

Factors Influencing Online Shopping During Covid – 19

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ABSTRACT

Online shopping refers to the activity of buying goods or services over the internet. The covid 19 pandemic has accelerated the shift towards a more digital world. The pandemic has changed the way consumers use e-commerce and digital solutions. Physical distancing restrictions, travel bans and business closures have really forced the people to purchase online. The study aims at identifying the motivating factors which plays an important role in the growth of online shopping. This paper also explores the mode of payment while purchasing over the internet. The present study will be useful to the online retailers to know the overall online experience of the customers. Data were collected from a sample of 60 respondents from the residents of Elthuruth Amala Nagar Residents Association, Thrissur.

Keywords: Online shopping, e-commerce

I. INTRODUCTION

Stay at home life style and the increasing dependency on mobile phones could alter consumer's shopping behavior. Physical distancing restrictions, travel bans and business closures have really forced the people to purchase online. Growth of the computer and internet technology has proved to be a boon for marketers. It has given an opportunity to businesses to open a new branch which can be accessed by anyone, anywhere, anytime. Electronic commerce has become the standard term recognized for business transactions on the internet. Online shopping is a part of electronic commerce which refers to the activity of buying goods or services over the internet. With the advent of internet and related technologies, a new phase of marketing has emerged. With the development of new and efficient communication medium such as e-mails, marketers remain in continuous touch with their potential and present customers. Millions of new internet users come online in each day. Internet technologies have changed traditional marketing by shifting power in the hands of buyer. Online shopping offers multiple benefits such as convenience, greater

selection and time saving. From consumers' perspective, a significant benefit of online shopping compared to other forms of shopping is the vast number of alternatives that become available to them at their doorsteps. The biggest advantage available to consumers is convenience. Consumers can purchase at any time of the day without leaving the comforts of their home. They need not wait at checkout counters or search for ample parking space. Other advantages of online shopping are no pressure of sales person, time saving, ease of ordering and cancellation/ return and strong comparison. Some of the problems faced by the consumers are lack of touch and feel of merchandise, lack of personal attention from a salesman, lack of quality examination by physically visiting the different stores and examine the same product, risk of encountering fraud due to disappearance of shopping site and chances of making mistakes by ordering the wrong item. Another important issue is security.

II. REVIEW OF LITERATURE

1. Chaing and Dholakia (2014) carried out a study in which they examined the purpose the customer to purchase goods online during their shopping. Mainly there are three variable in their study those affects the consumer to purchase online or to go offline. Those are the accessibility features of the shopping sites, the type of the products and their characteristic, and the actual price of the product. The study revealed that the accessibility and the convenience of the shopping sites create the intention in the customer to purchase or not. When there are difficulty faced by a consumer to purchase online then the customer switch to the offline shopping for the purchase behavior and the consumer face difficulty in offline purchasing then they go to the online purchasing. After relating both the medium of shopping the consumer said that the online shopping is more convenient for them and gives more satisfaction which inspires the consumer to purchase online in the internet.

2. Iyer and Eastmen (2014) found that the population

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of senior who are more literate, more knowledgeable and who are more aware of the technology and those who have a positive behavior towards online shopping and internet are more into online shopping. But the population of senior who are less aware of the internet and the shopping sites are less involved in the shopping sites because they do not have a positive attitude towards online shopping rather they are much more interested in offline shopping and the seniors who are more involved in the internet uses more online sites for purchasing the goods over the internet. The senior which have more knowledge about the internet and the shopping sites they compares both the shopping i.e. online and offline shopping for their purchasing of goods. However their knowledge and the use of internet by them have no connection with their age and their satisfaction level while purchasing online.

3. Selvakumar (2014) concentrated on consumer's perception of the product sold online and the issues considered important to online shopping. This study was conducted among the online shoppers at Coimbatore which is in Tamil Nadu state. It is to analyze the impact of consumer opinion and the attitude. Questionnaire was made to collect the data from the population; these questionnaires were given to college going students. The total sample size is 150 respondents. The finding of this study shows that improvement and accessibility influence the customer's intention to shop online.

III. STATEMENT OF THE PROBLEM

Explosive growth in the use of internet has opened up unlimited opportunities for marketers both in domestic and international market. Understanding the shopping behavior of consumers is essential to investigate how marketers can secure a safe place in the minds of shoppers. This study is an attempt to get an insight into the online shopping behavior of the people during the covid-19. The present study aims to identify the factors influencing online shopping during covid-19 and different ways to boost online shopping.

IV. OBJECTIVES

- 1) To understand the factors influencing online shopping during covid-19
- 2) To identify the favorite online shopping site

V. RESEARCH METHODOLOGY

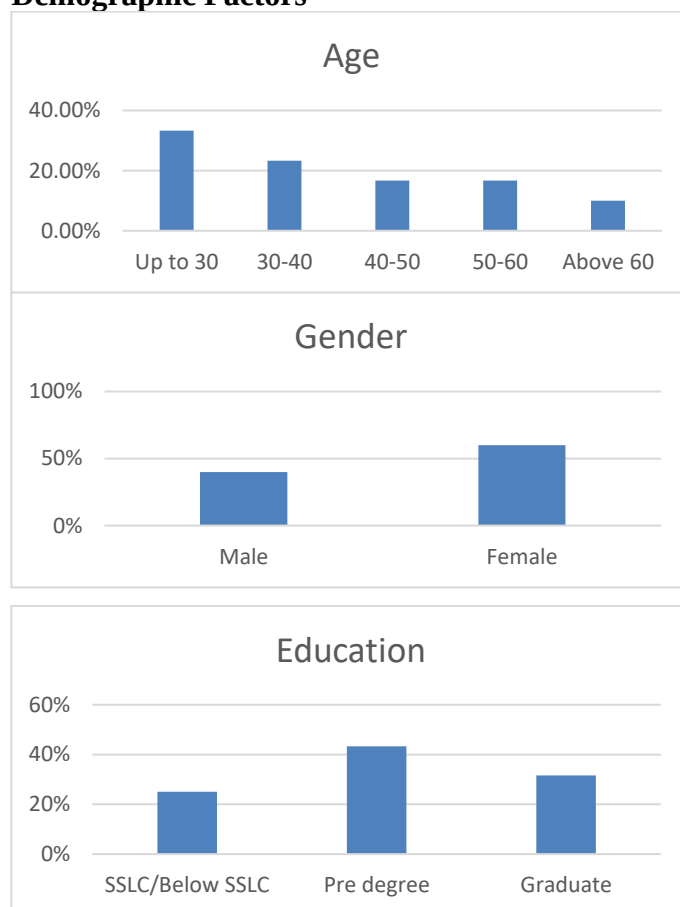
- ❖ Population: Total population of the association is 300
- ❖ Sampling technique: purposive sampling.
- ❖ Sample size: 60 respondents were selected.
- ❖ Sample unit: residents of Elthuruth Amala Nagar Residents Association, Thrissur
- ❖ Primary data: A questionnaire was used to collect the primary data.
- ❖ Secondary data: Internet searches and libraries.
- ❖ Tools for the analysis: Percentage analysis

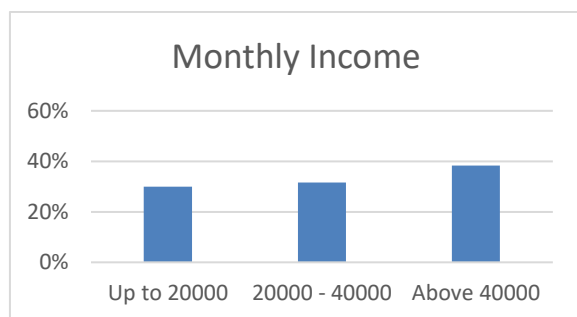
VI. LIMITATIONS OF THE STUDY

- The data is collected from 60 residents only.
- Time and cost were the limiting factor

RESULTS AND DISCUSSION

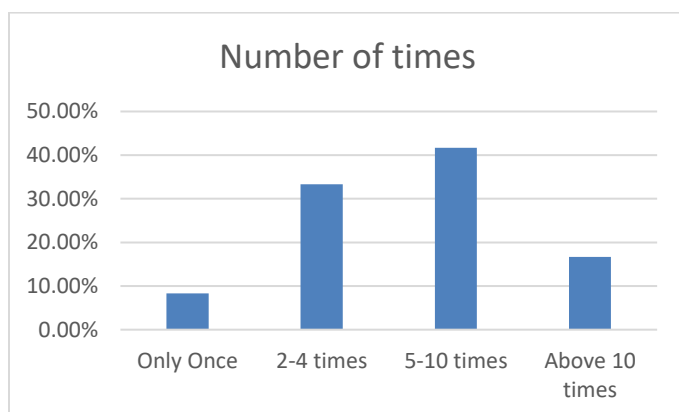
Demographic Factors





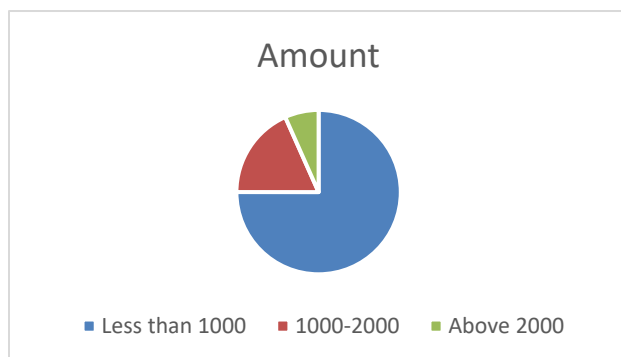
33.33% of the respondents belong to the age category of 30 and 10% of the respondents belong to the age category of 60. 60% of the respondents are females and 40% of the respondents are males. 43.33% of respondents have pre degree education and 25% of respondents have an education of graduation. 38.33% of respondents have monthly income above 40000 and 30% of respondents have monthly income of 20000.

Number of times purchased over internet during the last one year



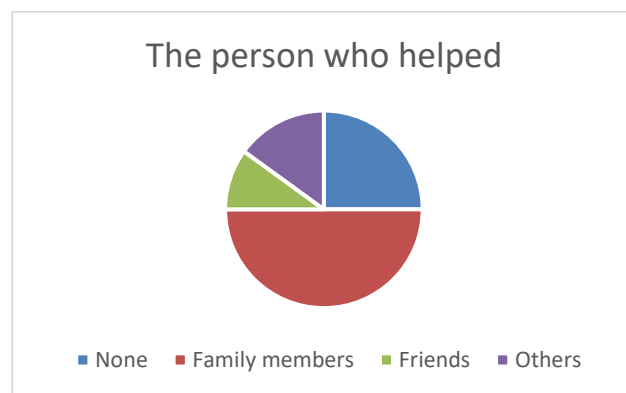
41.66% of the respondents made their purchases in between 5-10 times and 8.33% of the respondents made their purchases only once.

Amount spent for online shopping



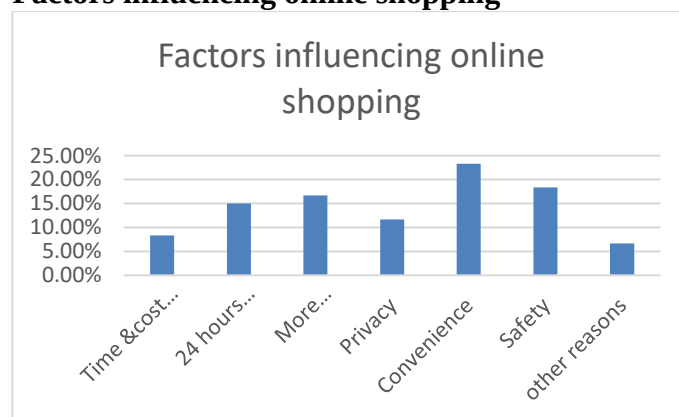
75% of the respondents spent less than thousand rupees and 6.66% respondents spent more than two thousand rupees for online shopping.

The person helped to buy over internet



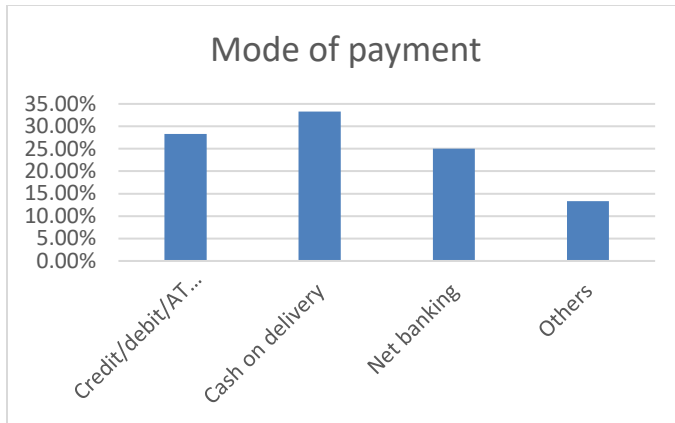
Family members helped 50% of the respondents to buy over internet. However, 10% of respondents made their online purchases with the help of friends.

Factors influencing online shopping



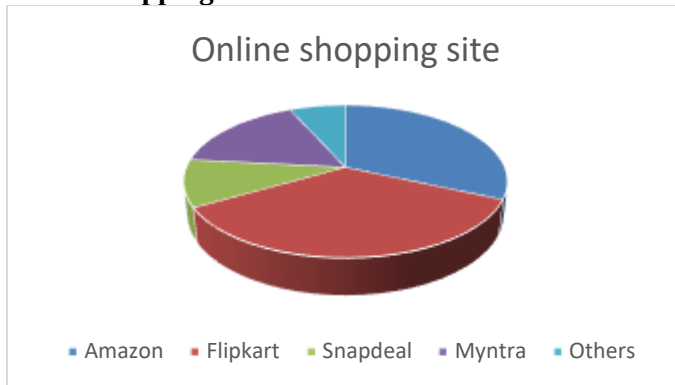
Convenience is the main reason for online shopping followed by safety and more product options. 23.33% of respondents responded that convenience is the main factor that influenced them to purchase online. 6.66% of respondents responded that there are other reasons which influenced them to purchase.

Mode of payment



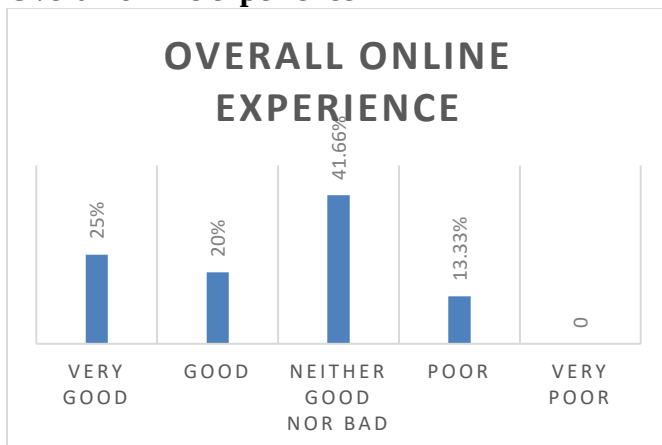
33.33% of the respondents prefer cash on delivery as mode of payment and 13.33% of the respondents prefer other modes.

Online shopping site



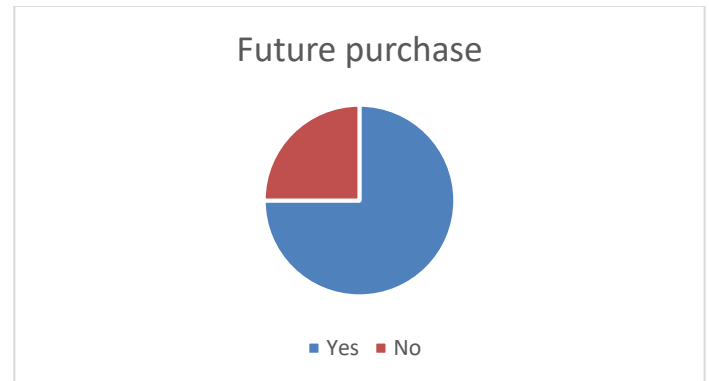
35% the respondents are responded that their favourite online shopping site as Flipkart followed by Amazon. 16.66% respondents responded that Myntra is their favorite online shopping site.

Overall online experience



25% of the respondents have a very good opinion regarding overall online experience and 20% of respondents have a good opinion. 41.66% of respondents have neutral opinion regarding overall online experience

Future purchase



75% of the respondents would like to buy over internet in future and 25% of the respondents would not like to buy over internet in future.

VII. SUGGESTIONS

- Technology should be more user friendly. The online portals should be simply designed without much technical complexities with relevant product information.
- Special efforts may have to be made to improve the security of electronic transactions.
- Product quality should be improved. Online retailers should collect feedback from the customers after the delivery to ensure that delivered product is the same as ordered product.
- Awareness through more and more advertisements in T.V, radio, newspaper should be created regarding internet, online shopping and e-commerce among the people.

VIII. CONCLUSION

Due to lockdowns, consumers have adopted a new norm for shopping at home. Many essentials and day-to-day items are already being consistently purchased as part of consumers' routine — becoming a habit that will continue for months regardless of the pandemic. Report states that some of the trends are likely to stay beyond the corona virus pandemic. It's very important to own satisfied consumers in any business, whether its offline or online. Satisfaction of the online customers is highly dependent on the experience customer gets while purchasing on website.

REFERENCES

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Appendix:

Table no.1 showing response regarding various demographic factors

Factors	Classification	Response	Percentage
Age	Up to 30	20	33.33%
	30-40	14	23.33%
	40-50	10	16.66%
	50-60	10	16.66%
	Above 60	6	10%
Gender	Male	24	40%
	Female	36	60%
Education	SSLC/Below SSLC	15	25%
	Pre degree	26	43.33%
	Graduate	19	31.66%
Monthly Income	Up to 20000	18	30%
	20000 - 40000	19	31.66%
	Above 40000	23	38.33%

(Source: Primary data)

Table no: 2 Number of times purchased over internet during the last one year

Number of times	Frequency	Percentage
Only Once	5	8.33%
2-4 times	20	33.33%
5-10 times	25	41.66%
Above 10 times	10	16.66%

(Source: Primary data)

Table no: 3 Amount spent for online shopping

Amount	Frequency	Percentage
Less than 1000	45	75%
1000-2000	11	18.33%
Above 2000	4	6.66%

Source: Primary data)

Table no: 4 The person who helped you to buy over internet

	Frequency	Percentage
None	15	25%
Family members	30	50%
Friends	6	10%
Others	9	15%

(Source: Primary data)

Table no: 5 Factors influencing online shopping

	Frequency	Percentage
Time & cost saving	5	8.33%
24 hours access	9	15%
More product options	10	16.66%
Privacy	7	11.66%
Convenience	14	23.33%
Safety	11	18.33%
other reasons	4	6.66%

(Source: Primary data)**Table no: 6 Mode of payment**

Mode of payment	Frequency	Percentage
Credit/debit/ATM card	17	28.33%
Cash on delivery	20	33.33%
Net banking	15	25%
Others	8	13.33%

(Source: Primary data)**Table no: 7 Online shopping site**

	Frequency	Percentage
Amazon	19	31.66%
Flipkart	21	35%
Snapdeal	6	10%
Myntra	10	16.66%
Others	4	6.66%

(Source: Primary data)**Table no: 8 Overall online experience**

	Frequency	Percentage
Very good	15	25%
Good	12	20%
Neither good nor bad	25	41.66%
Poor	8	13.33%
Very poor	Nil	---

(Source: Primary data)**Table no.9 Future purchase**

	Frequency	Percentage
Yes	45	75%
No	15	25%

(Source: Primary data)