

# A Study on Consumer Buying Behaviour Towards Online Shopping on Amazon in Coimbatore City

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## Abstract

Consumer buying behaviour has undergone a significant transformation with the rapid growth of e-commerce platforms. Among them, Amazon has emerged as one of the most influential online shopping platforms globally. This study focuses on analyzing consumer buying behaviour towards Amazon online shopping in Coimbatore City. The research aims to understand factors influencing purchase decisions, level of satisfaction, frequency of usage, and challenges faced by consumers while shopping online.

Primary data were collected from 200 respondents in Coimbatore City using a structured questionnaire, while secondary data were obtained from journals and reports related to e-commerce trends. Statistical tools such as percentage analysis and chi-square test were used for data interpretation. The findings reveal that convenience, variety of products, discounts, and delivery speed are major factors influencing consumer behaviour. However, concerns such as product quality mismatch, delivery delays, and trust issues still exist. The study concludes that while online shopping is rapidly growing, improvements in service quality and customer trust are essential for sustained growth.

**Keywords:** Consumer Behaviour, Online Shopping, Amazon, E-commerce, Coimbatore City, Chi-square Analysis

## Introduction

Consumer buying behaviour refers to the decision-making process individuals undergo when selecting, purchasing, using, and disposing of goods and services. With the rise of digital technology, traditional shopping methods have shifted towards online platforms. Among these platforms, Amazon has become one of the most widely used e-commerce websites due to its wide product range, competitive pricing, and customer-friendly services. In cities like Coimbatore, the adoption of online shopping has increased significantly due to better internet access, smartphone usage, and digital payment systems. Consumers are now more inclined towards online platforms for purchasing electronics, clothing, groceries, and daily essentials. However, consumer behaviour is influenced by various factors such as trust, convenience, price, delivery service, and product quality. Understanding these factors is essential for businesses to improve customer

satisfaction and enhance their marketing strategies. This study aims to analyze consumer behaviour towards Amazon online shopping in Coimbatore City.

## Statement of the Problem

Despite the rapid growth of online shopping platforms, consumers still face several challenges that influence their buying behaviour. Issues such as lack of trust in product quality, delayed delivery, return difficulties, and security concerns affect consumer satisfaction.

In Coimbatore City, while many consumers actively use Amazon for shopping, there is still uncertainty regarding product authenticity and after-sales service. Additionally, competition among e-commerce platforms has increased consumer expectations. Therefore, it is important to study how consumers behave while shopping online and what factors influence their decisions. This study focuses

on identifying these behavioural patterns and problems.

### Objectives of the Study

The main objective of this study is to analyze consumer buying behaviour towards Amazon online shopping in Coimbatore City. Specifically, the study aims to identify factors influencing online purchase decisions, examine the frequency of online shopping, evaluate consumer satisfaction levels, understand problems faced during online shopping, and analyze the relationship between demographic factors and buying behaviour.

### Review of Literature

In 2024, Archiman Biswas et al. (2024) conducted a systematic literature review on shopping channel choice behaviour and found that digital platforms strongly influence consumer decision-making due to ease of access and personalized recommendations.

In 2023, Vijay Bahadur Pal and Purnima Kumari (2023) studied consumer buying behaviour towards online shopping and identified that trust, convenience, and perceived benefits are the major factors influencing purchase decisions.

In 2022, Saniya Mishra (2022) examined online shopping dynamics and found that consumers prefer e-commerce platforms due to ease of use, better offers, and time-saving benefits. This study also highlighted that Amazon plays a dominant role in shaping consumer expectations in digital markets.

In 2021, research on consumer purchasing behaviour using machine learning models showed that consumers can be grouped into different behavioural clusters such as impulsive and planned shoppers, indicating that online behaviour is highly varied and data-driven.

In 2020, studies on retail consumer behaviour emphasized that online purchasing decisions are influenced by psychological, social, and technological factors. It was observed that trust, user experience, and digital interface design significantly affect buying behaviour in e-commerce platforms.

Earlier foundational research in 2018–2019 established that consumer behaviour in online shopping is strongly linked to awareness and attitude formation.

In 2015–2017, early e-commerce studies focused on the emergence of digital marketing and identified that consumer behaviour is shaped by perceived usefulness, ease of use, and trust in online platforms.

### Research Methodology

This study follows a descriptive and analytical research design. Primary data were collected from 200 respondents in Coimbatore City using a structured questionnaire. The sampling technique used was simple random sampling to ensure unbiased representation.

Secondary data were collected from journals, articles, and online reports related to e-commerce and consumer behaviour. The questionnaire included questions related to shopping frequency, preferences, satisfaction level, and problems faced during online shopping.

Statistical tools used in the study include percentage analysis to summarize data and chi-square test to examine the relationship between demographic variables and buying behaviour.

### Limitations of the Study

The study is subject to certain limitations. The sample size is limited to 200 respondents, which may not fully represent the entire population of Coimbatore City. The responses are based on personal opinions, which may be biased. Time constraints restricted the depth of the study. Additionally, the study focuses only on Amazon, excluding other e-commerce platforms.

### Data Analysis and Interpretation

#### 1. Percentage Analysis of Online Shopping Frequency

Frequency of Shopping	Number of Respondents	Percentage
Frequently	90	45%
Occasionally	70	35%
Rarely	40	20%
Total	200	100%

#### Interpretation:

The analysis shows that 45% of respondents frequently shop online through Amazon, indicating

strong adoption of e-commerce platforms. 35% shop occasionally, while 20% shop rarely. This suggests that online shopping is widely accepted but not yet universal among all consumers.

## 2. Chi-Square Test: Relationship between Age and Buying Behaviour

### Hypotheses:

H<sub>0</sub>: There is no significant relationship between age and online buying behaviour

H<sub>1</sub>: There is a significant relationship between age and online buying behavior

Age Group	High Usage	Low Usage	Total
Below 25	80	20	100
25–40	50	30	80
Above 40	10	10	20
Total	140	60	200

Chi-square result:

Calculated value = 12.6

Table value (df = 2, 5% level) = 5.99

### Interpretation:

Since the calculated value is greater than the table value, the null hypothesis is rejected. This indicates that age significantly influences online buying behaviour. Younger consumers are more active in online shopping compared to older age groups.

### Findings

The study reveals that online shopping through Amazon is widely used among consumers in Coimbatore City. Convenience, discounts, product variety, and easy return policies are the major factors influencing purchase decisions. Younger consumers are more active users of online shopping platforms. However, issues such as product mismatch, delivery delays, and trust concerns still exist.

### Suggestions

E-commerce platforms should improve product quality assurance and delivery efficiency to enhance customer satisfaction. Awareness programs should be conducted to educate consumers about safe online

shopping practices. Improved customer support services can help resolve complaints effectively. Additionally, secure payment systems should be strengthened to build consumer trust.

### Conclusion

Consumer buying behaviour in Coimbatore City has significantly shifted towards online platforms, especially Amazon. The study concludes that while online shopping is becoming increasingly popular due to convenience and affordability, challenges such as trust issues and service gaps still exist. A balanced improvement in service quality, customer satisfaction, and digital awareness is essential for the continued growth of e-commerce in the region.

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