**Abstract**

The massive Indian market is changing fast. Internet access is mainstreaming among professionals and the use of mobile is intensifying. The pace of change continues to be rapid with digital channels constantly growing in volume and strength. More people spend more time online in India every year, and the digital tools and sites they use play an ever-growing role in their lives. A Sample of 100 respondents was randomly selected from Coimbatore city. Percentage analysis and rank analysis is used to analyze the data. It is found from the study that most of the customers have favourable attitude towards online shopping and majority of the customers suffer due to unnecessary delay in getting the product. It is suggested that the online dealers should take care to improve their environment to avoid delay in delivering the products.