



RESEARCH ARTICLE

A STUDY ON CONSUMERS ATTITUDE TOWARDS THE PREFERENCE OF WHITE GOODS IN ONLINE SHOPPING IN COIMBATORE DISTRICT

Dr. S. Mahendran¹ and S. Preetha²

1. Principal & Guide, Department of Commerce, Pioneer College of Arts and Science College, Coimbatore, India.
2. Ph.D. Research Scholar, Department of Commerce, Pioneer College of Arts and Science College, Coimbatore, India.

Manuscript Info

Manuscript History

Received: 15 November 2021

Final Accepted: 18 December 2021

Published: January 2022

Key words:-

E-Commerce, Durable Goods, Market Share, White Goods, Online Shopping

Abstract

In India in recent times, it is observed that e-commerce has captured a huge market share and it has changed the business world. The direct investment in India increases globally and the country is considered has huge market for large scale marketers. The durable goods have emerged as one of the developing industries in India. It is to be noted that among the durable goods the white goods capture market share. The present study concentrates on consumer's attitude on preference of white goods in Online shopping in Coimbatore District. Based on the survey method, the data is been collected and statistical tools is used to analyse the collected data. The study concludes that due to pandemic situation the online shopping has been increased. The consumers are able to save money on purchasing white goods through online shopping. The study also states that consumers have wide area on comparing the products and the consumers can act rationally on purchasing the white goods through online.

Copy Right, IJAR, 2022,. All rights reserved.

Introduction:-

In recent times the online shopping has transformed the way of business structure in India. In India the e-commerce market has captured a market share of US\$ 46.2 billion as on 15th December 2020. It is expected and forecasted the Indian e-commerce market is expected to grow to US\$ 111.40 billion during the year 2025. It is observed that much of the growth of the online shopping is been increased with the growth of internet and smart phone penetration. Currently, the number of internet connection has been increased from 658.32 million to 782.86 million, which is driven by the "DIGITAL INDIA" programme. It is noted that 61 percent of the internet usages are in urban areas and most of the connections are wireless connections. It is estimated that, Indian online grocery market is estimated to reach about US\$ 18.2 billion during the period 2024. The orders from consumers through online shopping have increased by 36 percent during the last quarterly period of 30th December 2020. On this background the paper focus on consumer's attitude on preferring white goods through online shopping.

Development of Online Marketing

The development of online shopping has motivated the sellers and producers to highly concentrate on online marketing. This is a global web with high network that has made instant and decentralisation communication possible. The users can send mail, exchange views, shop for products and access news and business information. Further the internet itself is free, though individual users may need to pay a commercial service for hooking up to it.

Corresponding Author:- Dr. S. Mahendran

Address:- Principal & Guide, Department of Commerce, Pioneer College of Arts and Science College, Coimbatore, India.

The online marketing involves the use of the web and related digital technologies to achieve marketing objectives. These technologies include the internet and digital media such as wireless, cable and satellite. The goal of online marketing is to build and maintain lasting relationships with customers. The online marketing programme seeks to satisfy and nurture a sufficient number of committed and loyal customers who use both online and offline service. Moreover, through online shopping the goals of both the seller and the buyer are satisfied. Exchange will be balanced only when the interests of both parties are served.

Types of White Goods

White Goods are large home appliances such as Stoves, Refrigerators, freezers, washing machines, tumble driers, dishwashers and air conditioners. These goods are large electrical goods for the purpose of household which are traditionally considered to be white. Though these goods recently can be purchased in different colours in the market, they still considered to be termed as White Goods.

Benefits of Online Shopping to Buyers

1. **Convenience** – Customers can order products 24 hours a day whatever they are. They do not have to wait in traffic, finding a parking space, and walk-through countless aisles to find and examine goods. They do not have to drive all the way to a store only to find out that the desired products are out of stock.
2. **Information** – Customers can find immense comparative information about companies, products and competitors without leaving their home or office. They can judge prices, quality, performance and availability.
3. **Fewer Hassles** – With online services, customers do not have to face salespeople or open themselves up to persuasion and emotional factors. Shopping can be done swiftly and privately.

Benefits of online shopping to marketers

1. **Lower Costs** – Marketers need not maintain a store and incur costs of rent, insurance and utilities. They can produce digital catalogues for much less than the costs of printing and mailing paper catalogues.
2. **Flexibility** – Companies can quickly add products to their list and change prices and descriptions.
3. **Sizing Audience** – Marketers can know how many people visited their online site and how many stopped at particular places on the site. This information can help the marketers improve their offers and advertisements.
4. **Relationship Building** – Online marketers can talk with consumers and learn much from them. They can also upload useful reports and a free demonstration of their software, or a free sample of their newsletter onto the system. Consumers can then download these items into their electronic mail boxes.
5. **Affordability** – Both small and large firms can afford online marketing. There is no real limit on advertising space.
6. **Speed** – Information access and retrieval are quite fast, compared to mail and fax

Review of Literature:-

Aishwarya Goyal (2015) has studied the growth of online shopping in India. The study is based on descriptive study that which was related to the different concepts of online shopping. The study illustrated that with increase in large scale investments in e-commerce, India is the country where huge global investments through e-commerce is concentrated. The country is considered has the fastest growing e-commerce market in Asia Pacific along with China.

Ramar and Muthukumaran (2018) has focused online marketing and factor influencing individual behaviour and psychological behaviour towards online shopping. The findings of the study insisted that growth of e-tailers in India particularly in urban areas have eventual growth in online shopping. Further online shopping provides best offers, good items, reasonable price to the customers.

Komal Sharma (2020) has observed the factors influencing the consumer's attitude towards online shopping and the factors which are the barriers while online shopping. The study concluded that the elderly people are not at all attracted to online shopping and graduated respondents are highly attracted towards online shopping. The study found that easy access, on-time delivery, safe and secure payment process, wide range of product influence the consumers towards online shopping.

Objectives of the Study:-

1. To study the demographic factors of consumers attitude towards online shopping in Coimbatore District.

2. To assess the consumer's consumption pattern of white goods in Online Shopping in Coimbatore District.
3. To identify the factors that influences the consumers to prefer white goods through websites.

Hypotheses of the Study

H₀: There is positive association between Opinion on Money saving and consumers preference attitude towards online shopping in Coimbatore District

H₁: There is negative association between Opinion on Money saving and consumers preference attitude towards online shopping in Coimbatore District

Research Methodology:-

The present study is carried out by researcher in an actual study based on survey method. The required data is collected for carrying out the study in different stages. The study covers the area of Coimbatore District, Tamilnadu. The structured questionnaire is used to collect the primary data from the respondents. About 115 respondents is taken for the study. The study is empirical research where the data is collected on survey method. The collected data is manipulated through various statistical tools such as Percentage Analysis, Chi-Square Analysis, Garrett Ranking Technique.

Analysis and Discussions:-

Table I:- Table Showing the Percentage Analysis on Demographic Factors of the Respondents.

Demographic Factors	Classification	Frequency	Percent
Age	20 years – 30 years	37	32.2
	31 years – 40 years	29	25.2
	41 years – 50 years	45	39.1
	Above 50 years	4	3.5
	Total	115	100.0
Gender	Male	31	27.0
	Female	84	73.0
	Total	115	100.0
Educational Qualification	Graduate	27	23.5
	Post Graduate	28	24.3
	Professional	32	27.8
	Illiterate	28	24.3
	Total	115	100.0
Marital Status	Married	72	62.6
	Unmarried	43	37.4
	Total	115	100.0
Occupation Status	Employee	29	25.2
	Businessman	34	29.6
	Professional	44	38.3
	Housewives	8	7.0
	Total	115	100.0
Income Status	Rs.20000-Rs.30000	8	7.0
	Rs.30001-Rs.40000	37	32.2
	Rs.40001-Rs.50000	31	27.0
	Above Rs.50000	39	33.9
	Total	115	100.0

Source: Computed

The above table shows that 39.1% of the respondents belong to the age of 41 years to 50 years. About 73% of the respondents who prefer purchasing through online shopping are females. Majority of the respondent's educational status who purchase white goods through online shopping are professional. 62.6% respondents are married and 38.3% of them belong to the occupational status of professionals. Out of the total respondents 33.9% of the respondents earn an income above Rs.50000.

Table II:- Table Showing Respondents Preference and Usage Internet for Purchase of White Goods through Online Shopping.

Factors	Classification	Frequency	Percent
Access towards Internet	Yes	115	100.0
	No	0	0.0
	Total	115	100.0
Opinion on Money Saving on Purchase of White Goods Through Online Shopping	Yes	88	76.5
	No	27	23.5
	Total	115	100.0
Top Websites Preferred to Purchase White Goods	Amazon	50	43.5
	Flipkart	39	33.9
	Snapdeal	11	9.6
	Ebay	15	13.0
	Total	115	100.0
White Goods Purchased Through Online Shopping	Air conditioners	10	8.7
	Washing Machine	24	20.9
	Refrigerators	10	8.7
	Wet Grinders	22	19.1
	Stoves	31	27.0
	Dishwashers	8	7.0
	Others	10	8.7
	Total	115	100.0

Source: Computed

The table II explains the respondent's preference and opinion on purchasing of white goods in online shopping. It is illustrated that, the total respondents 100% of them access internet. Majority 76.5% of the respondents feel that purchasing through online is done for saving money. Out of the total respondents 43.5% of them prefer to do online shopping in Amazon. About 27.0% of them purchased stoves through online shopping.

Table III:- Table Showing the Respondents Reason for Purchasing White Goods through Online Shopping using Garrett Ranking Technique.

S. No	Reasons	Total Score	Mean Score	Rank
1.	Saves Time	3533	30.99	6
2.	Reasonable Price	6423	56.34	3
3	Discount Provided	7176	62.95	2
4	EMI Option	8042	70.54	1
5	Prompt Services	4323	37.92	5
6	Prompt Delivery	4845	42.50	4

Source: Computed

Table IV:- Association Between Opinion on Money Saving and Consumers Preference on White Goods through Online Shopping.

H₀: There is positive association between Opinion on Money saving and consumers preference attitude towards online shopping in Coimbatore District

Factor	Chi-Square Value	DF	Sig. Value	Hypo Result
Consumer Preference on White Goods	5.999	6	0.423	Accepted

Source: Computed

The above table shows the significant value of consumers preference towards white goods through online shopping is 0.423. the significant value is greater than .05, the hypothesis is accepted and the result shows that there is positive association between the opinion on money saving and preference in purchasing white goods.

Conclusion:-

The study observed that the number of internet user in the Coimbatore District is increasing day by day. Meanwhile the consumers in online shopping is also increased. This shows that huge marketers have been developed in online marketing. The study observed that consumers purchase white goods in online shopping as they feel they can save money and further they can find flexible EMI option by comparing more products. The scope for reviewing the product is also possible and most of the consumers opinion were that the money spent is worth on purchasing the products through prompt services.

References:-

1. Aishwarya Goyal., (2015), Rising trends of online shopping in India, Biz and Bytes, 6(2), 125-131.
2. Karthika.R., and Dr.Vijai Anand.N., (2017), A study on Consumer Buying Behaviour towards selected White Goods with special reference to Tiruchirapalli District, International Journal of Current Engineering and Scientific Research, 4(12), 27 -32.
3. Ramar.N., and Dr.Muthukumaran.C.K., (2018), A pilot study on consumer behaviour towards online shopping, International Journal of Contemporary studies, 1(1), 1-8.
4. Komal.B.Sharma., (2020), A study of consumer attitude towards online shopping in India and its impact, A Global Journal of Social Sciences, III(I), 35 – 54.
5. Veena.P., and Narmata Rani.K., (2019), A study on consumer buying behaviour towards online shopping in Bangalore, Conference Proceeding Published in International Journal of Trend in Research and Development, September, 1-16.