

A Study on Consumer Purchase Decision Towards Online Shopping during the Covid-19 pandemic in Nagercoil

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Abstract

Online shopping consumers is the person who purchase the goods and services through online from various online shopping marketers. This helps the consumer can select the various kinds of goods from various online stores available on the internet. But during the Covid 19 only online shopping helps the people to buy any product from online markets. Thus, this study helps to analyse the various factors which are influenced by consumers through online viz fair price, product quality, and durability, trust & security, etc. The main aim of this research is to study about which are the major factors influence the online shopping consumer behavior in his pandemic in Nagercoil.

For collection of data, A questionnaire has been circulated on social media for collecting responses from people 65 were sent and 50 people only did respond. Based on the influence of these factors the study finds that fair price, performance and durability, trust and reliability, e-service quality, saves times and money, variety of choices and website comparison influence the customers' online buying behaviour during the pandemic in Nagercoil. Online shopping companies must focus on these factors to get a higher response from people those who are involved online shopping in Nagercoil.

Keywords: *Purchase decision, Online shopping, Consumers and Covid -19.*

INTRODUCTION

Through on-line shopping, business houses have been able to reach out to more customers, even customers living in rural areas. Because the customers are considered as “King of the Market”. Consumer buying behaviour describes about the decision processes and purchasing behaviour of people who purchase products for personal or household use and not for business purposes. COVID19 is a novel virus that came in the month of December 2019, in Wuhan. The very first case of Corona Virus Disease in India noticed in January. Our country went into complete lockdown from 23rd march. On 23 March, the first day of the lockdown, almost services and factories were suspended. People are changing what they purchase, where, and how, from conventional buying to online shopping. It increased the shopping through websites and mobile apps. Due to increasing risk of corona virus, customers are avoiding public places which increasing customers' attraction towards online shopping.

As the world is in the devastating situation and countries have been put under lockdown, restrictions have been imposed on going out of homes, arranging crowded events, going in markets, almost every business has been shut down in the world in the wake of COVID-19 and people are stressed to stay in homes. hence people cannot go in markets for buying products, so this is probably pushing people to do online shopping. Online shopping allows people to fulfil their needs staying at home and without going markets. The popular online stores are Flipkart, Amazon, Snapdeal, Shopclues etc. very helpful to customer while purchasing the product through online in this pandemic situation. In this study, the researchers have tried to find out various factors which influence the customers' online shopping behaviour in this pandemic in Nagercoil.

REVIEW OF RELATED LITERATURE

Farha Fatema and Ashraf Siddiqui (2021) framed a study on “Factors Affecting Customers' Online Shopping Behavior During Covid-19 Pandemic in Bangladesh”. The study aims to identify the factors that influence the customers' online shopping behavior during the Covid-19 in Bangladesh under the effect of control variables. The results indicate that of the eight dimensions, features and quality, fair price, performance and durability, trust and reliability, security, E-service quality, ease of use, and time are positively and significantly affect customers' online buying behaviour during the Covid-19 in Bangladesh.

Maney and Mathews (2020)¹⁰ conducted “A study on the Impact of Lifestyle on Young Indian Consumer Purchase Decision”. This study focusses on youth lifestyle and their influence while purchasing shopping goods. In this study the researcher gave importance to product, price and brand that associates with their lifestyle hence the decision on choice of products reflects their lifestyle. The study revealed that youth purchases products reflect their lifestyle and they use brand name as a criterion to exhibit their lifestyle at workplace and social gatherings.

Aggarwal and Deepa Kapoor (2020) explored “A Study on Influence of COVID-19 pandemic on customer's online buying behavior” This study will help the online shopping service providers to make better strategies for providing more satisfaction to customers and to win the competition. This Study suggested that E-commerce companies should take proper steps to make effective marketing strategies to exist in the e-commerce sector.

Mutaz M. Al-Debei et.al (2015) designed a study on “Consumer attitudes towards online shopping: The effects of trust, perceived benefits, and perceived web quality”. The purpose of this study is to examine consumer attitudes toward online shopping in Jordan. From this study it was found that consumer attitudes toward online shopping is directly influenced by trust and perceived benefits. This study reveals that 28 percent of the variation in online shopping attitudes was caused by perceived benefits and trust.

RESEARCH OBJECTIVES

- To study the level of Online Shopping consumers during Covid 19.
- To study the influence of demographical factors of online shopping consumers during Covid-19.
- To study the level of changing consumer behaviour towards online shopping during Covid -19.
- To analyse the factors which are influencing their online shopping consumers during Covid -19.

ANALYSIS AND INTERPRETATION**Table No.1 Online shopping consumers based on Gender-wise**

The following table No.1 describes about respondents of the gender wise classification of online shopping consumers viz, Male and female consumers.

Table No.1 Online shopping consumers based on Gender-wise

SL. No.	Contents	Frequency	Percentage
1	Male	34	68
2	Female	16	32
	Total	50	100

Source: Primary Data

From the above table, it is observed that out of 50 respondents, 68% of the women consumers using online shopping during Covid pandemic situation and other 32% of the men consumers using online shopping during this Covid -19 Thus, it clearly reveals that most of the online shopping consumers belongs to women consumers.

Table No .2 Online shopping consumers based on Age

The following table No.2 reveals about the respondents of Age wise classification of online shopping consumers.

Table No .2 Online shopping consumers based on Age

SL.No.	Contents	Frequency	Percentage
1	Children (0- 14 years)	2	4
2	Youth (5 – 24 years)	29	58
3	Adults (25-64 years)	15	30
4	Seniors (65 years and above)	4	8
	Total	50	100

Source: Primary Data

The above table reveals that 58 percent of the respondent belongs to the Youth age and 29% of the respondent belongs to the Adults age group. It is clearly shows that majority of the online shopping consumers belongs to the Youth age group during thus Covid -19.

Table No .3 Online shopping consumers based on Profession

The following table No.3 describes about the opinion of the respondents of online shopping consumers classified based on Profession.

Table No. 3 Online shopping consumers based on Profession

SL.No.	Based on Profession	No of respondents	Percentage
1	Student	16	32
2	Employed	11	22
3	Student plus working	12	24
4	Businessman	9	18
5	Others	2	4
	Total	50	100

Source: Primary Data

The above table reveals that 32% of the respondent using online shopping belongs to the student and 24 % of the respondent using online shopping belongs to the student plus working. Thus it is clearly shows that majority of the respondent belongs to the student while involved in online shopping during Covid pandemic situation.

Table No .4 Online shopping consumers based on Websites

The following table No.4 indicates about the respondents of consumers based on online shopping Websites.

Table No .4 Online shopping consumers based on Websites

SL.No.	Contents	No of respondents	Percentage
1	Flipkart	18	36
2	Amazon	14	28
3	Shopclues	9	18
4	Snapdeal	4	8
5	Firstcry	5	10
	Total	50	100

Source : Primary Data

The above table reveals that 36percent of the respondents belongs to flipkart and 28 percent of the respondents belongs to Amazon websites. Thus it clearly shows that most of consumers using flipkart websites using online shopping during Covid pandemic situation.

Table No.5 Online shopping consumers based on Products

The following table No.5 describes about the respondents of online shopping consumers classified based on buying basic products.

Table No.5 Online shopping consumers based on Products

SL. No.	Contents	No. of respondents	Percentage
1	Food	18	36
2	Clothing	7	14
3	Electronic product	6	12
4	Drugstore good	3	6
5	Baby products	16	32
	Total	50	100

Source: Primary Data

The above table clearly reveals that 36% of the respondents belongs to the buying food products and 32% of the respondents belongs to the buying baby products through online shopping during the Covid 19 pandemic situation.

Table No .6 online shopping consumers based on Dimensions

The following table No.6 describes about the results of T test among online shopping consumers based on dimensions.

Table No .6 online shopping consumers based on Dimensions

Dimensions of Online Shopping Consumers	N	Mean	Std. Deviation	Std. Error Mean	% Confidence Interval of the Difference		T test
					Lower	Upper	
Fair price	50	3.4000	1.08265	0.14452	3.0895	3.7305	21.541
Performance and durability	50	4.2561	0.91743	0.13423	4.1132	4.5213	32.154
Trust and reliability	50	4.2154	0.80511	0.11432	4.0322	4.5432	33.444
Security	50	4.0420	0.87551	0.03124	3.7654	4.4032	31.612
Service quality	50	4.2136	0.92541	0.03421	3.8791	4.4132	30.574
Saves time and money	50	4.3162	0.60321	0.07514	4.3520	4.6155	50.245
Variety of choices	50	4.1732	0.96512	0.12876	3.8155	4.3265	30.058
Website comparison	50	4.1653	0.90412	0.14521	4.0054	4.2176	32.658

Source: Primary Data

From the above table, it is observed out of 50 respondents that the mean score of saves time and money (4.32) is greater than the mean score of other variables. Here the calculated 't' value is greater than the table value at 0.01 level. So, that most of the online consumers were felt that while shopping through online during the Covid -19 the online shopping saves times and money of the consumer.

DISCUSSION OF THE FINDINGS

The results indicate that customers want the best features and updated services with minimum cost but high services with standard quality products. They are not so much concerned about security & high prices of the products during the Covid-19 as it will be risky to go outside for them in this situation. So, people want to save their time regarding their needs. From the discussion part of this study, most respondents are satisfied with online shopping during the Covid-19 Nagercoil. Only price and security have no impact on customers' online shopping behavior during the Covid-19 in Nagercoil besides these people demanding this service and gained popularity for its features, durable performances, gaining trust, e-service quality, variety of choices and website comparison. Youth and student plus working customers are now highly reliable on online shopping during this Covid-19 in Nagercoil. If an online platform can hold this satisfaction level, it has a great future in Nagercoil.

CONCLUSION

The purpose of this research was to examine the variables influencing consumers' online buying behavior in Nagercoil during Covid-19 on a variety of aspects such as fair price, performance and durability, trust and reliability, security, and E-service quality, saves time and money, variety of choices and website comparison. In general, the study found that the results have supported the proposed model. The results indicate that of the eight dimensions fair price, performance and durability, trust and reliability, security, E-service quality, saves time and money, variety of choices and website comparison etc are positively and significantly affects customers' online buying behavior during the Covid-19 in Nagercoil.

After COVID-19 in India, attitude towards online shopping is getting better. It will be very helpful in stopping panic of spreading the Corona from person to person. The Covid-19 pandemic has encouraged online shopping activities of consumers more active. Now a day, E-shopping is become a better source in this situation of Corona virus, and E-retailers supply products that are normally purchased in the supermarket by consumers .

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