A Study on Online and Offline Shopping Consumer Behaviour in Coimbatore City

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ABSTRACT

This research study explores the dynamics of online shopping consumer behavior in Coimbatore, a major industrial hub in Tamil Nadu. With the rapid expansion of digital infrastructure and internet accessibility, the retail landscape has undergone a significant transformation. The study specifically analyzes the factors influencing consumers' choices between online and offline shopping platforms. Utilizing a sample of 150 respondents from Coimbatore city, the research employs descriptive statistics and percentage analysis to interpret the data. The findings indicate that while traditional offline shopping remains significant, there is a growing trend towards online platforms driven by convenience, variety, and technological advancements. The study concludes that businesses must adopt a hybrid approach, integrating both online and offline strategies to effectively meet evolving consumer needs and suggests key areas for e-commerce platforms to improve consumer trust and engagement.

1. INTRODUCTION

The rapid evolution of technology and the widespread adoption of the internet have fundamentally reshaped the global retail environment. E-commerce, or online shopping, has emerged as a dominant force, offering consumers unprecedented convenience, product variety, and competitive pricing. In India, the e-commerce sector has experienced exponential growth, driven by increasing smartphone penetration, affordable data, and a young, digitally-aware population.

Coimbatore, a prominent metropolitan area in Tamil Nadu, serves as an ideal location for this study due to its blend of traditional commerce and burgeoning technological adoption. As a major educational and industrial center, the city's consumer base is diverse, presenting a complex pattern of shopping behavior. This research aims to provide a detailed analysis of the factors that influence the purchasing decisions of Coimbatore residents, specifically focusing on their engagement with online shopping websites. Understanding these behavioral patterns is crucial for both local and national retailers to formulate effective market strategies.

2. REVIEW OF LITERATURE

Saravana Bhavan and Kalaiselvi (2013)studied consumer attitude and behaviour towards online shopping with reference to Coimbatore. They found that the development of internet technology has changed the way businesses interact with consumers. The study explained that convenience, time saving, and easy product availability are major reasons for the growth of online shopping. They also found that trust and security play an important role in influencing consumers to purchase online.

Shalini and Kamalaveni(2013) studied online buying behaviour of internet users in Coimbatore. They found that online shoppers are mostly young, educated, and experienced internet users. Their research showed that online shoppers generally have a positive attitude towards online shopping and are influenced by convenience, promotional offers, and fast transactions. The study also highlighted that demographic factors like gender, occupation, and internet expertise influence online shopping behaviour.

 Parameswari and Saravanan (2019)studied online shopping behaviour among college students in Coimbatore. They found that young consumers are highly involved in online shopping due to internet accessibility and technological growth. Their study revealed that male respondents preferred purchasing electronic products, while

female respondents preferred cosmetic products. The research also highlighted that demographic factors like age, gender, and income influence online buying behaviour.

Prabhakumari and Silviya(2020) studied consumer attitude and behaviour towards online shopping in Coimbatore city. They found that online shopping growth is mainly influenced by internet penetration and digital marketing strategies. Their study suggested that companies should focus more on online advertisements, discounts, and promotional offers to increase consumer engagement. The research also showed that online shopping is more common among unmarried and working individuals.

3. STATEMENT OF THE PROBLEM

Despite the undeniable growth of e-commerce, a significant portion of the consumer market continues to rely on traditional brick-and-mortar stores. This creates a noticeable gap in understanding the precise factors that determine a consumer's preference for either online or offline shopping in a city like Coimbatore. The core problem addressed by this study is the lack of comprehensive, localized data that explains the persistence of offline shopping and the specific barriers to complete online adoption. Key questions include: What are the demographic characteristics of the most active online shoppers? What is the perceived impact of security and convenience on the buying decision? And how can e-commerce platforms effectively bridge the trust deficit to capture a larger share of the Coimbatore market?

4. OBJECTIVES OF THE STUDY

The primary objectives of this research study are systematically designed to address the problem statement:
1. To study the demographic profile of online and offline shopping consumers in Coimbatore city.
2. To evaluate the frequency of purchasing through online and offline.
3. To identify the ratio of purchasing through online and offline.

5. RESEARCH METHODOLOGY

Research methodology refers to the systematic way in which the study is conducted to achieve the research objectives. It explains the methods used for data collection, sampling, tools of analysis, and limitations of the study.

Research Design

Descriptive research design was utilized to describe the characteristics of the population and their shopping behavior

Source of Data

The study is based on both primary and secondary data.

Primary Data

Primary data were collected using a structured questionnaire from the respondents to understand their shopping behaviour in online shopping services.

Secondary Data

Secondary data were collected from various sources such as journals, articles, company reports, and previous research studies related to online shopping and consumer behaviour.

Area of the Study

The study was conducted among online and offine consumers using services in Coimbatore City, Tamil Nadu.

Sampling Technique and Sample Size

Sampling Technique

Stratified random sampling technique was used to ensure proper representation of different demographic groups.

Sample Size

A total of 150 respondents residing in Coimbatore City participated in this study.

Period of the Study
The study was conducted during the period from November 2025 to January 2026.

Statistical Tools Used
The collected data were analysed using the following statistical tools:
- Percentage Analysis

These tools were used for data Analysiis.

6. DATA ANALYSIS AND INTERPRETATION

The analysis is based on the primary data collected from the 150 respondents. The data is presented using tables and visual charts to facilitate clear interpretation.

Demographic Profile of Respondents

The demographic analysis provides context for the consumer behavior observed.

Table 1: Demographic Variables of the Respondents

Demographic Variable	Particulars	Frequency	Percentage (%)
Gender	Male	84	56%
	Female	66	44%
Age Group	15 – 35	138	92%
	36 – 55	12	8%
Monthly Income (INR)	> 20,000	96	64%
	20,001 - 40,000	36	24%
	40,000 - 60,000	6	4%
	60,000 - 80,000	12	8%

The above table shows that the 54% of respondents are male, 44% respondents are female. The 92% of respondents are in the age group of 15-35 and 8% of respondents are un the age group of 36-55. The 64% of respondents are in the income of Rs.20,000.

Purchasing Behavior Analysis

The frequency and ratio of purchasing provide deeper insights into the consumer's channel selection strategy.

Table 2: Frequency of Purchasing Through Online vs Offline

Frequency	Online (Freq)	Online (%)	Offline (Freq)	Offline (%)
Frequently	42	28%	66	44%
Occasionally	42	28%	42	28%
Festivals	12	8%	18	12%
Celebrations	18	12%	6	4%
Need Based	36	24%	18	12%

The above table shows that Offline shopping is more frequent (44%) than online shopping (28%). However, a substantial 24% of online purchases are "Need Based," suggesting that for specific, immediate requirements, online channels are a strong consideration.

Table 3: Ratio of Purchasing Online vs Offline

Purchase Ratio	Frequency	Percentage (%)
Online 0% & Offline 100%	12	8%
Online 100% & Offline 0%	12	8%
Online 50% & Offline 50%	36	24%
Online 70% & Offline 30%	48	32%
Online 30% & Offline 70%	42	28%

Interpretation: The data clearly shows that the majority of consumers are **hybrid shoppers**. The largest segment (32%) prefers a 70% Online and 30% Offline ratio, followed by a 30% Online and 70% Offline ratio (28%). This confirms that consumers in Coimbatore do not exclusively commit to one channel but rather balance their purchases across both.

7. FINDINGS

- The Majority of the respondents are male (64%)
- The majority of Respondents belonged to the age group of 15–35 years(64%)
- The majority of respondents (64%) belonged to the monthly income group of below ₹20,000, indicating that online shopping is widely adopted by low-income and student groups.
- Offline shopping was found to be more frequent (44%) than online shopping (28%),
- Offline shopping was found to be more on festival time (12%) than online shopping (8%),
- Online shopping was found to be more on celebration (12%) than offline shopping (8%),
- onfline shopping was found to be more on need based (24%) than online shopping (12%),

8. CONCLUSION

This study clearly demonstrates that Coimbatore consumers are gradually shifting their shopping habits toward online platforms due to technological accessibility, product variety, time savings, and convenience. However, offline shopping continues to be popular, particularly for frequent purchases and verification of physical products. The majority of consumers follow a hybrid shopping pattern, combining both online and offline modes depending on the situation, urgency, and product type. Adoption of online shopping is significantly influenced by demographic factors like age, income level, and digital exposure. Young people and those with low to middle incomes are more likely to shop online. The findings of the study emphasize the significance of trust, security, and service quality for the continued expansion of e-commerce platforms. Therefore, businesses must adopt an integrated omni-channel strategy to meet changing consumer expectations and sustain competitiveness in the evolving retail market.

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