CONSUMERS PREFERENCE TOWARDS ON ONLINE SHOPPING WEBSITES IN COIMBATORE CITY: AN EMPIRICAL ANALYSIS

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ABSTRACT

One of the fastest growing areas of e-commerce is online purchasing, the internet provides a platform where sellers and buyers can come in contact for sale and purchase of goods and services. The physical goods are displayed in e-store websites and delivered directly to home. For the present study, the data was collected with the help of structured interviews schedule from 120 respondents. The study brought forward to fore that online consumers are young and educated graduates so they can easily accessing the internet at their home itself for their purchasing transactions on required time and on any month. They feel it is cheaper and simple to purchase by cash payment options. SPSS was used for data analysis. The detailed findings and implications are discussed in the paper.

KEY WORDS: Consumer behaviours, online shopping, preference, knowledge, opinion about online purchasing etc.

REFERENCES:


