

Consumer Intention While Purchasing Online During Covid -19

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Abstract

Online shopping has been one in every of the key topics of interest throughout the COVID-19 pandemic. The distinction within the opinion of the net line shopping seizing an oversized sector or simply panic among the shoppers is that the question of dialogue. The aim of the study is to analyse the patron behaviour on on-line shopping throughout the coronavirus (COVID-19) pandemic. The study measured the influence of varied issues like product factor, worth issue, time saving issue, payment issue, security issue, body issue, and psychological issue. The study additionally targets the behaviour of costumers towards completely different industries like grocery, health care et al, whereas they purchase on-line. The study additionally aims at finding out the people getting responses likewise as gender getting responses throughout COVID -19 The analysis collected by on-line survey technique through a structured form with five-point Likert scales from on-line shoppers. we tend to used Non-probability sampling technique and also the knowledge was analysed exploitation descriptive statistics analysis, dependableness analysis, and multiple correlation analysis.

Date of Submission: 05-02-2021

Date of Acceptance: 18-02-2021

I. INTRODUCTION

The coronavirus is a profoundly communicable viral contamination caused by serious extreme respiratory disorder coronavirus 2 (SARS-CoV-2), which emerged in Wuhan, China and spread all over (Shereen, Khan, Kazmi, Bashir, Siddique, 2020). The disease began in bats and was shipped off individuals through yet unknown intermediary animals in Wuhan, Hubei district, China in December 2019 (Singhal, 2020). On January 30 2020, the World Health Organization (WHO) authoritatively announced the COVID-19 epidemic as a public health emergency of global concern (Guo, Cao, Hong, Tan, Chen, Jin, Tan, Wang, Yan, 2020). Corona represents crown-like spikes on the outside surface of the infection; hence, as such, it was named as a COVID-19. COVID-19 are minute in size (65–125 nm in breadth) and contain a single abandoned RNA as a nucleic material, size running from 26 to 32kbs long. The subgroups of the COVID-19 family are alpha (α), beta (β), gamma (γ) and delta (δ) COVID-19. This infection was reported to be a member of the β group of coronaviruses with highly identical genome to bat coronavirus, pointing to bat as the natural host (Muhammad Adnan Shereen, Suliman Khan, Abeer Kazmi, Nadia Bashir, Rabeea, 2020).

Global Impact

After acknowledging the worsen situation in China, the virus spread from country to country in a very less span of time. Even though, the countries took precautions like travel restrictions, border control measures, home quarantines, airport screening and a more, but still it was ineffective in slowing the spread of disease (Wells, Pratha Sah, Moghadas, Pandey, Shaukat, Wang, Wang, Meyers, Singer, and Galvani, 2020). Close to the completion of 2019, Wuhan, a rising business centre point of China experienced COVID-19 that killed more than eighteen hundred and contaminated more than 70,000 people inside the underlying fifty days of the pandemic (Muhammad Adnan Shereen, Suliman Khan, Abeer Kazmi, Nadia Bashir, Rabeea, 2020).

The pandemic not only forced people to confined to their homes, but also has come up with closure of many businesses and companies in unprecedented manner. Most of the unemployment was in the sectors which requires face to face interaction with the customers – hospitality, tourism and entertainment. People are under pressure of losing jobs or working in close proximity to potentially infected people, as society depends on them fulfilling their work and duty. On other hand, people working in sectors like those connected to healthcare, were living up with endless tasks and very long working days (Donthu, Gustafsson, 2020). All these things were at one place, but it was taking away the concerns of the general public away from psychosocial consequences of the outbreak that would be resulting in long lasting health problems, isolations and stigma (Torales, O'Higgins, Castaldelli-Maia, Ventriglio, 2020).

History of on-line shopping in India was started when the entry of net in India at 1995. Online shopping had a rather slow and disorderly journey in India, it's not picked up the maximum amount because it ought to

have primarily because of the very fact that net penetration itself was quite low and second (and importantly) the purchasers weren't aware of it likewise. Moreover, the purchasers don't seem to be able to take the chance of shopping for a product while not seeing it physically. historically, Indians are conservative in their approach to shopping. they need to the touch and feel the merchandise and check its options before shopping for something. on-line shopping started early in 1995 by the introduction of net in India. on-line shopping became standard throughout the web boom in 1999-2000 with the well recognize auction website recognize as bazee.com. and once amazon.com, the net bookshop supported by Jeff Bezos, created history by turning into the primary bookshop with a presence solely on the web. Later on, following the success of Amazon, several different bookstores with a physical presence additionally created a web presence on the web. thenceforth in 2005 bazee.com was preoccupied by eBay. The trend of on-line shopping took a decent pace and lots of new portals started like amazon, flip kart, Snapdeal, yebhi, gadgets guru, Myntra, iBibo, MakeMyTrip, yatra, Craftsvilla then on. several home portals like Yahoo.com, Indiatimes.com and Rediff.com came up with on-line shopping choices for the Indian shopper

Ecommerce, additionally referred to as electronic commerce or net commerce, refers to the shopping for and marketing of products or services exploitation the web, and also the transfer of cash and knowledge to execute these transactions. Ecommerce is usually wont to visit the sale of physical merchandise on-line; however, it may describe any reasonably business dealing that's expedited through the web. With the emergence of economic process and digitisation, people, places, and merchandise have started coming back shut, approachable likewise as reasonable (Cetrez & Van Dam, 2018; Finberg & potato, 2020).

During Dec 2019 coronavirus malady (COVID-19) was detected in metropolis, China. Later it displayed worldwide staggeringly and also the World Health Organization (WHO) had to declare it as a pestilence. The literature review analyses its impact on the net shopping and varied different factors followed by the info analysis. throughout this pandemic with an almost 100% increase in sales in on-line platform.

Present Scenario Of Online Marketing In India

In the recent time, Indian online business industry has seen great times. As the access of internet is not limited to urban areas but it has also extended to rural India. The internet penetration has increased to 24% in rural India, although it has reached to 70% in urban areas. The number of smart phone users and thus mobile internet users in India, both in urban and in rural is increasing day by day. The number of mobile phone internet users in urban India is 291 million while in rural India it stands at 187 million. Internet users in India are expected at 829 million by the year 2021 in India. As the whole procedure of digital marketing is internet based, it is bound to flourish with increasing number of internet and mobile internet users in India. Increasing living standard, availability of branded global products, busy lives due to which there is lack of time for off line shopping, awareness and generation of trust amongst online buyers etc. are some of the reasons for the growth of ecommerce industry during recent years in India. Looking at the figures of ecommerce industry in India, the total online sale in India, it is expected to touch \$ 17.52 billion from a meager figure of \$ 3.59 billion in the year 2013 and it is expected to reach \$ 64 billion by the year 2020 and \$ 200 billion by the year 2026. It is also predicted that Indian ecommerce industry will be the second largest in the world by the year 2034. The internet economy is expected to double from \$ 125 billion from the year 2017 to \$ 250 billion by the year 2020. It is interesting to note that around 6 million new entrants are adding every month to the Indian ecommerce industry. Major players in ecommerce industry in India are Amazon, Flipkart, Snapdeal, Myntra, eBay, Homeshop18, Paytm, 99acres, MakeMyTrip, BookMyShow, Firstcry, Irctc etc.

Advantages of Online Marketing

The changes are inevitable. It has also been said that change is the only permanent thing. With the passage of time, there are technological advancements. These technological advancements are meant to make the life of human beings simpler and thus, more comfortable. Same has happened in the field of marketing. Gone are the days, when one has to physically go to the market to buy something. There has been much technological advancement which has actually has transformed the face of marketing. Internet, World Wide Web, mobile phones, touch screen phones, digital money, payment wallets, online banking, mobile banking, 4G & 5G network and all such related facilities have contributed in giving way to online marketing. There are many advantages of online marketing and due to these advantages; it has become the trending career today. First advantage of online marketing is that it does not require much physical space. As we know, land and building are the costliest assets in any business. If the requirement of land and building is reduced and the business place is actually virtual the capital needed to commence the business is considerably reduced. Moreover, as the seller does not need to stack the goods in larger quantities, the amount needed as working capital is also substantially decreased. In some cases, there are zero inventories, which further reduce the total investment needed for the business. In many cases, it is large network of numerous suppliers. Many suppliers post the images of their products on a common website, from where the buyers can select the product and place the order and the order is fulfilled by the concerned marketer. This has attracted many youngsters to become webpreneurs. Digital

operations are hassle free and easy to handle. One point is that the buyer does not have to go to the shop or to the market. This saves on time, money and energy to be spent in commuting to the market. Online shopping saves a lot of time and the buyers are really happy as they can explore various products and different option at the comfort of their place. Another important attribute of digital marketing is that it is not time bound. The buyer does not have to wait for the shop to open. He can visit the website of the seller on 24X7 basis from any corner of the earth. This is a great opportunity for marketers as buyers may view their website during late evening hours or early morning hours from whichever place they wish to, when they are little bit less occupied. They also have more time in hand at those hours. Thus, they can spend more time on the website in their free hours when the physical stores are actually not open. The whole procedure of online purchase of product or placing order to avail certain services, actually consumes less time in comparison to the procedure of visiting the physical market and purchasing. The whole process of digital marketing involves least manpower as it more prominently uses technology rather, we can say that it is fully dependent on technology. Another advantage of online marketing is that a number of images can be uploaded on the website, as there is no need to actually stack the product by a single seller. This increases the product range and offers multiple varieties to the buyer. Another great advantage of web marketing is the least involvement of cash. Though 'cash-on- delivery' (COD) option for payment is available but now-a-days more and more buyers are utilizing the plastic or digital money. This is also because of the lucrative promotional offers provided by either sellers or the payment intermediaries, when payment is done through plastic or digital money. Thus, this involves less cash handling. Another great advantage of online marketing is that the amount paid by the customer is immediately credited in the account of seller, except in COD option. This is advantageous as there is not much cash handling and payment is also immediately received safely. Considering these advantages of online marketing, it is not very surprising that the youngsters are resorting to online marketing as their prime career option. And during the situation of COVID-19 where social distance is important and during this time every consumer are willing a home delivery.

Growth Of Online Marketing During Covid-19 In India

Online marketing was growing predictably up till COVID-19 place it on associate facilitated flight, fast the industry's growth by 4-6 years! The pandemic shone the spotlight on the various online marketing blessings, significantly that of convenience. throughout could alone, throughout the Coronavirus imprisonment, world online marketing sales reached \$82.5 billion, a seventy-seven increase over the previous year. in line with a report, eighty fifth of retail sales were through brick and mortar stores up till 2019. Then on came COVID-19, inflicting ancient retailers to scramble to urge on-line and online marketing numbers soared. the largest shift within the India has been within the grocery looking market. In March 2020, forty second folks' shoppers shopped for groceries on-line a minimum of once per week compared to merely twenty second in 2018. consultants don't see this as merely a short-run fix for Coronavirus issues, and it's been foreseen that COVID can increase India online marketing by nearly two hundredth over future year. Coronavirus served as a catalyst, propulsive shoppers into the net looking world, shopper behaviour that's probably to continue, even once the Corona dirt settles. quite five hundredth of on-line grocery shoppers state that they're coming up with on looking on-line even when the pandemic.

Top 5 benefits of Online Marketing During Covid-19 for Consumers

- **Low Price:** - The lower prices of running an internet selling store versus a physical store translate to price savings for the patron. this is often one amongst the most important on-line selling blessings. on-line costs area unit usually below ancient store costs, and on-line selling sites area unit ready to provide additional discounts and promotions that area unit easier to assert.
- **Convenient and Safe:** - looking once you need from wherever you wish is much desirable (and an entire ton safer) than heading get into this COVID reality we're currently living in. Coronavirus aside, there's conjointly one thing to be aforementioned concerning looking from your sleeping room, while not having to venture out, wait in lines, battle atmospheric condition, and every one the opposite challenges that go beside consumerism.
- **Wide product variety:** - within the world marketplace that's the web, customers should buy physics from China, books from European country, garments from Paris, and sensible previous United States of America merchandise all from the comfort of home. The dimension and depth of merchandise sold on-line area unit unbeatable. More up on decision-making: - data is virtually at your fingertips once shopping for on-line, including:
 - Reviews from real customers – this is often in all probability the foremost effective
 - Product descriptions
 - Usage videos
 - Product guides & Social validation

Comparison looking is another one amongst the highest edges of on-line selling to customers, UN agency will simply compare merchandise, brands, and websites with even side-by-side comparison attainable. several comparison-shopping sites exist with the only real purpose of enabling customers to match merchandise side-by-side supported value and discount metrics.

- Saves time: - In associate age wherever time may be a rare artefact, looking on-line provides huge time savings to the patron. Since sixty-three of customers begin their looking journey on-line, it is sensible to be ready to obtain wherever you already area unit (Think with google, 2018). No have to be compelled to head out, look in-store, wait in line, then journey back home once you will access a larger product selection at a cheaper price from the comfort of home.

Objectives of the study

The main purpose of the study was to identify the factors effecting the online purchasing during the COVID _ 19 crises. In this study our major objectives are as follows.

1. To determine the consumer purchase intentions during lockdown.
2. To know the factors that affect the online purchasing during COVID – 19.
3. To determine the consumer behaviour of the consumers who do online purchasing during lockdown.

II. REVIEW OF LITERATURE

As soon as the disease were declared pandemic countries started announcing lockdowns and the people were asked not to leave their homes. The conditions started getting worse when the lockdowns extended to months. People started turning towards the online marketing websites and ensuring if it is safe to buy through online platforms or not. After a research published by CDC, which said “[T]here is likely very low risk of spread from products or packaging that are shipped over a period of days or weeks at ambient temperatures.” The CDC’s statement refers to packages that have been in shipment for at least several days and did not come into contact with any sources of contamination after packaging. The people became certain and started relaying on the online marketing rather than going to the offline stores with a huge amount of risk.

National Retail Federation (NRF) has surveyed on consumer’s online shopping behaviour in this epidemic situation and has briefed certain consumer buying behavioural changes as follows:

- The survey conducted showed that 9 out of 10 customers have changed their shopping practices.
- Results suggests that more than 50% of customers have changed their traditional shopping habits and have started ordering products online.
- About 6 out of 10 customers stated that they avoid going to the store because of the high-risk factor and due to the fear of being infected and ordering necessary goods from online marketing websites.

Generational online purchasing during COVID-19:

Generation gap is playing its role in changing the behaviour of the of the costumers from buying offline to buying online.

Gen Z and Millennials are the ones most exposed to digital revolution from start that is why they rely more on the online purchasing rather than going offline.

Gen X and Boomers is the old generation that is less concerned but the new generation is impacting their buying habits and making them to be exposed to the online shopping.

Factors that affect the online purchase:

Safety factor: The safety concern being taken care of by the online marketing websites is the major factor that has led the Online marketing websites in building the trust of the costumers in purchasing online. Keeping in view that buying from the stores is risky and can cost a lot of health problems.

Product factor: Product can be anything like goods and services that satisfies the needs and wants of the costumer. It is one of the main factors of the that effect the online purchase. The online platforms have built a reputation of your comfort like COD and product security by accepting the return of the defected product which has led to the trust of consumers to buying online.

Time is also a factor that has led the costumers to being online as the online purchasing is time efficient and as well as a risk fee process.

The payment is also a major concern while buying offline whereas the online buying provides the option of pay at the comfort of the homes of the costumers thereby making them safer by enabling them risk free transactions as the physical money can act as a carrier for the virus and impose various health hazards. Physiological factor also plays a great role as the costumers want to be safe thus making the trust more on the online shopping rather than buying offline.

III. RESEARCH METHODOLOGY:

Here descriptive research design was used to measure the involvement. The respondents were selected on the basis of convenient sampling techniques the data were collected through structured questionnaire and sample size taken as 201 respondents from various states of India. For the analysis of data various tools like tabulation, chi-square test, frequency distribution, cross tabs, and charts were used with help of SPSS software.

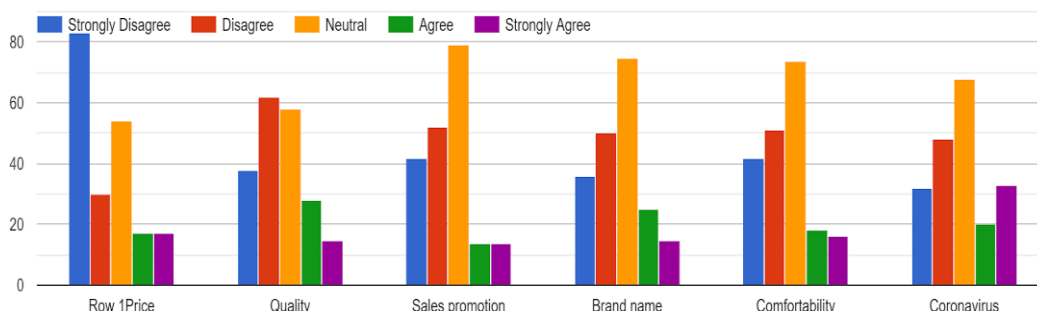
Result and Analysis

| Gender | No. of respondents |
|-------------------|--------------------|
| Male | 104 |
| Female | 95 |
| Prefer not to say | 02 |
| Total | 201 |

| DEMOGRAPHIC CHARACTERISTICS | | |
|-----------------------------|-------------------|------------|
| Income (annually) | Below 5 lakhs | 97 |
| | 5 – 10 lakhs | 38 |
| | 10-15 lakh | 32 |
| | Above 15 lakhs | 34 |
| | Total | 201 |
| Gender | Male | 104 |
| | Female | 95 |
| | Prefer not to say | 02 |
| | Total | 201 |
| Age | Below 18 | 26 |
| | 18 – 25 | 99 |
| | 25 - 35 | 49 |
| | 35 - 45 | 22 |
| | 45 and above | 05 |
| | Total | 201 |
| Education | Student | 46 |
| | Graduate | 102 |
| | Post graduate | 53 |
| | Total | 201 |

(Table no: 1 and 2) give explanation about demographic profile of customers like monthly income. Gender, age, occupation.

Why did you prefer online shopping during COVID-19?



Perception Analysis

The above graph clearly shows that the consumers strongly agree and agree bars are high in case of CORONAVIRUS (Health precautions) thus showing that more people have shopped online owing to the ongoing coronavirus.

Buying patterns (How often do people buy online)

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Valid 0 Times | 24 | 11.9 | 11.9 | 11.9 |

| | | | | |
|-----------------------|-----|-------|-------|-------|
| More than three times | 42 | 20.9 | 20.9 | 32.8 |
| Once | 43 | 21.4 | 21.4 | 54.2 |
| Thrice | 41 | 20.4 | 20.4 | 74.6 |
| Twice | 51 | 25.4 | 25.4 | 100.0 |
| Total | 201 | 100.0 | 100.0 | |

Table 3

People buying online due to coronavirus (Table 4)

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Agree | 20 | 10.0 | 10.0 | 10.0 |
| | Disagree | 48 | 23.9 | 23.9 | 33.8 |
| | Neutral | 68 | 33.8 | 33.8 | 67.7 |
| | Strongly Agree | 33 | 16.4 | 16.4 | 84.1 |
| | Strongly Disagree | 32 | 15.9 | 15.9 | 100.0 |
| | Total | 201 | 100.0 | 100.0 | |

Table no. 4 clearly states that most of the people (respondents) have switched more towards online shopping rather than buying offline.

IV. CONCLUSION

Impact of COVID-19 on Indian Consumers

The ongoing pandemic has altered the consumers' buying behavior. Customers' are more likely to spend on health and hygiene products, online shopping and deliveries, stocking necessary, high-quality and branded products over the prices (Vijai, Nivetha, 2020).

Nationwide lockdown not only resulted in sudden change of patterns of consumer behaviour, but also led to less supply. According to studies, 40% of consumers are stocking kitchen supplies resulting in 80% increase in store visits, 39% of consumers do face problems getting hand sanitizers and hand washing supplies (Vijai, Nivetha, 2020). Hence, sellers started black-marketing of essential goods, face masks, hand gloves and sanitizers (Patil, Patil, 2020). On the other hand, some sectors faced great drops during phase; restaurants have gone down by 90% as 70% people have started preferring home-cooked food (Vijay and Nivetha, 2020). The main concept identified was online shopping is the new norm as customers are reducing trips and are preferring more online platforms (Garg, 2020).

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S. Naveen Kumar, et. al. "Consumer Intention While Purchasing Online During Covid -19." *International Journal of Engineering Science Invention (IJESI)*, Vol. 10(02), 2021, PP 31-36. Journal DOI-10.35629/6734