FACTORS DETERMINE ONLINE RETAIL CLOTHING PURCHASING DECISION OF ONLINE SHOPPER IN COIMBATORE

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MBA by graduation and Technical writer by Profession!

Abstract: Nowadays, the rapid development of the Internet and its effect on daily life has increased significantly, and the data shows that the Internet and its effect on daily life has delivered a new consumer profile which is referred to as the ‘online consumer’. Such consumers are impressed by different factors, and they have different purchasing habits when we compare them with traditional consumers. Moreover, this subject is undertaken to understand the behaviors of online shoppers through a self-constructed questionnaire of 150 respondents from Coimbatore. The survey proposed to assess the online buying decision by touching the impact of online purchasing or by researching the impact online purchasing has so far produced. The factors limiting the online buying decision of online shoppers on Coimbatore, India have been further explored to study and find out even the relationship between the availability of the ware and the purchasing decision.

Keywords: Consumer factors, online behaviors, Online Consumer, Purchase decision, Retail clothing.

1. INTRODUCTION

Textile industry plays a critical part in the development of Indian economy. India occupies the seventh rank in textile and sixth in clothing in the global marketplace. The ready-made garment is a constituent of the textile industry, and it accounts for nearly half of India’s textile exports. The Indian Textile Industry is the second largest employment provider after agriculture. Also, foreign countries have become a challenge for the Indian corporate sector, especially for Branded Ready-made Garments. In the globalized scenario, consumers are getting attracted to ready-made dresses, mainly Branded Ready-made Garments. According to a report by Sing (Sing, 2009), India has made a name for itself as a garment manufacturing Centre of global renown. The garment industry employs around 3.5 million people across the country. Delhi, Mumbai, Tirupur, Bangalore and Chennai are the five major garment production hubs, producing exclusively for the export market. According to a report by Statists, India’s total retail eCommerce is estimated to rise 23% by 2021 and apparels would be the largest segment. Clothing even now is a significant product of online sales (Bhalla, 2019).

2. BACKGROUND OF THE STUDY

India is doing very well on the Internet in recent past years. In India, about 74 million people are using internet service, and it has surpassed Japan and become the third-largest Internet user in the world. Day-by-day, more and more households are opting for Internet and the world linked with the Internet such as e-commerce, investment, making payment, booking train or an air ticket, booking hotel rooms, online banking, new technological advancement and other transaction (Meeker, 2015). According to Jun & Jaffar (2011) that conducted a study on Consumer’s attitude towards online shopping, Marketing Mix and reputation were the factors found to have a significant favorable influence over the Consumer’s attitude towards online shopping. It was so concluded from the study that the local culture and reality determine the attitude and behaviors of the local people towards online shopping. According to the latest Jusoh & Ling (2012), change as previously corrected and analyzed the factors influencing the Consumer’s attitude towards e-commerce purchases through online shopping. The study revealed that e-commerce experience, Product perception and customer service had a significant relationship with the Consumer’s attitude towards e-commerce purchase. The study concluded that the consumer risk in online shopping does not have a significant relationship over e-commerce purchases through online shopping. Moreover, a study by Qu et al., (2015) recommended such a conclusion. According to Preethi & Sampath (2015), hidden costs, website crash, website timeout, unsuitability of delivery option, and long processing time were found to be the factors affecting the online shopping experience.

The latest report by (IBEF) Indian Brand Equity Foundation by 2019 shows India’s e-commerce market has the potential to grow than four folds to US$ 150 billion by 2022 supported by rising incomes and surge in internet users.

According to the latest statistic, the number of internet users in India from 2015 to 2018 has increased significantly, and the data also provide a forecast until 2023 (Diwanji, 2020). In 2018, India had over 480 million internet users across the country. This figure was projected to grow to over 660 million users by 2023, indicating a significant market potential in internet services for the South Asian country. Hence India was ranked as the second-largest online market worldwide in 2019, coming second only to China. The number of internet users was estimated to increase in both urban as well as rural regions, indicating a dynamic growth in access to the Internet. Even of the total internet users in the country, a majority of the people access the Internet via their mobile phones. To 2018, this figure amounted to almost 390 million across the country. Moreover, despite a large number of internet users in the country, internet penetration levels stood at just over 40 per cent as of June 2019.
According to online shopping performance (Keelery, 2019), Amazon India recorded the highest sales at 561 million U.S. dollars compared to its e-tailing counterparts in 2017. Home brand Flipkart came in at a close second with about 554 million dollars during the same time. Moreover, followed by a peak competition, it has been measured by far during Deepavali sales. Flipkart and Amazon dominated with 20 million online shoppers in the last two festival seasons, accounting for most of the estimated three-billion-dollar gross merchandise values and year-on-year retail e-commerce sales growth in India from 2017 to 2022. In 2017, retail e-commerce sales revenues in India increased by 24.8 per cent compared to the previous year.

The latest reports provided by IBEF (Indian Brand Equity Foundation) said that Tamil Nadu is the fourth largest state of India. Moreover, However, Tamil Nadu is known as the “Yarn Bowl” of the country. Even if Tamil Nadu is the largest producer of cotton yarn, accounting for 41 per cent of India’s production. Coimbatore and Tirupur are the major textile centers in Tamil Nadu. Tirupur is known as the ‘Knitting City’, while Coimbatore is called the ‘Manchester of South India’. Tamil Nadu has a diversified manufacturing sector and features, among the leading states in several industries like automobiles, components, engineering, pharmaceuticals, garments, textile products, leather products, chemicals, and plastics. It ranks first among the states in terms of the number of factories and industrial workers. Between 2011-12 and 2018-19, Gross State Domestic Product (GSDP) expanded at a Compound Annual Growth Rate (CAGR) of 11.46 per cent to Rs 16.06 trillion (US$ 222.58 billion). In contrast, the Net State Domestic Product (NSDP) expanded at a CAGR of 11.45 per cent to Rs 14.41 trillion (US$ 199.69 billion).

The researcher has chosen Coimbatore for this study because it is called the “South Indian Manchester” in Tamil Nadu due to its massive textile industry. The climate in Coimbatore city is very favourable for the development of textile industries. The easy availability of raw materials, sufficient skilled labourers, humid and soft wind prevailing in Coimbatore district are the other significant factors for the development of the textile industry in Coimbatore. There are 98 textile firms in Coimbatore district in which few of the industry is taken into account for the study on the same. India has abundant natural resources in terms of availability of natural fibers like cotton, silk, and wool. India is the third-largest producer of cotton in the world and accounts for about 12% of the total world production. The availability of cheap cotton has been one of the most significant advantages to Indian exporters (UKEssays, November 2018).

3. RESEARCH OBJECTIVES

Q1. To identify the availability factor that determines the online buying decision of online shoppers in Coimbatore, India.

Q2. To identify low-price as a factor in shopping the online buying decision of online shoppers in Coimbatore, India.

Q3. To identify the perceived comfort of use factor on influencing the online buying decision of online shoppers in Coimbatore, India.

Q4. To identify the customer service factor that determines the online buying decision of online shoppers in Coimbatore, India.

Q5. To identify if time-consciousness determines the buying decision of online shoppers of Coimbatore, India.

4. REVIEW OF LITERATURE

Barnes (2013) questions the reasoning why online shopping has become so popular. Many authors (Chaing & Dholakia, 2003; Monsuwé et al., 2004 and Poulter, 2013) believes one of the critical reasons is convenience. According to IBM and its agency, such as Ogilvy & Mather, embarked into I.T. solutions and conducted business on the Internet (Pettit & Raymond 2012). After worldwide market research being conducted in 1997, it all so began with an eight-page piece in the Wall Street Journal that would speak about its e-business expertise (Ibid). Wells et al. (2011) in their study entitled--Online impulse buying: understanding the interplay between consumer impulsiveness and website quality-- focused on the direct relationships between the website and online impulse buying. The study found and proposed the model, which considered the direct influence of website quality on the urge to buy impulsively. Although Litfi & Gharbi (2012) argue that loyalty represents a strong relationship between brand and customer, yet that a healthy relationship is manifested through an emotional link that joins consumers continuity of purchasing and consumption. A study by Vaithianathan (2010) revealed that firms across the globe have adopted e-commerce in their operations and have reaped benefits thereof. While firms in technologically developed countries like the U.S. and U.K. have deployed online business to its advantage, the firms in developing countries like India failed to follow suit. Though the researchers have widely acknowledged that the adoption of online business by businesses in developing countries is an important economic indicator of growth, many firms in India still have not realized the potential benefits of online business.

The rise of the Internet has created a new way of communicating and interacting with other people. Since the early 1950s, the Internet has truly revolutionized many aspects of modern life, including how we conduct business. Impact of technology and
computers denoted the term 'online' and its leading more significant revolutions in all aspects of Human and Trade relations. Business Dictionary says the online purchase is the act of purchasing products or services over the Internet. It can be interchanged online shopping. People find it convenient and easy to bargain with shops from the comfort of their home or office. Online buying or shopping refers to the process of researching and purchasing products or services over the Internet (Varma & Agarwal, 2014). In line with international trends, more than 411.1 million people in India are gaining access to the Internet by 2018. The most enticing factor about an online purchase is that there is no need to queue, no waiting time or opportunity to shop 24/7, usually available 24 hours a day, and many consumers have internet access both at work and at home. Other establishments such as internet cafes and schools provide access as well, which results in to trim down stopover to a conventional retail store, cut down the unnecessary travels which take place during business hours. Further, it supports the green purchase, by the way, no pollution, shopping experience, provides cheap deals and ensures better prices, and fewer expenses; less compulsive shopping and safe purchase very more comfortable and so forth (Anamika, 2018). According to Arpita et al., (2012) who analyzed the impact of attitude, normative beliefs, age and gender on online buying behaviour, the use of the Internet for shopping is more likely with youth than older consumers as youth are more technology savvy.

Even so, reported by Aniket Vaishnav (2014), it is so as that online purchase gives much importance to comparative shopping without any disturbances. Online buyers can evaluate while shopping with the help of multiple websites promoting, selling the similar products or goods at diverse cost and one can easily decide the one that suits buyers’ fund position, also offers the best prices and discounts.

The shopping motivation literature abounds with various measures of individual characteristics (e.g., innovative, venturesome, cosmopolitan, variety seeking). Therefore, innovativeness and risk aversion were included in this study to capture several of these traits. Measures by Donthu and Gilliland were used to measure innovativeness and risk aversion (Geissler, 2012).

The results of a study (electronic commerce purchasing decisions) show that consumers’ trust and perceived risk have substantial impacts on their internet purchasing decisions. Consumer disposition to trust, reputation, privacy concerns, security concerns, the information quality of the website, and the company’s reputation have substantial effects on Internet consumers’ trust in the website. Interestingly, the presence of a third-party seal did not strongly influence consumers’ trust (Kim et al., 2008)

4.1 Availability

This is nothing but the accessibility of the product, services related information online at any dimension. When the product is available to purchase, the Consumer typically finds it as a good thing (and in most cases, this is the default state). When it is not available, there are potentially negative consequences (Steinhart et al., 2013).

4.2 Low price

A key reason for some consumers’ favouring online shopping is also due to price comparisons (Monsuwé et al., 2004; Palmer, 2013). Napompec K (2014) contended that the most important reason to buy clothes online is price discounts. However, a study of Cowart & Goldsmith (2007) discovered that brand and modernity were positively related to online clothing purchase, but price sensitivity was pessimistically linked with online spending. According to Oschmann (2018), online cloth buyers were more influenced by special occasions, price, and seasonal offers like regular interval low prices in the form of premium discounts. As said by Chung & Shin (2008), what differentiates the Internet from traditional stores is that prices are expected to be much lower on the Internet.

4.3 Perceived ease of use

Perceived Ease-of-Use (PEOU) is defined as the degree to which a person believes that using a particular system or practice or anything would be free of effort (Davis 1989). According to a study by Hansen & Jensen (2009), the results support reduced difficulty and perceived ease of use in selecting items that are sorely needed when purchasing clothing online. It is action blockade only for women buyers. Time consciousness, like less fun, significantly affected online clothing purchases for men purchasing clothing for themselves, but not for women doing the same.

4.4 Time consciousness

Time does not act as a barrier between the online vendors and buyers. Customers do not have to stand in queues in cash counters to pay for the products that have been purchased by them. They can shop from their home or workplace and do not have to spend time travelling. The customers can also look for the products that are required by them by entering the keywords or using search engines. Internet customers have higher expectations for the time it takes to resolve a problem than do offline consumers (Lee et al., 2003). According to the latest reports by Oschmann (2018), it is so that online cloth buyers are more influenced by time consciousness. The authors cited (Eckler, 2013) further of windows shopping online. With busy lifestyle consumers can still get their retail therapy without leaving their desk, slightly in contrast, it was also found one-third of consumers shop in bed, with 46% of people asked to make purchases between 7 pm and 1 am (Poulter, 2013). However, also, consumers are keen to take advantage of the ability to shop 24 hours, seven days a week.

4.5 Customer services

Kim et al. (2003) determined that consumers showed higher levels of shopping involvement and enjoyment and had a more positive perception of online store environments when they were exposed to a high level of website interactivity services that will result from the shopper stickiness, repeat purchase, and brand loyalty. In addition to providing interactivity and entertainment, Sites need to be easy to navigate, secure for monetary and information exchanges and offer a high level of customer service. According to Oschmann (2018) stated that online purchase had undoubted perks for customers except for unpleasant experience when the customer ordered online, and the product was delivered late which reflects customer services need to possess crucial aspects in online purchase. Aforesaid Baeva & Yasenova (2011) examined the leading web - experience factors that customer takes into consideration when purchasing clothes online. Findings show that web contents and services are considered to be the most influential for the consumers’ online behaviour towards online shopping of clothing.
5. METHODOLOGY
This section covers the research design and research methods used in this study to carry out the systematic investigation in order to establish facts and reach the conclusions. The research process is a road map to achieve the research objective. It involves research design which depends on the type of research. The research process consists of a series of actions or steps that necessarily carries out research and the desired sequence of the steps (Kothari C.R., 2004). The research process is a step-by-step procedure for developing one’s research and research papers. However, one can seldom progress in a step-by-step fashion as such. The research process involves identifying, locating, assessing, analysing, and then developing and expressing ideas. All of these activities will be based on primary and secondary sources from which recommendations or plans are formulated. Research methods or techniques do refer to the methods the researchers use in performing research operations. Thus, research methods are the methods used for data collection in research. Research methods involve surveys, interviews, case studies, observation, and experiments. Furthermore, it can be said that research methods are mainly used to gather information so that the researcher can find answers to the research problem (Saunders et al., 2009).

6. DATA COLLECTION
The data were collected using a questionnaire survey in Coimbatore city, Tamil Nadu, India. The convenience sampling method was adopted, which means that the customers who were willing to answer the questionnaire selected. The data were collected from 150 customers and were analysed. There are using mainly two methods that have been used, namely primary and secondary data.

6.1 Primary data
Primary data are the data which is collected first hand, especially for the study. It is collected for addressing the problem at hand. Thus, primary data is the original data collected by the researcher’s first hand. In this research, self-administered questionnaires are used. The questionnaires that have been used for data collection were distributed to the respondents based on the eligibility predetermined before the data collection. The collected data has been processed to be relevant and as useful information.

6.2. Secondary data
Secondary data are the data that has been already collected by and readily available from other sources. Such data are cheaper and quickly obtainable than the primary data and also may be available when primary data cannot be obtained at all. The current information from research papers, journals, articles and other reliable academic sources are reviewed for secondary data. By reanalyzing data that have been collected for some other purpose, and it is always readily available, the research can be more comprehensive. Reference books are used to have a better understanding and support for this research.

7. ORGANISATION OF THE QUESTIONNAIRE
The respondents were chosen based on a few predetermined criteria. The researcher ensured all the respondents were having the experience of purchasing retail clothing from Coimbatore city at more availability, low price, time consciousness, customer service and ease of use of Flipkart and the researcher ensured the responses thus from the online shoppers. Having purchasing experience at least more than once will be much more relevant. This is because online shoppers with more than once purchasing experience can connect their experience better than those with a one-time experience.

8. METHOD OF ANALYSIS
➢ Visual statistical

Over the last few decades, interactive visualisation strategies have become an integral part of data exploration and analysis techniques (Godfrey et al., 2016). With a picture being worth a thousand words, academics have proposed several tools and techniques (Yalcin et al., 2018, And however studied by El-Hindi et al., 2016, Kraska, 2018, Zhao et al., 2013, Yu & Silva, 2017, Gratzl et al., 2014) to visualise complex relationships among data attributes using simple diagrams and charts.

➢ Correlation

According to Childress (1985), “Correlation Analysis” is a relative of statistical tests to verify mathematically whether there are trends or relationships between two or more sets of data from the same list of items or individuals. Hence, for this study, Pearson’s correlation analysis was conducted in order to find out if there was a significant relationship between independent variables and a dependent variable. The following correlation matrix which was constructed using the software SPSS (IBM version 20) indicates the correlation coefficients between the dependent variables and independent variables.

9. DATA ANALYSIS AND INTERPRETATION
1. Visual Statistical

![Figure 3: Five Independent Factors](image-url)
Their respondents were asked the questions that satisfied the percentage out of 150, availability factors and customer service factors with 33.25% & 32.87% under the available city and rural areas. They noticed when the product is not available, however, the time-saving mode, friendly return policy available at any moment-- whether it is an offered time of festival times or as flexible delivery shipping time. Although this research revealed all the five variables, namely availability, low price, time consciousness, customer service and perceived-ease-of-use, yet it is directly to the Purchasing decision of the online shopping decisions. However, the relationship has been studied, indicating the satisfying percentage with the factors (availability – 33.25; low price – 30.75; perceived ease-of-use – 31.75; customer service – 32.87; and time consciousness – 32.50).

2. Correlation test between Independent variable vs Dependent variable

1. Availability vs Online purchasing decision

Table 1: Availability correlation for online purchasing decision

<table>
<thead>
<tr>
<th>IV</th>
<th>DV</th>
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<tbody>
<tr>
<td>Availability Correlation coefficient</td>
<td>1</td>
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<tr>
<td>Sig.(2-tailed)</td>
<td>.</td>
</tr>
<tr>
<td>N</td>
<td>150</td>
</tr>
<tr>
<td>Online purchasing decision Correlation coefficient</td>
<td>.810**</td>
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<tr>
<td>Sig.(2-tailed)</td>
<td>.</td>
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<td>N</td>
<td>150</td>
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**Correlation is significant at the 0.01 level (2-tailed)

Pearson correlation of Availability and Online purchasing decision = 0.810
P. Value = 0.000

Table 1 above shows the display of the availability correlation. The significant (p) value is 0.000, which is less than 0.01; hence the two-tailed test is significant. The coefficient (r) equal to 0.810, which shows that a strong positive relationship influence exists between availability and online purchasing decision.

2. Low price vs Online purchasing decision

Table 2: Low price correlation for online purchasing decision

<table>
<thead>
<tr>
<th>IV</th>
<th>DV</th>
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<tbody>
<tr>
<td>Low price Correlation coefficient</td>
<td>1</td>
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<tr>
<td>Sig.(2-tailed)</td>
<td>.</td>
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<td>N</td>
<td>150</td>
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<tr>
<td>Online purchasing Decision Correlation coefficient</td>
<td>.436**</td>
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<tr>
<td>Sig.(2-tailed)</td>
<td>.</td>
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<tr>
<td>N</td>
<td>150</td>
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</tbody>
</table>

**Correlation is significant at the 0.01 level (2-tailed)

Pearson correlation of Low price and Online purchasing decision = 0.436
P. Value=0.000

Table 2 above shows the display of the availability correlation. The significant (p) value is 0.000, which is less than 0.01; hence the two-tailed test is significant. The coefficient (r) equal to 0.436 shows that a moderate positive relationship influence exists between availability and online purchasing decision.

3. Perceived easy to use vs Online purchasing decision

Table 3: perceived ease to use Correlation for online purchasing decision

<table>
<thead>
<tr>
<th>IV</th>
<th>DV</th>
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</thead>
<tbody>
<tr>
<td>Perceived Ease of use Correlation coefficient</td>
<td>1</td>
</tr>
<tr>
<td>Sig.(2-tailed)</td>
<td>.</td>
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<tr>
<td>N</td>
<td>150</td>
</tr>
<tr>
<td>Online purchasing Decision Correlation coefficient</td>
<td>.570**</td>
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<tr>
<td>Sig.(2-tailed)</td>
<td>.</td>
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<tr>
<td>N</td>
<td>150</td>
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</table>

**Correlation is significant at the 0.01 level (2-tailed)

Pearson correlation of Perceived natural to use and Online purchasing decision = 0.570
P-Value = 0.000
Table 3 above shows the display of the perceived ease to use Correlation. The significant (p) value is 0.000, which is less than 0.01; hence the two-tailed test is significant. The coefficient (r) is equal to 0.570, which shows that a moderate positive influence exists between perceived ease to use and online purchasing decision.

### 4. Customer service vs online purchasing decision

Table 4: customer service correlation for online purchasing decision

<table>
<thead>
<tr>
<th>Pearson</th>
<th>IV</th>
<th>DV</th>
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<tbody>
<tr>
<td>Customer service</td>
<td>Correlation coefficient</td>
<td>1</td>
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<tr>
<td></td>
<td>Sig.(2-tailed)</td>
<td>.000</td>
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<tr>
<td></td>
<td>N</td>
<td>150</td>
</tr>
<tr>
<td>Online purchasing</td>
<td>Correlation coefficient</td>
<td>.730**</td>
</tr>
<tr>
<td>Decision</td>
<td>Sig.(2-tailed)</td>
<td>.000</td>
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<td></td>
<td>N</td>
<td>150</td>
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</tbody>
</table>

** Correlation is significant at the 0.01 level (2-tailed)

Pearson correlation of Customer service and Online purchasing decision = 0.966
P-Value=0.000
Table 4 above shows the display of the customer service correlation. The significant (p) value is 0.000, which is less than 0.01; hence the two-tailed test is significant. The coefficient (r) is equal to 0.730, which shows that a strong positive relationship influence exists between customer service and online purchasing decision.

### 5. Time consciousness vs Online purchasing decision

Table 5: Time consciousness correlation for online purchasing decision

<table>
<thead>
<tr>
<th>Pearson</th>
<th>IV</th>
<th>DV</th>
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<tbody>
<tr>
<td>Time</td>
<td>Correlation coefficient</td>
<td>1</td>
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<tr>
<td></td>
<td>Sig.(2-tailed)</td>
<td>.000</td>
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<tr>
<td></td>
<td>N</td>
<td>150</td>
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<tr>
<td>Online purchasing</td>
<td>Correlation coefficient</td>
<td>.710**</td>
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<tr>
<td>Decision</td>
<td>Sig.(2-tailed)</td>
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<td></td>
<td>N</td>
<td>150</td>
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</table>

** Correlation is significant at the 0.01 level (2-tailed)

Pearson correlation of Time consciousness and Online purchasing decision = 0.966
P-Value = 0.000
Table 5 above shows the display of the time consciousness correlation. The significant (p) value is 0.000, which is less than 0.01; hence the two-tailed test is significant. The coefficient (r) is equal to 0.710, which shows that a strong relationship influence exists between time consciousness and online purchasing decision.

### 10. DISCUSSION

The online business needs to place greater emphasis on availability, time consciousness and customer service. Customer service is vital, regardless of online or offline businesses. The Customer service is highly related to customer satisfaction, customer loyalty and customer delight and nevertheless particularly for an online business and unlike a conventional business. Hence the lack of physical and tangible attraction can be a drawback to retain the customers. Thus, customer service plays a crucial role in pleasing customers considering the strong relationship between customer service and online purchasing decision.

Furthermore, the only resource that can rival money today is time. As a result, either “saving time” or “finding the lowest price” is often cited as a reason for shopping online. People that are shopping online are knowingly trading their time and immediate gratification (getting the product now) for time savings and the other benefits of online shopping. They only keep those things which are common and most selling. There are many different reasons which affect the availability of different products. The local retailer also tries to sell their limited stock. While online shopping showcases a variety of their stock and various stores, you can browse and select products as per your choice and latest trend. Even if other variables, such as perceived-ease-of-use and low price, are also critical to be focused. The online business requires a friendly website design and easily approachable mechanism. This is important to ensure the online shoppers from various backgrounds, regardless of their education, and literacy rate, and such who are indeed able to use the Internet for online shopping. This could be an excellent business strategy that attracts more online shoppers. Moreover, for all shoppers, online shopping can be an excellent strategy that can save their time, travel expense and risk. Thus, I come to highly recommend online shopping due to it being a very high cosy affair of the transaction, and such high cosy purchasing has indeed made the world a cosy world even. Also, the very cosy purchases made the online shoppers as to be safe purchasers too.
11. CONCLUSION
This research investigated only factors determining online purchasing decision of online shoppers in Coimbatore, India. Further research effort should be more holistic and comprehensive. There should be an expanded study of other factors influencing the online purchasing behaviours of available customers, possibly in the entire nation of India and not narrowing to any district. After summarising the entire research and making of it, the researcher aims to make the fit suggestions for the further researches to be carried out on the topics of consumer buying behaviours in online shopping.

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