

A Comparative Study on E-Commerce Portals - Buyer Behavior with Special Reference to Coimbatore City

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Abstract

The rapid growth of internet technology and digital communication has significantly transformed the traditional shopping system into online commerce platforms. E-commerce portals provide consumers with the convenience of purchasing products and services anytime and anywhere through digital devices. In recent years, consumer preference towards online shopping has increased considerably due to factors such as time-saving, wider product availability, attractive offers, doorstep delivery, and easy payment methods. This study titled “A Comparative Study on E-Commerce Portals and Buyer Behavior with Special Reference to Coimbatore City” aims to analyze and compare consumer buying behavior towards different e-commerce portals among the people of Coimbatore city.

The main objective of the study is to understand the factors influencing customer preferences while using e-commerce websites and applications. The study focuses on customer satisfaction, purchasing frequency, product quality, pricing, delivery services, payment security, promotional offers, and trust towards various online shopping platforms. The research also compares the effectiveness and popularity of major e-commerce portals among different age groups, occupations, and income categories in Coimbatore city.

Primary data for the study can be collected through questionnaires from consumers using e-commerce portals, while secondary data may be gathered from journals, websites, books, and research articles. The collected data can be analyzed using statistical tools such as percentage analysis, charts, and comparative methods to identify consumer opinions and behavioral patterns.

The study concludes that e-commerce portals play an important role in influencing modern consumer purchasing decisions. Buyer behavior is mainly affected by convenience, pricing, delivery speed, product variety, and customer reviews. The findings of the study will help e-commerce companies understand consumer expectations and improve their services effectively. The research also provides insights into the growing impact of online shopping culture in Coimbatore city.

Introduction:

In today's digital era, e-commerce has revolutionized the way consumers shop, offering unprecedented convenience, variety, and accessibility. As online retail continues to soar, understanding the intricacies of buyer behavior on e-commerce portals becomes essential for businesses aiming to thrive in this competitive landscape. While extensive research has been conducted on consumer behavior in traditional retail settings, relatively fewer studies have focused on comprehensively comparing buyer behavior across different e-commerce platforms.

This study seeks to address this gap by conducting a comparative analysis of buyer behavior on various e-commerce portals. By examining factors such as user preferences, decision-making processes, and satisfaction levels, this research aims to provide valuable insights into how consumers interact with different e-commerce platforms and the underlying factors influencing their purchasing decisions.

Literature Review:

Dr. Milind A. Marathe and Mr. Amar V. Yedake (2020), the opportunities for worldwide and local e-commerce are created to increase in the number of internet users gradually. This number is said to reach over 445 million users in 2020. The authors found that various factors like security, information availability, shipping, quality, pricing, and time are the

determinants of customer satisfaction and concluded that most of the customers are satisfied with Flipkart's service and are willing to suggest others to buy through Flipkart.

Adamczyk G., 2021, in their article entitled "Compulsive and compensative buying

among online shoppers: An empirical study", Online shopping addiction and its

compensating counterpart are explored in the present research. Empirical data collected from a sample of consumers aged 15 and above, stratified by their usage or

non-use of the e-commerce sector, provided for an estimate of this form of purchasing. Second, the findings provide light on the ways in which characteristics including online shopping frequency, online shopping expenditures relative to offline shopping, attitudes about online shopping, and socioeconomic status all play a role in this kind of purchasing

Georgie N.A., 2021, in his article entitled "The influence of selected factors on online shopping behaviour: a study with respect to Kottayam district", investigated the extent to which customer preferences have a role in determining a business's fortunes. Online shopping, which uses the internet as a sales channel, has a similar dilemma due to the diversity of opinions held by online shoppers.

M. A. Prasad and A. Chandra Praba (2021), wants to understand the consumers' satisfaction level and to know consumers' purchasing pattern. The primary data is being collected through a survey conducted in Coimbatore town. The researcher considered factors such as price, quality, offers and discounts, brand preference, delivery on time, premium membership for the study and found that people prefer delivery on time as the major factor while choosing the e-commerce site. The findings from this study are majority of respondents purchase online once in a month, choose cash on delivery as their payment method, and respondents purchase online due to promotional activities. The conclusion drawn from this study is, based on the survey done on consumer' Amazon is the clear winner against Flipkart and other e-commerce websites.

Amit Ranjan, Madhvendra Misra, Jitendra Yadav (2021), in this study has mentioned about Amazon's income in the year 2019 was 280.5 billion dollars and has increased up to 380 billion dollars in 2020. The authors want to know the consumers' satisfaction towards online shopping with reference to Flipkart and understand the factors which influence the customer's behaviour who shop from Flipkart. The conclusion drawn from this study is product quality, information related to seller, and post purchase shopping experience were the important factors that Indian customers - kept in their minds while shopping online.

OBJECTIVE OF THE STUDY

- ✓ To study the impact of e-commerce on consumers buying behaviour in Coimbatore district.
- ✓ To understand what factors influence consumers buying behaviour to shop grocery products online in Coimbatore district.
- ✓ To identify the most preferred e-commerce website or app in Coimbatore district.

SCOPE OF THE STUDY

E-grocery is becoming increasingly popular in India. In the future, e-shopping will supplant offline shopping. Though offline shopping will continue to exist, online shopping has the potential to change consumers buying behavior. This study conducted to understand the behavior of consumers towards online shopping and to examine which factors influence consumers to shop grocery online. This study is an attempt to find out which characteristics of e-shopping consumers don't like, and which quality of e-shopping they like.

RESEARCH DESIGN AND METHODOLOGY

- 1. Primary Data:** These are the data or information that is collected from other primary sources, i.e., the data's source of origin. In this project report primary data collected from a sample size of 95 respondents residing in Coimbatore district.
- 2. Secondary Data:** Secondary data is a kind of data that already exist. In this project report, secondary data collected from existing literature, the internet, books.

1. Sample Size

The sample size chooses for this study is 103 respondents in Coimbatore district.

2. Sampling Method

Convenient sampling method employed in this study.

3. Analysis of Data

Simple Percentage Analysis

4. Limitation of The Study

- ❖ This study mainly focuses on online consumers buying behaviour.
- ❖ The survey is limited to Coimbatore district.
- ❖ In this study, the questionnaire based on Google form, so personal presence was not there.
- ❖ Another limitation of this study was that most of the respondents filled the questionnaire very poorly.

ANALYSIS & INTERPRETATIONS Table showing the Gender of Respondents

Gender	Respondents	Percentage
Male	52	50.5%
Female	51	49.05%
Total	103	100%

Interpretation: The above Table shows that out of the total 103 respondents, 49.05% of the participants were women and 50.05% were male.

Table showing Age of the Respondents

Age	Respondents	Percentage
Below 18	1	1%
19-24	83	80.6%
25-35	14	13.6%
Above 35	5	4.9%
Total	103	100%

Interpretation: The above table shows that out of the total respondents, 80.6% were between the age of 19-24

13.6%, 4.9% were between 25-35, above 35 Years and only 1% was below 18 Years above respondents were participated in the survey.

It means that the majority of respondent who were participated in survey between the age group of 19-24 Years.

Table showing the willingness to purchase online

Willingness to purchase online	Respondents	Percentage
Yes	70	68%
Sometimes	33	32%
Total	103	100%

Interpretation: The above table shows that out of the total respondents, 68% preferred online shopping, and 32% prefer sometimes . It means that the majority of respondents preferred online shopping.

Table showing most preferred online shopping Sites

Most preferred online shopping sites	Respondents	Percentage
Amazon	45	43.7%
Flipkart	48	46.6%
Meesho	10	9.8%
Total	103	100%

Interpretation: The above table depicts that the majority of respondents purchase product and services from Amazon and Flip kart. It means that Amazon and Flip kart are the most trustable brands. Meesho are the second-most usable sites and app.

Table showing the factors influence your decision to purchase online

Factors	Respondents	Percentage
Convenience	20	19.4%
Price	28	27.2%
Product variety	25	24.3%
Reviews and Ratings	17	16.5%
Trustworthiness of the websites	13	12.6%
Total	103	100%

Interpretation: The above table shows that price (27.2%) and product variety (24.3%) is the most influencing factors and convenience (19.4%), reviews and ratings (16.5%), trustworthiness of the websites (12.6%) are the least considered factors . It means that out of the total respondents, the majority of respondents consider price as the major influencing factor .

MAJOR FINDINGS

- The above study, observes that young people falling between the age group of 19-24 to purchase online. Collected data, in this 30 years are more likely
- This study finds that the majority of respondents prefer Amazon and Flip kart as a primary platform for online shopping.
- This study also finds that the majority of respondent prefer online shopping more than shopping offline .
- The above collected data also revealed that price, product variety, convenience, reviews and ratings, trustworthiness of the websites are the major factors for consumers while making online purchase decision.
- This study also shows that the majority of the respondent avoid items if they didn't get information of items or due to unspecified production practice of items, unsafe handling during delivery.
- This study finds that the e-shopping platform offers discount and reward.
- The above collected data also finds that majority of respondent think e-payment security, shopping platform

From the above collected data this study also indicates that the reason for preferring their online shopping site is that they have a wide range of products.

SUGGESTIONS

From the above analysis, it is clear that convenience, price, product variety, reviews and ratings and trustworthiness of the website are the factors that influence consumers to shop online. It also finds that if consumers are unable to find information about specific products or services they deny the purchase decision, so the ecommerce platform should design in such a way so that consumers can easily find information that they are looking for regarding specific products and services.

The firm should create awareness by adopting different advertising mediums regarding shopping stores or products and services.

The e-commerce platforms can focus on their inventory management in such a way so consumer can get their products even if it is out of stock.

Inability to touch and feel products is one of the major disadvantages of online shopping. Many consumers still wish to see products before purchasing them; however, an attempt should be made to change this attitude of consumers by educating them about the advantages of online shopping.

Rather than going the traditional e-commerce path, the company could begin by getting an established retailer online. The firm should educate its consumers about ecommerce, including safety tips such as reading the item listing, checking for the seller's feedback ratings, asking questions, spotting spoof emails, and being informed about new online crimes that occur regularly.

In an era of the fastest growing technology with changes in technology, consumer behavior also changes continuously. For a better understanding of consumers preference, wants, needs, choices, etcetera, the firm should continuously evaluate consumer behavior by taking the survey, feedback.

CONCLUSION

The Indian electronic commerce market has experienced significant growth over the last two decades. The two key causes of this are increased use of internet access and cell phone penetration. Furthermore, the increase in acceptance of internet purchases, as well as favorable demographics, have altered how businesses connect, engage, and conduct business with consumers. It has changed the way India's ecommerce industry operates. As the Internet continues to play a significant role in connecting information and individuals, the demand on markets that have already adopted online services, especially markets where selling goods online is new has increased

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