

Consumer Buying Behaviour towards E-Commerce during COVID-19

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Abstract: The job and 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 cost awareness, preference inclination for neighbourhood items and the emotional move towards internet business. To what extent the pandemic changed the buying behaviour of consumer towards online purchases. Traditional or online practices, which one is most likely to be followed post pandemic. Are they satisfied with the e-commerce sites and their offerings?

Keywords: Consumer buying behaviour, E-commerce, Post pandemic, Online shopping.

1. Introduction

In India, 700 million of internet users in India by 2020 and expected to increase 974 million by 2025 (Keelery, 2020). Indian E-commerce trade is expected to surpass US E-commerce trade and reach world's 2nd largest market by 2034. In 2018, online shoppers were 120 million and it may increase 220 million by 2025 (IBEF, 2020). E-commerce is about 0.76% of GDP in 2017 and 0.9% of GDP in 2018 (Jaganmohan, 2020). Because of this pandemic retail sales are bowl-shaped by 5.7% than before, whereas e-commerce shopping boomed by 2% just in 2 weeks after lifting up partial lockdown rules (Davis & Toney, 2020) (Thakare, 2020).

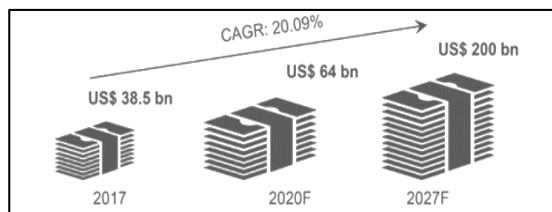


Fig. 1.

Source: E-commerce market size in India and forecasted data (IBEF, 2020)

Customer behaviour is dynamic in nature. Customer preferences changes on time (generation) This is a study which grows hastily, and marketers need to understand the consumers buying patterns, their likes, and to what extent the product

offers are reaching consumer expectations, etc. This is an ongoing process. To help marketers this online sales and purchases are introduced, which helps customer to get the desired product from all over the world at any time as per his ease (Dr.M.Vidya & Dr.P.Selvamani, 2019). What made customer to buy & sell online, pay or receive online and etc is provided in the study.

The objective of the study:

- To study how COVID-19 impacted the buying perception towards e-commerce.
- To study whether consumers are willing to continue e-commerce sites- Post Pandemic.
- To study the means of transferring amount during the pandemic.

Hypothesis:

H₀: There is no association between COVID-19 crisis and Consumer buying behaviour

H₁: There is an association between COVID-19 crisis and Consumer buying behaviour

Research methodology: As a part of our study, we have collected both secondary and primary data which helps us to understand to what extent the pandemic changed the perception of consumers towards e-commerce. To draw the required inferences, we collected data from newspapers, journals, reports, blogs, periodicals, conference papers etc. Primary research is done directly in field, whereas we do not have an existing data. This data can be collected using the online questionnaire i.e. google forms.

To attain the objectives of the study. Data is collected from all the age groups and different working professionals & students. Here we conducted research on 223 people to whether the COVID-19 changed the buying behaviour towards E-commerce. Coming to the location of study. Study is conducted online so, collected data from different places but mostly from the Andhra Pradesh & Telangana. The duration of the study is 2 weeks. Here the data is analysed using bar graphs and pie charts.

Profile of target group:

The following table shows the number of respondents, gender, occupation, age, and their annual income.

Table 1

Particulars	Gender		Grand Total
	Female	Male	
Self -Employed	18	31	49
18 – 25	9	17	26
26 – 35	6	8	14
36 – 45	2	2	4
46 – 55		2	2
More then 55	1	2	3
Service	18	46	64
18 – 25	16	23	39
26 – 35	2	8	10
36 – 45		8	8
46 – 55		5	5
More then 55		2	2
Student	43	67	110
18 – 25	43	60	103
26 – 35		7	7
Grand Total	79	144	223

Table 2

Particulars	Self -Employed	Service	Student	Grand Total
Female	18	16	42	76
10 - 20 lacks		2	1	3
6 to 10 lacks	1		2	3
More than 20 lacks			2	2
Pocket money	4	1	28	33
Up to 6 lacks	13	13	9	35
(blank)				
Male	31	45	61	137
10 - 20 lacks	1	7		8
6 to 10 lacks	6	6	5	17
More than 20 lacks	1	7		8
Pocket money	6	1	34	41
Up to 6 lacks	17	24	22	63
(blank)				
Grand Total	49	61	103	213

2. Literature Review

According to G.D. Blasio, Web based shopping is a technique internet business where customers legitimately purchase products or administrations from a dealer over the Internet utilizing an internet browser (Blasio, 2008). Amazon, Flipkart, Snapdeal are among the top online retailers in India. Be that as it may, web-based shopping has advanced over a time of 35 years, however in India the pace of acknowledgment has quickened in a decade ago. The excursion of web-based shopping exhibits, an intriguing knowledge, how the development of innovation continually moulding the eventual fate of web-based shopping.

According to G. Hofstede, customer conduct is "the way buyers think and act when settling on buy choices." It is characterized as 'the investigation of seeing how the purchaser settles on choice about spending his/her restricted assets, for example, time, exertion and cash for buying. This definition is moreover relevant in online purchaser conduct aside from the utilization of innovation in buy choice. A buyer choice generally affected by his/her own, social, mental, and social factors. (G, 2001).

- Factors affecting consumer behaviour where shopping online/offline.

- Technological factors of shopping online.

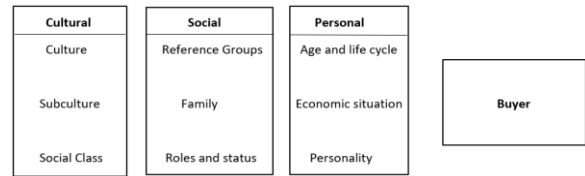


Fig. 2.

Source: Factors effecting Consumer Behaviour (G, 2001)

3. Role of Trust and Attitude towards Online Buying Intention

According to FD, Davis, the creator of this investigation inspected the significance of trust from the exchange point of view in internet business. (FD, 1989) The elements that contribute for exchange trust were distinguished, for example, simple access to depiction of items and administrations, simplicity of putting in orders, request affirmation, request following what's more, post-deals administration.

As per JC. Roca. the quintessence of this examination was advancement of 'Trust Model' considering key parts that were confided in seals, security and monetary organizations (JC).

As per S. Chaiken, this examination is to look at the customer shopping shift from disconnected to online store with a hypothetical methodology (S., 1980).

According to Chen L & Tan J, the outcomes demonstrated that mentality assumed a significant job in on the web buy goal. The investigation of shopper conduct is a key viewpoint for the achievement of an e-business(Chen L, 2004).

According to Y. Ganzach, in any case, the conduct of customers in the Internet market changes as they get e-buying experience. The observations which actuate them to make an underlying e-buy may affects their resulting choices or repurchasing conduct since the utilization of the data innovation (IT) might adjust certain discernments and perspectives. (Y., 1993)

According to Muhammad and Awais, notwithstanding these distinctions, almost no examination did in the internet business field has led a different investigation of the discernments identified with the selection and to the "post-adoption decisions. Also, barely any specialists have examined the conduct of e-clients as they gain understanding. Most examinations have thought about that the low degree of advancement of this new channel implied that the contrasts between the two choices were not yet significant, and their central goal was, hence, to decide the recognitions which customers to embrace the Internet as an elective shopping channel (Muhammad, 2012).

4. Data Interpretation

Behaviour of the consumer is highly affected by cultural factors. People are more into travel and tourism, entertainment,

shopping, etc. Even at the peak time of pandemic people did not stop their gatherings, marriages, birthday parties, etc. Partial lifting of lockdown rules, people started rushing to shopping malls, etc. (ETBrandEquity, 2020). This pandemic resulted, more than 6000 sellers increased the prices of their products and e-commerce businesses started to hire additions workforce to meet the customers demand (Sanjanwala & Issac, 2020) .

Over the period, the traditional way of approaching changed to virtual. The products are directly reaching the customer without middlemen, which results in higher profit to the manufacturers (Dr.M.Vidya & Dr.P.Selvamani, 2019). The rapid increase in number of COVID cases world-wide affected the world’s economy very badly. It affected nearly 90 trillion dollars which never experienced in a century (James K. Jackson, 2020).

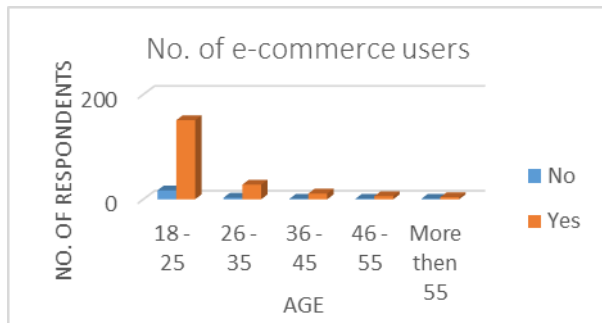


Fig. 3. No. of E-Commerce users till date

E-commerce sites are mostly used by 18-25 age group, followed by 26 – 35 age, least purchases were done by people whose age is above 55 years.

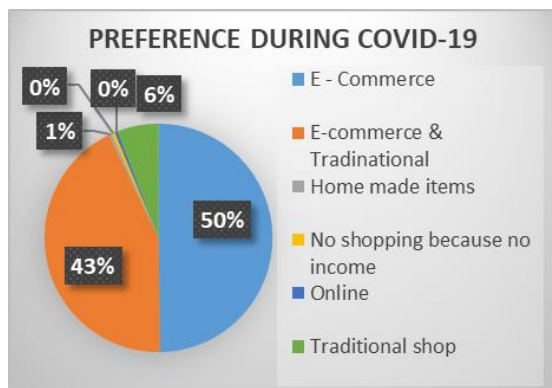


Fig. 4. Preferred mode of shopping

E-commerce sites has the high demand during Covid-19, followed by 43%, where individual still prefer both e-commerce and traditional.

During the pandemic, 46% of respondents buying perception changed towards E-commerce sites during the pandemic. Whereas 25% of people were not sure, rest individuals feel that their perception remains the same.

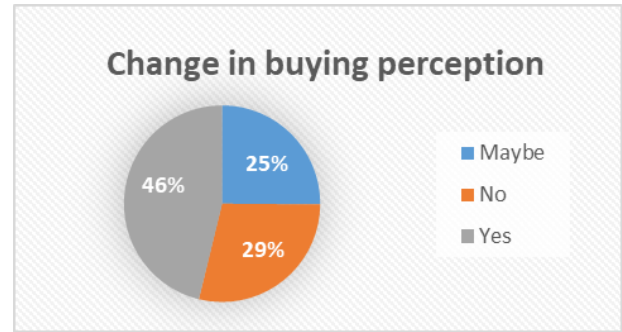


Fig. 5. Change in buying perception

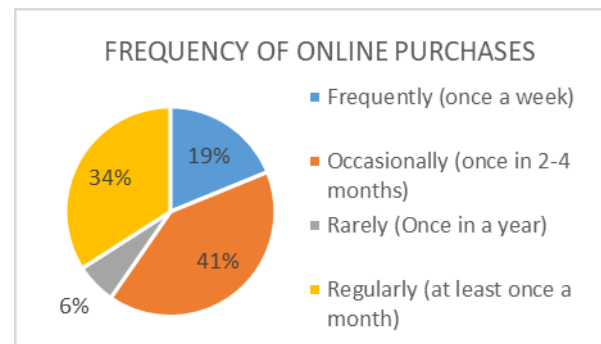


Fig. 6. Frequency of online purchases

Only 19% of individual purchases goods online frequently, whereas 41% individuals prefer to purchase goods occasionally.

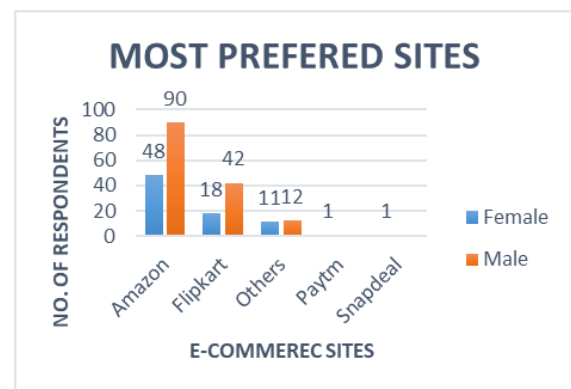


Fig. 7. Most preferred online sites

Most of the individual prefer Amazon and Mynta, followed by Flipkart over the other online sites.

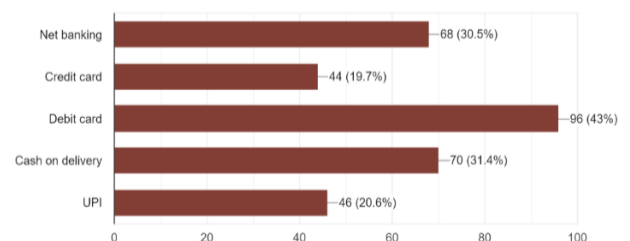


Fig. 8. Mode of payments

43% of individual prefer to pay amount using debt card (recorded highest number of transaction). Still 31% of individuals prefer cash instead of online payments. UPI transfer, net banking, credit cards are slowing increases day by day.

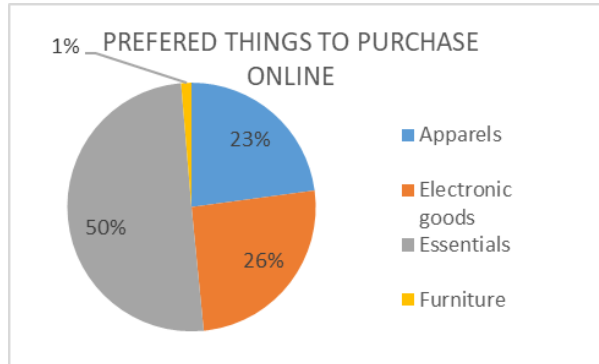


Fig. 9. Most preferred goods (online shopping)

Most of the individuals prefer e-commerce sites to purchase the basic goods (essentials). Electronic goods and apparels were given same importance.

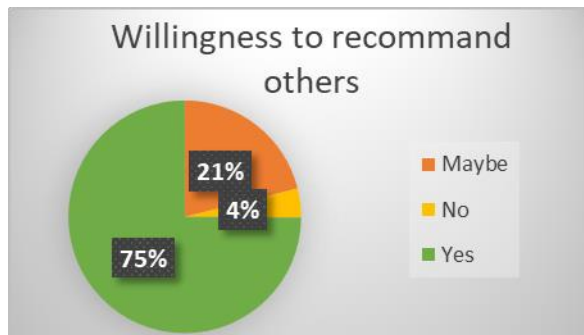


Fig. 10. Recommend online shopping

Most of them expressed that they highly advise others to shop online during pandemic to avoid risk. 21% said that based on the situation they suggest.

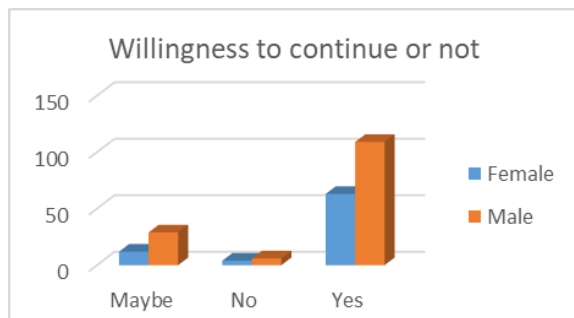


Fig. 11. Willingness to continue e-commerce sites or not

Consumers are more likely to continue online purchases Post COVID also as Online shopping creates hustle free efforts and easy to shop with different offers. Few were not sure about it, while others want to shift to traditional way of purchasing as

people still believe in personal touch factor.

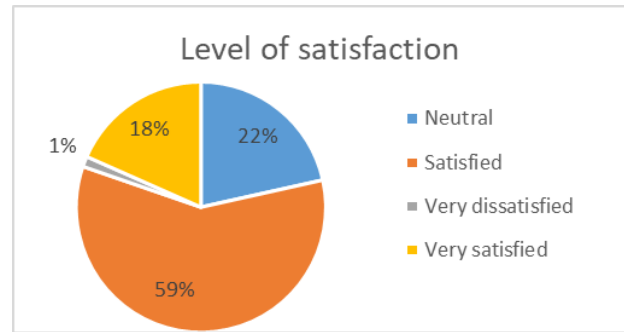


Fig. 10. Level of satisfaction

Good quality of products with reasonable price will satisfaction the consumers as that makes consumer satisfied towards shopping experience. During pandemic services and products provided by e-commerce sites satisfied quite good number of customers. Only 1% were dissatisfied. Whereas, very much satisfied and neutral almost share same level of percentage.

5. Conclusion

E-commerce business destinations has the appeal during COVID-19 circumstance to maintain a strategic distance from the dangers. Buying perception changed towards E-commerce sites during the pandemic around 46% during the pandemic. Most commonly preferred sites during COVID 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 COVID also as Online shopping creates hustle free efforts and easy to shop with different offers.

Great equality of items with sensible cost will fulfil the customers' requirements. During pandemic services and items gave by web-based business locales fulfilled very great number of clients. Just 1% 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 fulfilment with their online experience will continue with their online utilization. In the long haul, this will be inflection point for digital change across ecosystem.

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