between Groups	2.133	5	0.427	1.504	0.189
Convenience Within Groups	69.208	244	0.284		
Total	71.341	249			
Between Groups	4.443	5	0.889	1.235	0.293
Website Design Within Groups	175.532	244	0.719		
Total	179.975	249			
Between Groups	1.871	5	0.374	1.086	0.369
Security Within Groups	84.068	244	0.345		
Total	85.938	249			

From the above table HO-Accepted H1-Rejected--

The Anova table value between occupation and consumer attitude factors P value is 0.189, 0.293, and 0.369 which is not significant at 5% level. Thus there is no significant relationship between monthly income and consumer attitude factors.

CHI SQUARE TEST:

Table showing that the gender and shop online:

HYPOTHESIS:

HO 2a: There is no significant association between gender and shop online.

HI 2a: There is significant association between gender and shop online.

Cross tabulation:

Gender	SHOP ONLINE					Total
	Very often	Often	Sometimes	Rarely	Never	
MALE	34	46	32	13	9	134
FEMALE	32	31	32	16	5	116
Total	66	77	64	29	14	250

CHI SQUARE TESTS:

	Value	df	Asymp. Sig.(2-sided)
Pearson Chi-Square	3.156 ^a	4	0.532
Likelihood Ratio	3.174	4	0.529
Linear-by-Linear Association	.028	1	.867
N of valid cases	250		

A.0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.50.

$P=0.532 > 0.05$

H0-Accepted, H1-Rejected

The Chi Square value between gender and shop online factor is 3.156^a and P value is 0.532 which is not significant at 5% level. Thus there is no association between gender and shop online factor.

Table showing that the Occupation and Prefer to Purchase**HYPOTHESIS:**

HO 2b: There is no significant association between occupation and prefer to purchase

H1 2b: There is significant association between occupation and prefer to purchase

Cross tabulation:

OCCUPATION	PREFER TO PURCHASE					
	BRAND	PRICE	QUALITY	DESIGN	SERVICES	Total
PROFESSIONAL	10	10	20	7	1	48
SELF EMPLOYED	22	21	29	9	8	89
SALARIED	27	32	25	15	10	109
OTHERS	0	2	2	0	0	4
Total	59	65	76	31	19	250

CHI SQUARE TESTS:

	Value	df	Asymp. Sig.(2-sided)
Pearson Chi-Square	26.469 ^a	16	0.048
Likelihood Ratio	30.906	16	0.014
Linear-by-Linear Association	10.832	1	0.001
N of valid cases	250		

A.10cells (40.0%) have expected count less than 5.The minimum expected count is 0.12

$P=0.048 < 0.05$

H0-Rejected, H1-Accepted The Chi Square value between occupation and prefer to purchase factor is 26.469^a and P value is 0.048 which is significant at 5% level. Thus there is no association between occupation and prefer to purchase factor.

Findings, Suggestions, Conclusion and Future Scope:**Percentage Analysis:**

1. The Majority (53.6%) of the respondents are male.
2. The Majority (63.2%) of respondents are belongs to the age group below 25yrs.
3. The Majority (48%) of total respondent's educational qualification are from Professional.
4. The Majority (43.6%) of the respondent's occupation status are salaried people.
5. The Majority (47.2%) of the respondents earn an annual income between Rs.1, 00,001-3, 00,000.

ANOVA ANALYSIS:

1. The Anova table value between age and consumer attitude factors is P value is 0.473, 0.403, and 0.725 which is not significant at 5% level. Thus there is no significant relationship between age and consumer attitude factors
2. The Anova table value between educational qualification and consumer attitude factors is P value is 0.050, which is significant at 5% level. Thus there is significant relationship between educational qualification and consumer attitude factors of security.
3. The Anova table value between educational qualification and consumer attitude factors is P value is 0.270 and 0.337, which is not significant at 5% level. Thus there is no significant relationship between educational qualification and consumer attitude factors of convenience and website design.
4. The Anova table value between annual income and consumer attitude factors is P value is 0.767, 0.556, and 0.240 which is not significant at 5% level. Thus there is no significant relationship between annual income and consumer attitude factors.
5. The Anova table value between occupation and consumer attitude factors P value is 0.189, 0.293, and 0.369 which is not significant at 5% level. Thus there is no significant relationship between monthly income and consumer attitude factors.

CHISQUARE ANALYSIS:

1. The Chi Square value between gender and shop online factor is 3.156^a and P value is 0.532 which is not significant at 5% level. Thus there is no association between gender and shop online factor.

2. The Chi Square value between occupation and prefer to purchase factor is 26.469^a and P value is 0.048 which is significant at 5% level. Thus there is no association between occupation and prefer to purchase factor.

SUGGESTIONS OF THE STUDY:

The company can create a strategy to advertise their products focusing on women consumers.

The company has to keep an eye on the consumers who are above the age of 25 years by introducing various products through online marketing especially food items for the senior citizens like Swiggy and Zomato.

According to this research study many consumers are from salaried category so the company can have good marketing strategy which provides the super service to attract all types of customers.

Quality of the product and website design creates a positive impact on online shopping. So the manufacturer and the seller should concentrate more on the designing part of the websites.

CONCLUSION:

The online shopping is becoming more popular day by day with the increase in the usage of internet. Understanding customer's needs and desires for online buying, the selling has become challenging task for marketers. Specially understanding the consumer's attitudes

towards online shopping, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive advantage over the others. Therefore our study has focused mainly on these research questions.

- 1) The classification of online shoppers in terms of demography.
- 2) The factors which influence consumers to shop online and to see what factors are most attractive for online shoppers.

We foresee that our findings will give a clear and wide picture to online retailers and will help them understand the specific factors that influence consumers to shop online, so they can build up their strategies to cater the need of online shoppers.

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