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# **A Study on Consumer Preference towards Online Shopping in Coimbatore City**

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**ABSTRACT:** The rise of the internet and technological advancements has transformed consumer behavior, especially in retail, with a growing preference for online shopping due to its convenience and variety. This shift is notable in Coimbatore, Tamil Nadu, where increased digital access and smartphone use have boosted e-commerce adoption. Understanding consumer preferences in this region is crucial for businesses to adapt effectively. This study analyzes key factors like age, income, and education to identify shopping trends and help e-commerce platforms enhance customer satisfaction. This study conducted at Coimbatore district to know the consumer preference towards online shopping. This study has been taken period of 4 months from December to March 2025. Primary data have been collected with the help of structured questionnaire to fulfill the objectives of this study. Stratified Random Sampling technique was used to collect data from the respondents. The sample size chosen for this study is 124.

**KEYWORDS:** Online shopping, Consumer preference, Customer satisfaction.

## **I. INTRODUCTION**

The rapid advancement of technology and widespread internet accessibility have significantly influenced consumer purchasing behavior, leading to a surge in online shopping across the globe. In India, this trend has been fueled by the increasing use of smartphones, affordable data plans, and the rise of user-friendly online shopping platforms. Coimbatore, a major industrial and commercial city in Tamil Nadu, has witnessed a remarkable growth in digital literacy and internet penetration, contributing to a shift in consumer preferences from traditional retail to online shopping. Popular e-commerce applications such as Amazon, Flipkart, Myntra, Meesho, and Ajio have gained significant traction among consumers in Coimbatore due to their convenience, wide product range, competitive pricing, and secure payment options. This study aims to explore the factors influencing consumer preference towards online shopping in Coimbatore, with a focus on how demographics such as age, income, and education level shape consumer behavior. Understanding these patterns will help businesses and e-commerce platforms enhance their strategies to meet the evolving needs of the local market.

## **STATEMENT OF THE PROBLEM**

With the rapid rise of e-commerce, online shopping has become a key aspect of consumer behavior, reshaping the retail landscape across India, including cities like Coimbatore. Despite its growing popularity, there is a lack of in-depth understanding of the specific preferences, motivations, and challenges that drive consumer choices in smaller urban centers like Coimbatore, which has a unique demographic, economic, and cultural profile. Consumer behavior in this city varies based on factors such as age, income, education, and access to technology, all of which influence online shopping decisions. This study seeks to address the gap by analyzing the factors that shape consumer preferences towards online shopping in Coimbatore, aiming to provide insights that can help e-commerce platforms and retailers enhance their strategies and better meet the expectations of diverse local consumer segments.

## **OBJECTIVE OF THE STUDY**

- To identify the factors influencing consumer preference towards online shopping.
- To evaluate the most preferred online shopping platforms.
- To assess consumer preferences for different product categories .

- To identify challenges faced by online shoppers.

### NEED OF THE STUDY

In recent years, online shopping has witnessed rapid growth due to technological advancements, the internet's widespread availability, and the convenience it offers. With the global shift towards digital platforms for purchasing goods and services, it has become essential to understand the factors driving this change, especially in specific geographical areas such as Coimbatore city.

### LIMITATIONS OF THE STUDY

1. The study is limited to Coimbatore City, making the results specific to this region and not generalizable to other cities or rural areas.
2. Online surveys may exclude individuals who lack internet access or digital literacy, leading to potential sampling bias.
3. Rapid changes in online shopping platforms and consumer behavior may reduce the long-term relevance of the study's findings.
4. Self-reported data from surveys or interviews may be affected by recall errors or misinterpretation of questions, impacting data accuracy.
5. The study may overlook emotional factors like trust and brand loyalty, and underrepresent consumers without access to modern devices or high-speed internet.

## II. REVIEW OF LITERATURE

- 1) **Roy & Goswami (2021)** , a major driver of online shopping in Coimbatore is the attractiveness of discounts and deals offered by e-commerce platforms. Their study found that online shoppers in Coimbatore are highly price-sensitive, often choosing to shop based on the availability of attractive discounts, especially during festive seasons.
- 2) **Bhattacharya (2021)**, compared online shopping preferences across different Indian cities and found that Coimbatore's preferences aligned closely with other Tier-II cities, with a higher emphasis on product affordability and ease of delivery. However, unlike metro cities, Coimbatore consumers were less inclined to purchase luxury items online and preferred traditional retail stores for such items.
- 3) **Thakur & Kaur (2021)** ,explored the factors influencing online shopping loyalty among consumers in India. They found that personalized experiences, fast customer service, and quality of the product were key determinants of loyalty. In Coimbatore, the study suggested that consumers who felt valued and received tailored services (like recommendations based on their previous purchases) showed higher loyalty towards platforms such as Amazon and Flipkart.
- 4) **Murugan & Priya (2020)** ,examined the rising trend of e-commerce adoption in Coimbatore, noting that with increased internet penetration and smartphone usage, online shopping has become an integral part of urban shopping behavior. The study highlighted that younger consumers, particularly those in the 18–35 age group, are leading the shift to e-commerce in Coimbatore.
- 5) **Sharma & Mittal (2020)**,explored the convenience aspect of online shopping, where they concluded that consumers in Coimbatore highly value the ability to shop from home, save time, and enjoy the flexibility of 24/7 shopping hours. This convenience factor outweighs the disadvantages posed by delivery delays or the inability to physically examine products.

**TABLE 1**  
**AGE-WISE ANALYSIS OF THE RESPONDENT**

Socio-Economic Condition	No. of Respondents	Percentage
Under 18 years	4	3.2%
18 – 25	98	79%
25 – 35	20	16.1%



More than 35	2	1.6%
Female	91	73.4%
Male	33	26.6%
Student	69	55.6%
Employed	45	36.3%
Business owner	8	6.5%
Homemaker	2	1.6%

Source: Primary Data

#### INTERPRETATION

The above table shows that 79 % of the online users in Coimbatore were between '18 – 25' years of age. About 16.1% of the online users in Coimbatore were between '25 – 35' years of age, 3.2% of online users in Coimbatore were between 'Under 18 ' years of age and 1.6% of online users in Coimbatore were between 'Above than 35 ' years of age. The above table shows that significant part of the respondents 73.4% was 'Male' and 26.6% was 'Female'. The above table shows that 55.6 % of the online users in Coimbatore were Student. About 36.3% of the online users in Coimbatore were Employed, 6.5% of online users in Coimbatore were Business owner and 1.6% of online users in Coimbatore were Homemaker.

**TABLE 2**  
**PRODUCTS USUALLY PURCHASED IN ONLINE**

PRODUCTS	NO.OF RESPONDENT	PERCENTAGE
Clothing and accessories	56	45.2%
Electronics	35	28.2%
Groceries	19	15.3%
Books and stationery	6	4.8%
Health and beauty products	6	4.8%
Home appliances	2	1.6%
<b>Total</b>	<b>124</b>	<b>100</b>

Source: Primary Data

#### INTERPRETATION

The above table shows that 45.2 % of the online users in Coimbatore were usually purchased Clothing and accessories in online shopping . About 28.2 of the online users in Coimbatore were usually purchased Electronics in online shopping , 15.3% of the online users in Coimbatore were usually purchased Groceries in online shopping , 4.8% of the online users in Coimbatore were usually purchased Books and stationery and Healthy and beauty products in online shopping and 1.6% of the online users in Coimbatore were usually purchased Home appliances.

**TABLE 3**  
**MODE OF PAYMENT**

PRODUCTS	NO.OF RESPONDENT	PERCENTAGE
Credit/Debit card	16	12.9%
UPI	60	48.4%

Cash on Delivery	45	36.3%
EMI	3	2.4%
<b>Total</b>	<b>124</b>	<b>100</b>

Source: Primary Data

#### INTERPRETATION

The above table shows that 48.4 % of the online users in Coimbatore were preferred UPI mode of payment to purchase products. About 36.3% of the online users in Coimbatore were preferred Cash on Delivery mode to purchase products , 12.9% of the online users in Coimbatore were preferred Credit/Debit card mode to purchase products and 2.4% of the online users in Coimbatore were preferred EMI mode of payment to purchase products.

**TABLE 4**  
**MOTIVATES TO SHOP ONLINE**

MOTIVATION	NO.OF RESPONDENT	PERCENTAGE
Convenience	25	20.2%
Discounts and offers	58	46.8%
Availability of products	27	21.8%
Time saving	14	11.3%
<b>Total</b>	<b>124</b>	<b>100</b>

Source: Primary Data

#### INTERPRETATION

The above table shows that 46.8% of the online users in Coimbatore were motivated by Discounts and offers to shop online . About 21.8% of the online users in Coimbatore were motivated by the Availability of products to shop online, 20.2% of the online users in Coimbatore were motivated by the Convenience to shop online and 11.3% of the online users in Coimbatore were motivated by the Time saving to shop online.

**TABLE 5**  
**PREFERRED DELIVERY OPTION**

PREFERRED DELIVERY OPTION	NO.OF RESPONDENT	PERCENTAGE
Standard Delivery	38	30.6%
Express Delivery	45	36.3%
Free Delivery	40	32.3%
Click and collect	1	0.8%
<b>Total</b>	<b>124</b>	<b>100</b>

Source: Primary Data

#### INTERPRETATION

The above table shows that 36.3% of the online users in Coimbatore were preferred Express Delivery . About 32.3% of the online users in Coimbatore were preferred Free Delivery, 30.6% of the online users in Coimbatore were preferred Standard Delivery and 0.8% of the online users in Coimbatore were preferred Click and collect delivery mode.

**TABLE 6**  
**MAJOR CONCERN WHILE SHOPPING**

MAJOR CONCERN	NO.OF.RESPONDENT	PERCENTAGE
Product quality	48	38.7%
Payment security	40	32.3%
Return and refund process	25	20.3%
Delivery delays	11	8.9%
<b>Total</b>	<b>124</b>	<b>100</b>

Source: Primary Data

#### INTERPRETATION

The above table shows that 38.7% of the online users in Coimbatore were majorly concerned about Product quality. About 32.3% of the online users in Coimbatore were majorly concerned about Payment security, 20.3% of the online users in Coimbatore were majorly concerned about Return and refund process and 8.9% of the online users in Coimbatore were majorly concerned about Delivery delays.

#### III. SUGGESTIONS

- The study is limited to Coimbatore City, making the results specific to this region and not generalizable to other cities or rural areas.
- Online surveys may exclude individuals who lack internet access or digital literacy, leading to potential sampling bias.
- Rapid changes in online shopping platforms and consumer behavior may reduce the long-term relevance of the study's findings.
- Self-reported data from surveys or interviews may be affected by recall errors or misinterpretation of questions, impacting data accuracy.
- The study may overlook emotional factors like trust and brand loyalty, and underrepresent consumers without access to modern devices or high-speed internet.

#### IV. CONCLUSION

In conclusion, the study on consumer preferences towards online shopping in Coimbatore reveals key insights into the evolving behaviors of online shoppers. The findings highlight a significant youth demographic, predominantly males and students, who are highly engaged in online shopping, with clothing, accessories, and discounts being major drivers.

Payment preferences lean towards UPI, and the importance of fast delivery and secure payment methods is evident. Despite the popularity of online shopping, a notable portion of consumers still value the physical store experience. Businesses targeting Coimbatore's market must focus on optimizing their digital presence with personalized marketing, seamless payment systems, fast delivery options, and trust-building measures to cater to the preferences of this growing online shopper base. By addressing these factors, e-commerce platforms can enhance customer satisfaction and drive loyalty in this dynamic market.

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