



## CONSUMERS' ATTITUDE TOWARDS ONLINE SHOPPING WITH REFERENCE TO COIMBATORE CITY

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**Abstract** - Marketing concept is a philosophy of business. Today, marketing is not a mere physical process of activities concerning exchanging of goods. Electronic commerce has become one of the essential characteristics in the Internet era. The present study aims to study the attitude of consumers towards online shopping with reference to Coimbatore city, Tamilnadu. For this study the researcher collected sample size of 600 in numbers, to analyze the data percentage analysis and Chi-square test have been used the result found that the gender, age group and family members of the respondents have significant influence on the frequency of the purchase of products and services through online. The study also reveals that the educational level, occupation, annual income, time spent and internet access of the respondents have been influenced over the frequency of the purchase of products and services through online.

**Keywords** - Electronic Commerce, Online Shopping, Data Percentage Analysis, Chi-Square Test.