

**FACTORS INFLUENCING THE ONLINE CONSUMERS BUYING BEHAVIOUR IN
POLLACHI TALUK**

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ABSTRACT

Buying Behavior is the decision processes and acts of people involved in buying and using products. The new improvement of online business and the buyer's growing interest in purchasing over the internet has basically changed the nature of Indian retail market. Due to the rapid advancement in internet marketing, Buyers prefer online purchase instead of offline. Numerous organizations have begun use the web to reduce their expenses, and to create awareness about their products to the consumers. This research aims to identify the factors influencing the online consumers buying behavior in Pollachi Taluk.

Keywords: Consumer, Internet Marketing, Product, Buying Behavior.

INTRODUCTION

The new improvement of online business and the buyer's growing interest in purchasing over the internet has basically changed the nature of market. Today a large number of people around the world are using online shopping. Over the last few years, E-commerce has become an essential part of global retailing, and it has also undergone a number of changes and will keep changing according to the trends. Online Shopping is growing rapidly in India, predominantly driven by tremendous and substantial activities among millennial consumers. Due to the rapid advancement in internet marketing, Buyers prefer to purchase products through online instead of offline purchase. Numerous organizations have begun use the web to reduce their expenses, and to create awareness about their products to the consumers. In this era where competition is considered, marketing has become the keystone for competition. Online buying is becoming more popular and is attracting great attention because it has great potential for both consumers and sellers. The features of online shopping make it more successful and became an emerging trend among consumers. When all the companies are striving against one another, certain factors influence the buying behavior of consumers.

REVIEW OF LITERATURE

Dr. Vandana Sonwaney, Snehal Chincholkar (2019) , "Identifying the Factors Impacting Online Consumer Buying Behaviour", concluded that family or friends do not influence online consumer buying behaviour but consumer may like to do online shopping to avoid sales person. In case of psychological factors convenience of doing shopping from anywhere and less time consuming are most important factors influencing consumers for doing online shopping.

Anurag Pandey, Jitesh Parmar (2019) in their study , Factors affecting consumer's online shopping buying behavior, there are seven factors affect consumers online shopping behaviour. These factors are ease of use, perceived risk, perceived usefulness, effect of website design, economic factor, availability of products, and customer satisfaction.

R. Ganapathi(2015), A study on factors affecting online shopping behavior of consumers in Chennai, reveals that Majority of consumers of online shopping are males and most of them belong to the age group of 31 – 40 years. Majority of consumers of online shopping are graduates and most of them belong to the annual income group of Rs.4, 01,000 – Rs.5, 00,000. The exploratory factor analysis shows that convenience, website features, security and time saving are the factors affecting online shopping behaviour of consumers.