A STUDY ON IMPACT OF COVID 19 WITH SPECIAL REFERENCE TO CHANGING CONSUMER BEHAVIOURS TOWARDS ONLINE SHOPPING

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Abstract

The COVID-19 pandemic has forever changed online shopping behaviours of the consumers around the world. The objective of the study is to understand satisfactory level of online customers with respect to gender, age, martial status and income and to analyse the impact of online shopping during COVID-19. The paper is the outcome of sample survey conducted on a random sample of 100 respondents form south Bangalore. The study is based on primary sources of data collected through survey method by administering the questionnaire to randomly selected respondents spread across south Bangalore city studying various levels like BBA, MBA, B.COM ,M.COM and also professionals like CA,CS and Lawyers, other common citizens through Google forms and secondary data was collected from research articles, and other web sources. Collected data form the survey was analyzed, using descriptive statistical tools like crosstabs, percentage analysis, chi – square test and inferences are drawn. The study has found that there is positive impact on the satisfactory level by analyzing different components like secured payment gateways, E-services provided, delivery services, varieties of products which are provide in online shopping applications. There is further research with more sample size.

Key words: COVID-19 pandemic, Impact, consumer behaviour and satisfaction

Introduction

 The COVID-19 has proven to be a truly global pandemic, impacting people in just about every corner of the world. The COVID-19 pandemic and the resulting lockdowns have caused significant disruption for people, communities, brands, and businesses. Daily life for people around the world has changed in ways that would have been unthinkable a few weeks ago. But as consumer-facing organizations try to find their way through the COVID-19 pandemic, it's important to keep in mind that the global consumer was already evolving at great speed. That process is now playing out faster than anyone imagined consumer optimism in India has declined as the COVID-19 crisis has progressed. As restrictions begin to lift, consumers continue to be worried about personal and family safety. They expect to continue cutting back on spending across most categories, except for some household essentials and at-home entertainment, and plan to shop more online for most categories. While at home, they have increasingly adopted digital and low-touch activities, such as online streaming and digital payments, many of which they intend to continue post-COVID-19

The ongoing lockdown to combat Covid-19 has altered consumers' purchase decisions — higher spending on health and hygiene products, adapting to limited product availability, and preferring home deliveries over store visits. The current crisis is affecting the brand and category preferences, shopping behaviour and spends. In the chaos created by the pandemic, 40% of consumers are stocking up on kitchen supplies; hence the supermarkets and grocery stores are experiencing 80% spike in-store visits. Covid-19, even non-essential services/goods brands must engage with customers by communicating on social media. The social relationship of customers with the brands always have impacted the consumer purchase decisions

Review of literature

Muhammad Kashif, Aziz-Ur-Rehman, Muhammad Kashan Javed (2020) The aim of this report is to know if the coronavirus is pushing people to do online shopping besides this, it is also examined in this study that if people will continue buying products online with the same rate in future when coronavirus is over. For collection of data, A questionnaire is generated which contains of six different questions. The questionnaire has been circulated on social media for collecting responses from people 549 people were sent the questionnaire about 61% of the people buy online products, Buying more products online than physically during coronavirus was very less, Online shopping is comfortable comparing to physical shopping during coronavirus, Online shopping will not Satisfy as much as physical

shopping but during pandemic online shopping was very comfortable , The conclusion for this survey has been made that people are not doing more online shopping during coronavirus as 50% people responded that they are not buying more products online during coronavirus while just 37% people said they are.

Anupam Sharma, Deepika Jhamb (2020) The coronavirus (COVID-19) eruption is first and prime human tragedy across the globe, affecting the lives of millions of people. It has greatly impacted the global economy. This paper is envisioned to provide business leaders with a view on the progressing situation and implications on the consumer as well. Every sphere is affected and impacted by the pandemic. Before lockdown work from home created a positive shift in the trend of online shopping. But this could not reside for a long time. Unexpected lockdown of 21 days impacted Indian online shopping and marketing trends drastically. Initially, Coronavirus's influence on consumer buying behaviour, towards brands and online tools was largely unknown. This paper aims to reflect on different issues and perspectives of online marketing due to COVID-19. There are still many more uncertainties to predict how the sale for the next few months will be impacting the global community, both personally as well as professionally. This study explores the impact of the epidemic from toilet tissue rolls to baby gear, pet food to many more daily essentials. Although some of the companies managed to operate through social commerce that is marketing by using e-commerce and social media. Forty-six percent of users admitted that social networks are important for information sharing and for making product choices. But results are indicative of the fact that online marketing and shopping will soon go back to normal but the losses and downshift brought by this pandemic are not ignorable.

India is soon being recognized as a Global Power in online trading, nowadays all major companies in India and Outside India producers opt their marketing technique as online trading which may leads to expand their business and also major contribution towards economic growth, production ,consumption levels of the consumers which may finally leads too viral country growth and development. The objectives of the study are, to analyses the awareness level towards online trading, to know the consumer behaviour towards online trading, to know the perception/option towards online trading, to know satisfactory level of customers towards online trading. The research is descriptive research the researcher proposes to use questionnaire for data collection with a sample size of 50 respondents. The title of the study is "A Study on Customer option towards online trading bone or bane in JP Nagar. The results wanted to find out the option of people about online trading No longer are businesses bound by the limitations of traditional marketing tech

Vijai C and nivetha P (2020) The present study is an attempt to identify the consumer buying behavior during the COVID -19 special references to Chennai City. The primary data were collected through structured questionnaire from 256 respondents using Google form. The majority was male (52.3%) and it is found that the majority of respondents are PG and above (87.5%) and the majority of respondents are working private sector (58.6%) Data were processed and analysed by the Statistical Package for social science. A chi-square test was used to investigate the level of association among variables at the significance level of $p<0.05$. The finding of the study indicated that the consumer buying behaviour fundamentally changed and consumer are spending more money on health and hygiene product, the current crisis affecting the brand preference, shopping behaviour and purchasing decision.

Dr R Parvathi, Lokeshwari DV (2019) This study has been undertaken to investigate impact of online marketing on youngsters, Digital marketing is rising in India with fast pace. Many Indian companies are using digital marketing for competitive advantage. Success of marketing campaign cannot be solely achieved by digital marketing only. Rather for success of any marketing campaign it should fully harness the capabilities of various marketing techniques available within both the traditional and modern marketing. the objectives of the study to identify the level of security among people using online marketing services, to analyze the impact of online marketing on general public, to analyze acceptance level, to know the usage level of online marketing, to know satisfactory level. The information need to be collected by gathering primary data directly data collected from various age groups of people. This research is done through distributing questionnaire. Sample size of 100 respondents the report tries to find out impact of online marketing on youngsters.

Karim, Rashed. (2013) This study endeavours to understand customer satisfaction in online shopping while investigating the major reasons that motivated customers' decision-making processes as well as inhibitions of online shopping. The Kotler and Killers (2009) Five Stage Buying Process Model was chosen as the basis of framework of this study to explain customer satisfaction through their motivations to buy products online. The existing literature was reviewed to discover reasons that would influence customers positively or negatively towards shopping online. Surveys were conducted by distributing questionnaires in the Wrexham area (North Wales) to gather data for this research. SPSS software package was used to present research data graphically and to test research hypothesis. From the findings, it was discovered that respondents use internet to purchase products through online because they believe it is convenience to them and the term convenient includes elements such as time saving, information availability, opening time, ease of use, websites navigation, less shopping stress, less expensive and shopping fun. In contrast, along with respondents' mind-sets, online payment security, personal privacy and trust, unclear warranties and returns policies and lack of personal customer service are the foremost barriers of online shopping. Furthermore, the result of hypotheses established that even though online shopping is convenient to all consumers, online payment system and privacy or security anxieties have significant impact on online shopping. Finally, some recommendations have been offered for online retailers to take initiatives for making online shopping more admired and trustworthy

Objectives of the study:
- To understand satisfactory level of online customers with respect to gender, age, martial status and income.
- To analyze the impact of online shopping during COVID-19

Research Methodology
A study on Impact of Covid 19 with special reference to Changing Consumer Behaviours towards Online Shopping. The paper is the outcome of sample survey conducted on a random sample of 100 respondents form south Bangalore. The study is based on primary sources of data collected through survey method by administering the questionnaire to randomly selected respondents spread across south Bangalore city studying various levels like BBA, MBA, B.COM ,M.COM and also professionals like CA,CS and Lawyers, other common citizens through Google forms.

Collected data form the survey was analyzed, using descriptive statistical tools like crosstabs, percentage analysis, chi – square test and inferences are drawn. To analyze the collected data following hypothesis has been formulated objective wise which is as under

H_0 = There is no positive impact of Covid 19 on Changing Consumer Behaviours towards Online Shopping with special reference to consumer satisfactory level.

H_1 = There is a positive impact of Covid 19 on Changing Consumer Behaviours towards Online Shopping with special reference to consumer satisfactory level.

To understand satisfactory level of online customers with respect to gender, age, martial status and income.

H_{01}= There is no relationship between age and satisfactory level.

H_{02}= There is no relationship between gender and satisfactory level

H_{03}= There is no relationship between Income and satisfactory level

H_{04}= There is no relationship between marital status and satisfactory level

Significant at 1% (P<0.01) – Rejected, Non-Significant at 0.01– (P>0.01) -Accepted

Analysis and Interpretation

Table – 1 Descriptive statistic with respect to demographic variables.

	N	Min	Max	Mean		Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Age	100	1	5	2.47	.099	.989	.979	.596	.241	.406	.478
Gende	100	1	2	1.35	.048	.479	.230	.639	.241	-1.625	.478

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Income	100	1	4	1.55	.087	.869	.755	1.493	.241	1.258	.478
marital status	100	1	3	1.40	.059	.586	.343	1.168	.241	.394	.478

The above table shows the mean, Standard deviation, Variance, Skewness and Kurtosis for the various demographic variables like Age, Gender, educational qualification and Income.

Objective :- To know the satisfactory level of students on virtual learning with respect to gender, age, marital status and income.

Table – 2 H_{01}= There is no relationship between age and satisfactory level.

		Age				
		15 to 25 years	26 to 35 years	36 to 45 years	46 to 55 years	55 years and above
online gateways	Highly satisfied	15	0	0	0	0
	Satisfied	0	39	26	0	0
	Neutral	0	0	9	5	0
	Dissatisfied	0	0	0	1	1
	Highly dissatisfied	0	0	0	0	4
varieties of products	Highly satisfied	15	0	0	0	0
	Satisfied	0	39	16	0	0
	Neutral	0	0	19	5	0
	Dissatisfied	0	0	0	1	1
	Highly dissatisfied	0	0	0	0	4
E- service quality	Highly satisfied	15	10	0	0	0
	Satisfied	0	29	16	0	0
	Neutral	0	0	19	5	0
	Dissatisfied	0	0	0	1	3
	Highly dissatisfied	0	0	0	0	2
Delivery service	Highly satisfied	15	0	0	0	0
	Satisfied	0	39	26	0	0
	Neutral	0	0	9	5	0
	Dissatisfied	0	0	0	1	1
	Highly dissatisfied	0	0	0	0	4

The above table shows the cross tabulation of consumer satisfactory components relating to online payment gateways, varieties of product, E-service quality and delivery service with the different age groups of respondents. It is evident that nearly 39% of the respondents belonging to the age group of 26-35 years are satisfied with online payment gateways, varieties of product, E-service quality and delivery service.

Pearson Chi-Square Tests		
		Age
online gateways	Chi-square	234.340
	df	16
	Sig.	.000[*,b,c]
varieties of products	Chi-square	242.878
	df	16
	Sig.	.000[*,b,c]
E- service quality	Chi-square	183.935

	df	16
	Sig.	.000[*,b,c]
Delivery service	Chi-square	234.340
	df	16
	Sig.	.000[*,b,c]

As the p value is less than 0.05 in all the consumer satisfactory components, the null hypothesis is rejected, alternate hypothesis is accepted and it can be concluded results are significant i.e. There is a relationship between age and satisfactory level of the respondents.

Table – 3 H_{02}= There is no relationship between gender and satisfactory level.

		Gender		
		Male	Female	Transgender
online gateways	Highly satisfied	15	0	0
	Satisfied	50	15	0
	Neutral	0	14	0
	Dissatisfied	0	2	0
	Highly dissatisfied	0	4	0
varieties of products	Highly satisfied	15	0	0
	Satisfied	50	5	0
	Neutral	0	24	0
	Dissatisfied	0	2	0
	Highly dissatisfied	0	4	0
E- service quality	Highly satisfied	25	0	0
	Satisfied	40	5	0
	Neutral	0	24	0
	Dissatisfied	0	4	0
	Highly dissatisfied	0	2	0
Delivery service	Highly satisfied	15	0	0
	Satisfied	50	15	0
	Neutral	0	14	0
	Dissatisfied	0	2	0
	Highly dissatisfied	0	4	0

The above table shows the cross tabulation of consumer satisfactory components relating to online payment gateways, varieties of product, E-service quality and delivery service with gender. It is evident that majority of the male respondents satisfied with online payment gateways, varieties of product, E-service quality and delivery service.

Pearson Chi-Square Tests		
		gender
online gateways	Chi-square	49.281
	df	4
	Sig.	.000[*,b,c]
varities of products	Chi-square	80.020
	df	4
	Sig.	.000[*,b,c]
E- service quality	Chi-square	80.464
	df	4
	Sig.	.000[*,b,c]
Delivery service	Chi-square	49.281
	df	4
	Sig.	.000[*,b,c]

As the p value is less than 0.05 in all the consumer satisfactory components, the null hypothesis is rejected, alternate hypothesis is accepted and it can be concluded results are significant i.e. There is a relationship between Gender and satisfactory level of the respondents.

Table – 4 H_{03}= There is no relationship between Income and satisfactory level

		Income			
		Less than 250000	250000 to 500000	500000 to 1000000	1000000 and above
online gateways	Highly satisfied	15	0	0	0
	Satisfied	50	15	0	0
	Neutral	0	5	9	0
	Dissatisfied	0	0	1	1
	Highly dissatisfied	0	0	0	4
varieties of products	Highly satisfied	15	0	0	0
	Satisfied	50	5	0	0
	Neutral	0	15	9	0
	Dissatisfied	0	0	1	1
	Highly dissatisfied	0	0	0	4
E- service quality	Highly satisfied	25	0	0	0
	Satisfied	40	5	0	0
	Neutral	0	15	9	0
	Dissatisfied	0	0	1	3
	Highly dissatisfied	0	0	0	2
Delivery service	Highly satisfied	15	0	0	0
	Satisfied	50	15	0	0
	Neutral	0	5	9	0
	Dissatisfied	0	0	1	1
	Highly dissatisfied	0	0	0	4

The above table shows the cross tabulation of consumer satisfactory components relating to online payment gateways, varieties of product, E-service quality and delivery service with different income groups. It is evident that majority 50 % of respondents with the income group of less than 250000 satisfied with online payment gateways, varieties of product, E-service quality and delivery service.

Pearson Chi-Square Tests			
			Income
online gateways	Chi-square		161.342
	df		12
	Sig.		.000[*,b,c]
varieties of products	Chi-square		170.905
	df		12
	Sig.		.000[*,b,c]
E- service quality	Chi-square		164.065
	df		12
	Sig.		.000[*,b,c]
Delivery service	Chi-square		161.342
	df		12
	Sig.		.000[*,b,c]

As the p value is less than 0.05 in all the consumer satisfactory components, the null hypothesis is rejected, alternate hypothesis is accepted and it can be concluded results are significant i.e. There is a relationship between different income groups and satisfactory level of the respondents.

Table – 5 H_{04}= There is no relationship between marital status and satisfactory level

		Marital status		
		Married	Unmarried	Others
online gateways	Highly satisfied	15	0	0
	Satisfied	50	15	0
	Neutral	0	14	0
	Dissatisfied	0	1	1
	Highly dissatisfied	0	0	4
varieties of products	Highly satisfied	15	0	0

	Satisfied	50	5	0
	Neutral	0	24	0
	Dissatisfied	0	1	1
	Highly dissatisfied	0	0	4
E- service quality	Highly satisfied	25	0	0
	Satisfied	40	5	0
	Neutral	0	24	0
	Dissatisfied	0	1	3
	Highly dissatisfied	0	0	2
Delivery service	Highly satisfied	15	0	0
	Satisfied	50	15	0
	Neutral	0	14	0
	Dissatisfied	0	1	1
	Highly dissatisfied	0	0	4

The above table shows the cross tabulation of consumer satisfactory components relating to online payment gateways, varieties of product, E-service quality and delivery service with respect to marital status. It is evident that majority married respondents satisfied with online payment gateways, varieties of product, E-service quality and delivery service

Pearson Chi-Square Tests		
		Marital status
online gateways	Chi-square	132.120
	Df	8
	Sig.	.000[*,b,c]
varieties of products	Chi-square	166.189
	Df	8
	Sig.	.000[*,b,c]
E- service quality	Chi-square	160.848
	Df	8
	Sig.	.000[*,b,c]
Delivery service	Chi-square	132.120
	Df	8
	Sig.	.000[*,b,c]

As the p value is less than 0.05 in all the consumer satisfactory components, the null hypothesis is rejected, alternate hypothesis is accepted and it can be concluded results are significant i.e. There is a relationship between Marital status and satisfactory level of the respondents.

Table – 6 table showing affect of COVID-19 situation on online shopping.

Particulars	Respondents	Percentage
Decreased online shopping	5	5%
No effect	4	4%
Others	1	1%
Shopped for first time	20	20%
Increased online shopping	70	70%
Total	100	100%

Out of 100 respondents 70% of the respondents feel that the due to pandemic there is an increase in online shopping,20% of respondents they have shopped for the first time ,5% of respondents state that there is an decrease in online shopping,4% opined that they do not have any affect due to COVID – 19 and remaining 1% respondents states us there are different affects due to COVID. It can be interpreted that majority of respondents feel that the due to pandemic there is an increase in online shopping.

Table – 7 table showing Impact of COVID-19 on online shopping.

Particulars	Respondents	Percentage
Positive	56	56%
Negative	34	34%
Neutral	10	10%
Total	100	100%

Out of 100 respondents 56% of the respondents feel that the due to pandemic there is an positive on online shopping,34 % of respondents have felt negative affect and remaining 10% respondents states us there are neutral or mixed impact due to COVID. It can be interpreted that majority of respondents feel that the due to pandemic there is an positive impact on online shopping.

Conclusion

A study on Impact of Covid 19 with special reference to Changing Consumer Behaviours towards Online Shopping. As the world responds to the coronavirus (COVID-19) pandemic, there a dramatic shift from in-person to online shopping. Consumers are relying on the digital world more than ever and businesses are forced to adapt their strategies and shift toward digital transformation with much more urgency than before. The study has identified that there is a positive impact of Covid 19 with changing consumer behaviours towards online shopping after analysing satisfactory level of consumer on the various payment gateways, varieties of product, E-service quality and delivery service what they provide on online shopping applications. Consumers are convinced with the online shopping applications and they started to shop more during pandemic situation. The further scope of the research is to comparative analysis on online shopping and offline/in shop buying with greater sample size.

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