

# A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS ONLINE SHOPPING DURING PANDEMIC

Philo Stephy A<sup>1</sup>, Rani J<sup>2</sup>

<sup>1</sup>Student, Dept. of Business Administration, Sathyabama Institute of Science and Technology, Tamil nadu, India

<sup>2</sup>Professor, Dept. of Business administration, Sathyabama Institute of Science and Technology, Tamil nadu, India

\*\*\*

**Abstract** - Consumer Behavior towards online shopping during this pandemic period of COVID - 19 is changing rapidly. Almost every aspect of our lifestyle has been altered due to this pandemic. There are many factors shooting up in these difficult times which are governing the buying decisions and preferences of the people. This research takes a descriptive analysis towards obtaining its findings and results. The results of this report are supported by reliable secondary data and primary data. The study focuses on purchasing essentials and giving priority to safe and secure delivery of products. This research will help Ecommerce firms to understand the changing demands and behavior of its customers during this difficult time and give the best of services leading to customer delight

**Key Words:** consumer behaviour, Ecommerce, online shopping, pandemic, covid-19

## 1. INTRODUCTION

Every country is following the lock-down procedures to prevent measures, as has India. Both the private and public sectors appear to be confused by this virus. The fact that the effects of new corona viruses have a major impact on the country, the economy and society is unavoidable. The growing threat of new corona viruses is a crisis in public health and is obstructing the entire macro economy. It has also cut off the company's supply chain. Manufacturers and producers are expected to be further hampered. China is the central production hub for many companies worldwide. Any disruption in China's output will therefore simply have consequences. It is challenging for the online company to market its goods online and also to deal with immense problems as it imports its items from China. China is mainly responsible for machinery, equipment, instruments and equipment relating to communication. Disturbances in these sectors simply affect other countries' businesses. Likewise, the Indian market relies on the Chinese product and will greatly impact the Country's economy. In addition, the lockdown has obstructed the country's import and export facilities. The automotive, metals and metal products, chemical and communications equipment, rubber, plastics and office machinery sectors have also been interrupted in addition to ecommerce business. Many online retailers are experiencing shortages of goods that can not satisfy the consumers' demand there. In the coming future, this may also increase the price of the products after all goes well. In fact, e-commerce firms are struggling to cope with the crisis. Addressing the situation does not only address one country, but also other countries. The majority of their sellers are from China. Many web firms would also sense their supply crunch stresses.

## 2. REVIEW LITERATURE

**(Accenture, 2020)** In the study named "Consumer behavior towards online shopping in India", the researchers gave a comprehensive view about how in this technological era, online shopping has become an integral part of our daily lifestyle due to high level of internet penetration and other factors. (Singh, 2018) A study on "Consumer's buying behavior towards online shopping. A case study of Flipkart.com users in Udumalpet Town" gave a detailed description about the various attitudes or behavioral traits of users towards online shopping. (Lakshmanan and Karthik, 2016)

**(Forbes, 2020)** In the study named "Customer Perception towards online buying of Electronic Products from Flipkart and Amazon" describes the scenario how majority customers were purchasing electronics items from Flipkart and other online shopping sites prior to this pandemic period. (Ahuja, 2018) Another study on "Consumer's Online Shopping behavior with reference to the Flipkart" gave a detailed description about the features of Flipkart which consumers like the most, and the products which consumers prefer to buy the most from Flipkart. (Pandey & Parmar, 2019) A study conducted by Forbes on "How will the pandemic change consumer behaviors" stated that "COVID - 19 will have an enduring impact on society long after the lockdown is over" (Forbes, 2020) Forbes conducted another study named "Consumer Behavior in the new normal" in which it talked about how things have changed after this pandemic came into existence, and how people are coping up with the new rules and regulations during this pandemic.

**Lissitsa Sabina and Kol Ofrit (July, 2016)** in the paper "Generation X vs. Generation Y – A decade of online shopping" explained that study is based on annual social survey in Israel. Generational Cohort Theory was used to examine the trends of 16 internet shopping and online purchasing behaviour among generation X and generation Y in the past decade. Study finds out that, the rate of internet access and online purchasing increased continuously in both generations. Authors used Generational Cohort Theory as segmenting tool. Rate of internet access was higher in generation Y and the percentage of those who bought electrical appliance, furniture or vacation online was higher in generation X. study revealed that Generation Y is more attractive population for businesses due to its hedonism, extravagance and great connectivity but it is also important to focus on Generation X as they buy more due to high income and more free time.

**Dayal Smita (Jan, 2016)** in the paper an analysis of the social media influence on the online buying behavior of Indian Consumers attempts to capture the impact of social media on buying behaviour of Indian customers. The study is based on secondary data and reveals that there are three areas whereby social media is applying. Two of these areas focus on enhancing existing business processes, while third category attempts to re-invent a certain space within the industry together. Social marketing is using various tactics, tools, media and technology across all components of marketing mix.

**Simranjit Singh, Sonia Bajwa (2017)** had carried out a research study on "buying behaviour of consumer towards counterfeit products: a case study of moga city". The main objective of the research was to put emphasis on the reasons for counterfeit purchase and the norms they follow while forming this behaviour.

### 3. RESEARCH METHODOLOGY

The effect of E-commerce business on Consumer behaviour are driving the business wide adoption of Consumer behaviour analysis for pulling in more shoppers and improving their shopping experience. There is a noteworthy change in buyer's mentalities and shopping conduct, most of them are relied upon to remain post-pandemic. The lockdown has forced purchasers to question their shopping habits including buying habits, preference and the emotional move towards internet business. To what extent the pandemic changed the buying behaviour of consumer towards online purchases The research measures the experiences of customers. Defines and analyses the experiences based on key deliverables. Gains insight into Customer preference towards different online websites. Customer experience is how customers engage with online shopping during pandemic.

#### Objective

- To study the consumer behavior towards online shopping during pandemic.
- To analyze safety precautions taken by the online website for safe delivery during pandemic.

#### Analysis and Findings

In this chapter, effort has been made to identify the demographic profile of the respondents and to find out the consumers income and money spend per month for online shopping.

#### 3.1 CLASSIFICATION OF RESPONDENTS

Income	No of respondents	Percentage
Under 10000	2	1.7
10001-20000	10	8.3
20001-30000	11	9.2
30001-40000	20	16.7
40001-50000	22	18.3
50000 above	23	19.2
No income	32	26.7
Total	120	100

Source: Primary Data

From the above table, out of 120 respondents 2% of the respondent monthly income is under 10000. 8% of the respondent monthly income is 10001-20000. 9% of the respondent monthly income is 20001-30000. 17% of the respondent monthly income is 30001-40000. 18% of the respondent monthly income is 40001-50000. 19% of the respondent monthly income is above 50000. 27% of the respondent does not have income. Majority of the respondent are not having any income (27%)

### 3.2 CHI SQUARE TEST

The table showing the relationship between income and amount spend per month in online shopping.

Null hypothesis (H0): There is no association between income and the amount spend per month in online shopping.

Alternative hypothesis (H1): There is association between income and the amount spend per month in online shopping

Income * Spend per month	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
	120	100.0%	0	0.0%	120	100.0%

Income\* spend per month crosstabulation

Income		Spend per month					Total
			1000-2000	2001-5000	5001-10000	10000 above	
Under 10000	Count	2	0	0	0	2	
	Expected	4	7	.4	5	2.0	
10001-20000	Count	2	8	0	0	10	
	Expected	1.8	3.7	2.2	2.3	10.0	
20001-30000	Count	1	6	2	1	10	
	Expected	1.8	3.7	2.2	2.3	10.0	
30001-40000	Count	2	10	5	3	20	
	Expected	3.7	7.3	4.3	4.7	20.0	
40001-50000	Count	0	5	10	7	22	
	Expected	4.0	8.1	4.8	5.1	22.0	
50000 above	Count	0	6	5	12	23	
	Expected	4.2	8.4	5.0	5.4	23.0	
No income	count	15	9	4	5	33	
	expected	6.1	12.1	7.2	7.7	33.0	
Total	Count	22	44	26	28	120	
	expected	22.0	44.0	26.0	28.0	120.0	

Chi-square tests

	Value	Df	Asymptotic significance(2-sided)
Pearson chi-square	64.719	18	.000
Likelihood ratio	67.444	18	.000
Linear-by-linear association	1.145	1	.285
N of valid cases	120		

19 cells (67.9%) have expected count less than 5. The minimum expected count is .37

**Source: primary data**

**Interpretation:**

Since p value is lesser than 0.05, we reject null hypothesis and accept the alternative hypothesis. Therefore, there is significant relationship between income and amount spend for online shopping.

#### **4. FINDINGS**

- Most of the respondents buy the products through online mode during pandemic
- 20.8% of the respondents spends time in online shopping for more than 10 hours in a week
- 35.80% of the respondent spend 2001 to 5000 money in online shopping for a month
- Most of the respondents agree with convenience, fear of pandemic, time saving, affordable, to avoid physical contact is the reason to shop online
- The main product buy by the respondent during pandemic is grocery
- Most of the respondents agree with price discount, week end sale, offers, product variety, quality, fast delivery, product description, payment method for preferring different online websites
- 81.7% of the respondents select amazon for comfortable buying products during pandemic

#### **5. CONCLUSIONS**

Online website destinations has the appeal during pandemic circumstance to maintain a strategic distance from the dangers. Consumer buying behavior towards online shopping during pandemic around 100% accepted. Most commonly preferred sites during pandemic is Amazon followed by Flipkart over the other online sites as essentials are being highly preferred, who has highest shares in essentials domain. 43% of individual prefer to pay amount using debt card (recorded highest number of transaction) followed by COD. Consumers are more likely to continue online purchases Post pandemic also as Online shopping creates hustle free efforts and easy to shop with different offers. Great equality of items with sensible cost will fulfill the customers' requirements. During pandemic services and items gave by web-based business locales fulfilled very great number of clients. Just minimum people were dissatisfied. Though, particularly fulfilled, and impartial nearly share same degree of rate. When the residue has settled, a few shoppers may come back to their old habits, however numerous who have discovered worth and fulfillment with their online experience will continue with their online utilization. In the long haul, this will be inflection point for digital change across ecosystem.

#### **REFERENCES**

- [1] Accenture (2020) COVID - 19-19 will permanently change consumer behaviour.
- [2] Forbes.(2020).How will the pandemic change consumer behaviors.
- [3] Lissitsa Sabina and Kol Ofrit (July 2016), "Generation X vs. Generation Y – A decade of online shopping", Journal of Retailing and Consumer services, Vol. 31, pp. 304-312
- [4] Dayal Smita (Jan 2016), "An Analysis of the Social Media Influence on the online behavior of Indian Consumers" XVII Annual International Seminar Proceedings, pp 887-906
- [5] Ioanas Elisabeta and Stoica Ivona (2014), "Social Media and Its Impact on Consumer Behavior", International Journal of Economic Practices and Theories, Vol. 4, No. 2, pp. 295-303.