

A Study on Customers Attitude Towards Online Shopping During the Pandemic

Situation

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ARTICLE DETAILS

Research Paper

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ABSTRACT

The COVID-19 pandemic has significantly altered consumer behavior worldwide, particularly in the realm of online shopping. This study investigates the attitudes of customers towards online shopping during the pandemic, utilizing a descriptive research design. A sample of 50 respondents was gathered, and both primary and secondary data were employed for analysis. Percentage analysis and chi-square tests were utilized to discern patterns and relationships within the data. The findings of this study shed light on the shifts in consumer preferences and behaviors amidst the pandemic. Through an examination of primary data, insights into customers' perceptions, preferences, and satisfaction levels regarding online shopping during the pandemic were obtained. Additionally, secondary data sources provided contextual information, aiding in a comprehensive understanding of the phenomenon. The results reveal significant trends in consumer attitudes towards online shopping, highlighting factors such as convenience, safety concerns, product variety, and satisfaction with the online shopping experience. The findings have implications for businesses, policymakers, and marketers seeking to adapt their strategies to meet evolving consumer needs in the wake of the pandemic. Understanding these shifting attitudes is crucial for businesses to effectively navigate the changing landscape of retail and e-commerce.

Introduction

The emergence of the COVID-19 pandemic has induced unprecedented changes in various aspects of daily life, including consumer behavior. One of the most notable shifts observed during the pandemic is the increased reliance on online shopping as a primary mode of retail consumption. With concerns about safety and social distancing measures, consumers have turned to e-commerce platforms for their purchasing needs. This study aims to delve deeper into the attitudes of customers towards online shopping during the pandemic, exploring the factors driving this shift, as well as the challenges and opportunities it presents for businesses. During the Covid-19 pandemic, housewife respondents feel many benefits from online shopping, such as able to find the products that they want faster, find more product choices, feel more comfortable to be able to shop without going out and putting on make ups, able to keep their privacies, and able to fulfil their needs by continue doing social distancing and physical distancing. The COVID-19 pandemic has reshaped consumer behavior worldwide, with online shopping experiencing unprecedented growth. As lockdowns, social distancing measures, and safety concerns restricted traditional retail experiences, consumers increasingly turned to online platforms for their shopping needs. Understanding customer attitudes towards online shopping during this critical period is essential for businesses to adapt and thrive in the new normal. This study aims to delve into the intricacies of customer perceptions, preferences, and concerns surrounding online shopping in the midst of the pandemic.

Scope of the Study

This research paper aims to explore and analyze the attitudes of customers towards online shopping during the COVID-19 pandemic, focusing on factors influencing customer preferences, satisfaction levels, concerns, and the potential implications for businesses and e-commerce strategies. This study measure's the customers attitude towards online shopping during the pandemic situation in Ernakulum district.

Literature Review

Meher Neger, Burhan Uddin (2020). Results exhibited that all factors except price factor and security factor had a momentous and positive association with consumers' internet shopping behavior during the coronavirus disease (COVID-19) pandemic in Bangladesh.

Dr.W. Saranya, G. Nithish Kumar (2021). Without a doubt this surge has long lasting exercise and has affected each circle of regular life. So online buyer and online shopping is not exemption for this. While the globe has been spinning from the threatening of the Coronavirus (COVID-19) pandemic, simultaneously client conduct is being authorized to change and purchasers are continuously moving towards online shopping. We expect that during the current emergency, consumer clients are investing more energy online. Furthermore, we find that Covid situation pressures influence individuals 'purchase intentions, while a close social network consisting of family and friends does not.

Manvi Dewan, Dr. OC Rana (2021). The study found that due to covid-19 there is positive impact on online shopping platforms means that there is increase in the number of customer on online shopping platforms because consumers are afraid of going to the market, they feel online shopping is safe, save time, and convenient to purchase goods and services. But on the other hand researcher also found that there is downfall of customers towards online shopping because due to covid-19 pandemic import and export of products and service have stopped. There is change in the customer behavior because of people have lost their jobs or reduction in salary and this ultimately affecting consumer buying behavior and lead to change in customer behavior.

Valaskova et al., (2015), Due to covid-19 pandemic there is change in behavior towards shopping as their patience level changes, customers try to make their lifestyle stress free and well organized. Everyone having their own needs and wants so there is a difference in behavior of consumer according to their own preferences and situations.

Research Objectives

- To check online shopping is comfortable comparing to physical shopping during pandemic situations.
- To identify online shopping is safe during the pandemic situation.
- To determine what factors, influence the consumers for choosing online platform for purchasing during covid19.
- To examine the consumers will continue to choose online platform for purchasing even after pandemic situation.

Testing of Hypothesis

HO: There is no significant relationship between gender and safety of online shopping.

HO: There is significant relationship between gender and safety of online shopping.

Research Methodology

This study included both primary and secondary data. The sample comprised 50 respondents. Primary data was acquired from numerous locals of the Ernakulum district. The primary data was collected using a questionnaire, while secondary data was collected using websites, journals, and other relevant sources of information.

7. Results & Discussion

Table 1: Demographic Structure of Respondents

SL.NO	CATEGORY	SUBGROUPS	RESPONDENTS	PERCENTAGE (%)
1	Age	20 - 30	25	50
		31 - 40	12	24
		41-50	10	20
		Above 50	3	6
2	Gender	Male	20	40
		Female	30	60
3	Income level	Less than 10,000	4	8
		10,000 – 20,000	23	46
		20,000-30,000	13	26
		30,000-40,000	7	14

		Above 40,000	3	6
4	Educational qualification	Up to SSLC	1	2
		Plus Two	5	10
		Degree	26	52
		Above PG	18	36

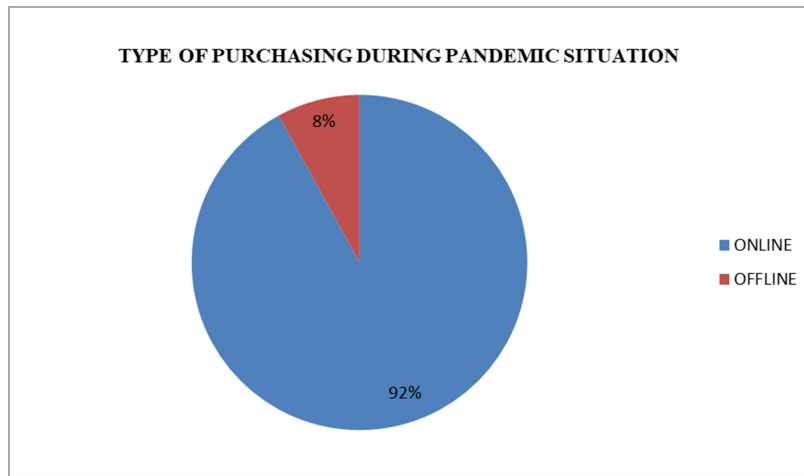
INTERPRETATION

The above figure shows that out of 50 respondents, 50% of samples are in the age group of 21-30 and 24% of samples are between 31- 40. 20% belongs to the group of 41-50. Respondents who are above 50 years old comprised only 6%. Out of 50 respondents 40% are male and 60% are female respondents. It shows majority of the respondents are females. From this analysis, it could see that only 2% of the sample studied up to SSLC. 10% are belongs to plus two. 52% have degree and 36% belongs to PG above. The Income of respondents gives a clear idea about their financial background. Out of 50 respondents 8% are in the monthly salary below 10000 and 46% in between the group of 10000-20000, 26% between the group of 20000-30000 and 14% in between 30000-40000. Respondents who are above 40000 comprised only 6%.

Table 2: Type of purchasing do you prefer during this pandemic situation.

Option	No. of respondents	Percentage
Online	46	92%
Offline	4	8%
Total	50	100%

Source primary data



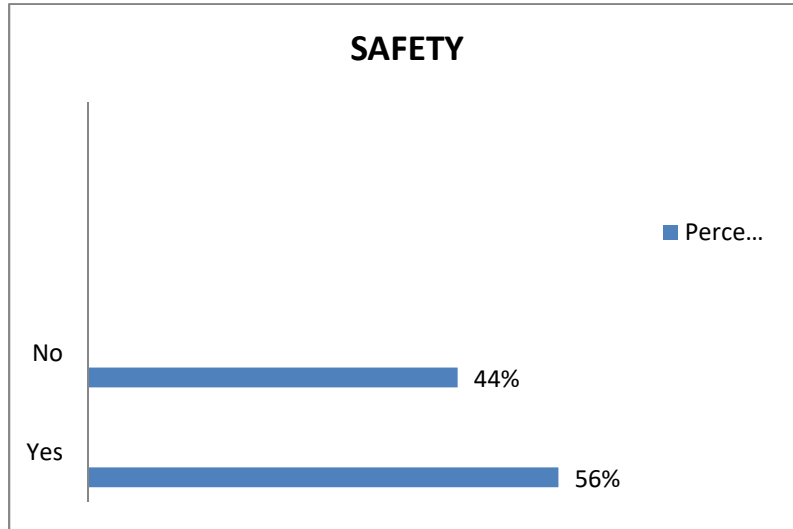
INTERPRETATION

The above figure shows that out of 50 respondents 92% prefer online shopping than offline shopping and remaining 8% prefer offline shopping during this pandemic situation.

Table 3: Safety of online shopping during covid-19

Options	No. of respondents	Percentage
Yes	28	56%
No	22	44%
Total	50	100%

Source primary data



INTERPRETATION

Out of 50 respondents 56% have positive response towards the safety of online shopping during this pandemic and remaining 44% have negative opinion.

TESTING OF HYPOTHESIS

HO: There is no significant relationship between gender and safety of online shopping.

H1: There is significant relationship between gender and safety of online shopping.

	Yes	No	Total
Male	10	10	20
Female	18	12	30
Total	28	22	50

Source primary data

Application of chi-square test:

O	E	(O-E)	(O-E) ²	(O-E) ² /E
10	11.2	-1.2	1.44	0.129
18	16.8	1.2	1.44	0.0858
10	8.8	1.2	1.44	0.163
12	13.2	-1.2	1.44	0.109
Calculated value of chi square				0.4868

Calculated value (O-E)²/E = 0.4868

Degree of freedom = (2-

1) (2-1) = 1

Table value at 5% level of significance = 3.841

INTERPRETATION

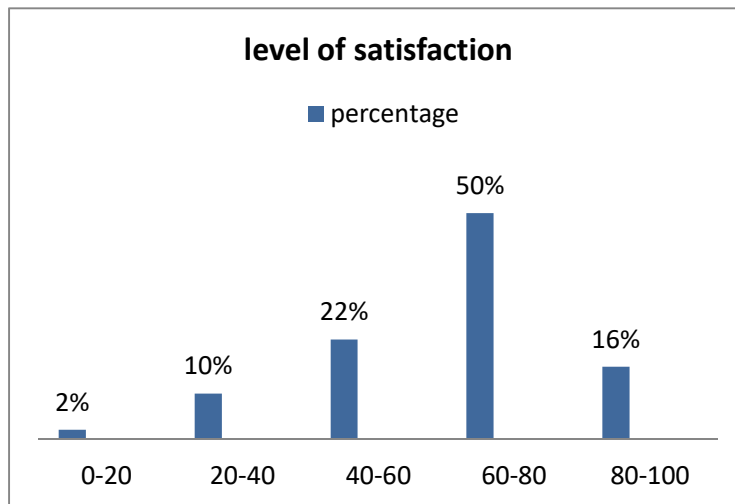
As the table value on 1 degree of freedom at 5% level of significance is greater than the calculated value, the hypothesis is accepted. There is no significant relationship between gender and the safety of online shopping.

Table 4: level of satisfaction towards online Purchase during this pandemic situation.

Sl. No	Level of satisfaction	No. of respondents	Percentage
1	0-20	1	2%
2	20-40	5	10%
3	40-60	11	22%
4	60-80	25	50%

5	80-100	8	16%
Total		50	100%

Source primary data



INTERPRETATION

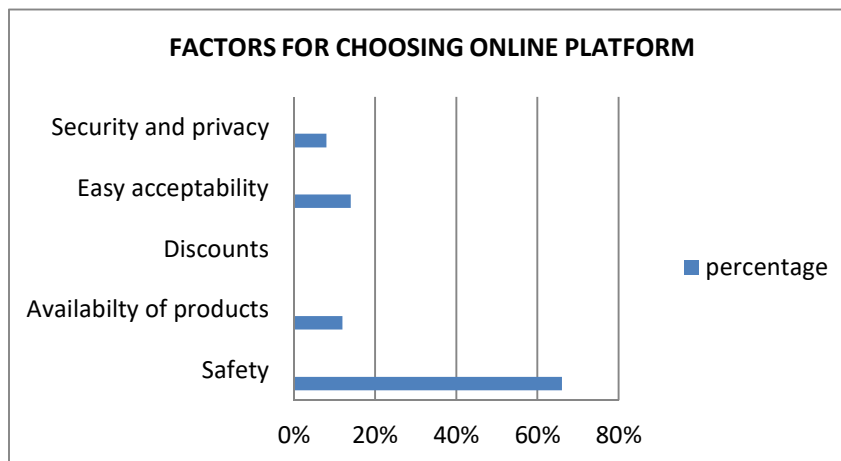
Out of 50 respondents, 2% of respondents have satisfaction level up to 20, 10% are satisfied up to 40 and 16% are satisfied up to 60, 50% are satisfied up to 80 and the rest 22% are satisfied up to maximum.

Table 5: Factors considered for choosing online platforms for purchasing during the lockdown.

Options	No. of respondents	Percentage
safety	33	66%
Availability of products	6	12%
Discounts	0	0%

Easy acceptability	7	14%
Security and privacy	4	8%
Total	50	100%

Source primary data



INTERPRETATION

From the study it is observed that 66% says that they consider online platform for their safety during the lockdown days purchases and 12% says that they choosing online platform for availability of products.14% consider the easy acceptability of products and 8% respondents consider their security and privacy for purchasing the products.

Table 6: satisfaction on buying products online rather than buying through retail shops.

Options	No. of respondents	percentage
Highly satisfied	36	72%
Satisfied	12	24%

Dissatisfied	2	4%
Total	50	100%

Source primary data



INTERPRETATION

The figure shows that out of 50 respondents 72% are highly satisfied buying products online rather than buying retail shops, 24% are satisfied and 4% respondents says that they are dissatisfied from buying the products online.

Table 7: customers continue online shopping after covid-19 pandemic.

Options	No. of respondents	Percentage
May be	8	16%
No	26	52%
Yes	16	32%

Total	50	100%
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Source primary data



INTERPRETATION

The figure shows that out of 50 respondents 32% customers continue online shopping after covid19 and 16% said may be,52% respondents said that they not continue online shopping after covid-19 pandemic.

Findings

The major findings of the of the analysis are as follows;

- Out of 50 respondents, 92% prefer online shopping than offline shopping in this situation.
- 84% consumers are purchasing online products before the covid-19 pandemic.
- Out of 50 respondents, 88% consumers purchased online products during the lockdown period.
- Majority of the respondents have positive response towards the safety of online shopping during the pandemic.
- 79.1% says that the corona virus impacted the buying behaviour of consumers.
- From the study it is observed that 66% of consumers consider online platform for their safety during the lockdown days.



- 32% consumers strongly agree that the tendency of buying online products increased due to covid-19 pandemic.
- Out of 50 respondents' 72% consumers are highly satisfied buying products online rather than buying retail shops.
- 66% of consumers said that the online shopping industry is going to replace traditional offline shopping.
- Out of 50 respondents 70% of consumers want to recommend the online shopping to their friends and family members.
- Majority 60% consumers came back to their traditional offline shopping.
- 84% consumer's expenditure decreases due to online purchase on pandemic situation.
- Out of 50 respondents 32% consumers continue online shopping after covid-19 pandemic and 52% of consumers not continue online shopping after covid-19 pandemic.

Conclusions

The study helped to know the customers attitude towards online shopping during the pandemic situation. Customers' buying habits have changed significantly from supporting local businesses to shopping online. The attitude of the consumers is rapidly changing and it is hard to predict. As per the survey the new customers have joined in the online shopping due to the covid-19 pandemic. Online shopping enables consumers to meet their needs without leaving their homes or going to markets. We find that majority of respondents have positive response towards the safety of online shopping in this pandemic situation and most of them purchased sanitizers and masks.

The consumers are fear to buy goods offline due to the covid-19 virus, so they trust more in the E-commerce industry. Many of them believe that the e-commerce industry is going to replace the traditional way of shopping like offline retailers. The only worry of consumers is regarding the trustworthiness of some websites and many of the consumers are aware of the various online scams.

The research has found that the most important aspects of those customers who never bought anything goods before have shown interest in buying goods online, the persons are fear to buy goods offline due to the covid-19 virus, so they trust more in the e-commerce industry. Covid-19 helps ecommerce to generate more customers because everything was lockdown. the respondents says that the e-commerce

industry played a vital role during the lockdown periods and most of the consumers said that they are kept on buying goods online even after the lockdown. It clearly shows that the e-commerce industry is going to boom in the future.

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