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Academic Integrity

Online Purchase Behaviour of Individuals (With Special Reference to Coimbatore City)

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I. INTRODUCTION

IT has been more than a decade since e-commerce first evolved. Researchers and practitioners in the electronic commerce constantly strive to obtain a better insight in consumer behaviour in cyberspace. With the development of the retail E-commerce, researchers continue to explain E-attitude of consumers of different perspectives. E-commerce is the buying and selling of the goods and services online; internet is the best source to use this tool. Today the amount of trade that is conducted electronically using e-commerce has increased with a wide spread usage of internet and technology. The invention of the internet has created a new pattern of the traditional way people shop. The Internet is relatively new medium for the communication and the exchange of information which has become present in our daily lives. The number of Internet users is constantly increasing, which is also significance that online purchasing is increasing rapidly.

II. ONLINE SHOPPING

Online shopping or online retailing 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. Alternative names are: e-shop, e-store, Internet shop, web-shop, web-store, online store, and virtual store. An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping centre; the process is called business-to-consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping. The largest of these online retailing corporations are e-Bay and Amazon.com, both based in the United States.

III. STATEMENT OF THE PROBLEM

Due to the rapid development of technologies surrounding the internet, companies which are interested to sell their products through their websites even though buyers and sellers can be thousands of miles apart, may belong to different parts of the world. Since internet is the fast developing medium, the customers and the online retailers has to understand the importance of analyzing and identifying the factors influencing the customers when they decide to purchase on the internet is vital because the new virtual market will bring significant difference to the customers. From this background the researchers work is primarily to identify and get insight on the factors that affects online customers while purchasing products and services through online.

IV. OBJECTIVES OF THE STUDY

- To study the internet accessing behavior and awareness about online shopping.
- To assess the factors influencing the consumer's online shopping behavior.
- To analyze the consumers level of satisfaction towards online shopping.
- To study the problems faced by the consumers towards online shopping.

V. RESEARCH METHODOLOGY

- Area of Study - Coimbatore city
- Sources of Data - Primary data
- Sampling technique - Convenience sampling technique
- Sample size - 226 Respondents