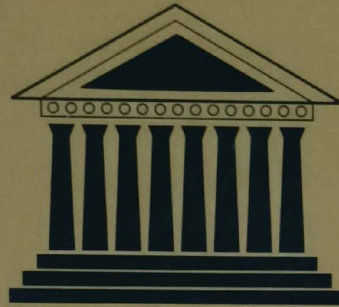


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A STUDY ON THE CONSUMERS' PREFERENCE TOWARDS ONLINE SHOPPING AFTER THE PANDEMIC IN SPECIAL REFERENCE WITH NATHAM A TIER III CITY IN TAMIL NADU

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ABSTRACT

In the present era, after the spread of the covid pandemic, there is a drastic increase in the use of technology. People nowadays are too choosy so that they want a varied range of goods at a reasonable price. This has led to the increase in online shopping as they could get a varied range of goods at their door steps with the click. Recent studies say that online shopping is growing by 8 to 10 percentage globally. In India the growth of online shopping is 30% when compared with the previous data. Even small articles are purchased through online mode by the customers. The consumers from Tier III Cities also play their important role in the growth of online shopping. This study is made by the researcher in order to find out the preference of consumers' towards online shopping after the pandemic with special reference to Natham a Tier III City in Tamil Nadu. Here the researcher has made a survey with 236 consumers.

Keywords: Online Shopping, Tier III City, Consumer Preference, Pandemic

1.1. INTRODUCTION

A most popular method of shopping globally in today's Era is online shopping. Online shopping is growing at a rapid pace as it has advantages like lower costs, less time consuming, varied variety of products and the like. This has reached its peak after the pandemic even in Tier III cities

1.2. STATEMENT OF THE PROBLEM

In the current scenario, online shopping is playing a vital role. Most of the people nowadays are working; hence shopping through online mode is much preferred and accepted by people all over the world. Online shopping considered as a risky mode of shopping in the olden days has become an important mode of shopping. Online shopping is even preferred by Tier III cities globally. This has also given a great impact in cities of Tamil Nadu, including the Tier III cities. The sellers online nowadays try to attract their consumers' with all sorts of attractive products. The present study is undertaken to study preference of consumers' towards online shopping and analyse the factors influencing online shopping. Hence, the researcher has attempted to study the consumer preference towards online shopping after the pandemic in special reference with Natham a Tier III city in Tamil Nadu.

1.3. OBJECTIVES OF THE STUDY

- To analyse the growth of online shopping after the pandemic in Natham a Tier III city in Tamil Nadu.