

A STUDY ON CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING IN COIMBATORE DISTRICT

S. ARUNA¹ & A. JOHN WILLIAM²

¹Research Scholar, Karpagam College of Engineering,
Coimbatore, Tamil Nadu, India

²Assistant Professor, Department of Management Studies, Karpagam College of Engineering,
Coimbatore, Tamil Nadu, India

ABSTRACT

This study aims to analyze the shopping behavior of online shoppers. Consumer's shopping behavior in respect of online shopping was studied to analyze the factors influencing further. The data was collected through questionnaire. The results of study reveal that online shopping in India is significantly affected by various demographic factors like age, gender, education and income. Further the outcomes of the study suggest that assessment of consumer's shopping behavior can contribute to a better understanding of consumer shopping behavior in respect of Online shopping. The research plans to adopt a survey method using simple random sampling and the hypotheses will be tested using Chi square test

KEYWORDS: Online Shopping, Shopping Behavior, Consumer, Consumer Attitude Etc