

A STUDY ON INFLUENCE OF COVID-19 PANDEMIC ON CONSUMER PURCHASING BEHAVIOUR (ONLINE).

Submitted in partial fulfillment of the requirement for the reward of

BACHELOR OF COMMERCE

By

Mohammed Ashik. S

(39740145)



**BACHELOR OF COMMERCE SCHOOL OF
MANAGEMENT STUDIES**

**SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY**

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE

Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI – 600119

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **Mohammed Ashik. S** who has done the Project work entitled **A STUDY ON INFLUENCE OF COVID-19 PANDEMIC ON CONSUMER PURCHASING BEHAVIOUR (ONLINE)** under my supervision from December 2021 to February 2022.

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DECLARATION

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PURCHASING BEHAVIOUR (ONLINE)**.done by me under the guidance of
Dr.Paramasivam., MA., ph.D., Associate Professor, Department of
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award of Bachelor of Commerce degree.

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ABSTRACT

2020 will be reminded in history, because of Corona Virus Disease 2019 (COVID-19) that has influenced our lives in every field. Economy will never be the same as before COVID - 19. Our country went into complete lockdown from 23rd march. On 23 March, the first day of the lockdown, almost services and factories were suspended. Now, offline shopping becomes difficult as well as risky. It will attract the shoppers to take the advantages of internet technology by shopping online. Therefore, there is a need to understand the influence on online buying behavior of customers due to this pandemic. The objectives of this study will be to explore drivers of E-shopping in the situation of COVID-19 pandemic and to know about preferred products that customers want to purchase more through online after COVID 19 pandemic. The methodology in this study is descriptive, use of published reports, use of published research papers in journals and existing literature about this topic. Findings of the study will help in knowing the e- shoppers behavior under situation of COVID-19 and this study will help the online shopping service providers to make better strategies for providing more satisfaction to customers and to win the competition. This Study suggested that E- commerce companies should take proper steps to make effective marketing strategies to exist in the e-commerce sector

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CHAPTER - 1

INTRODUCTION

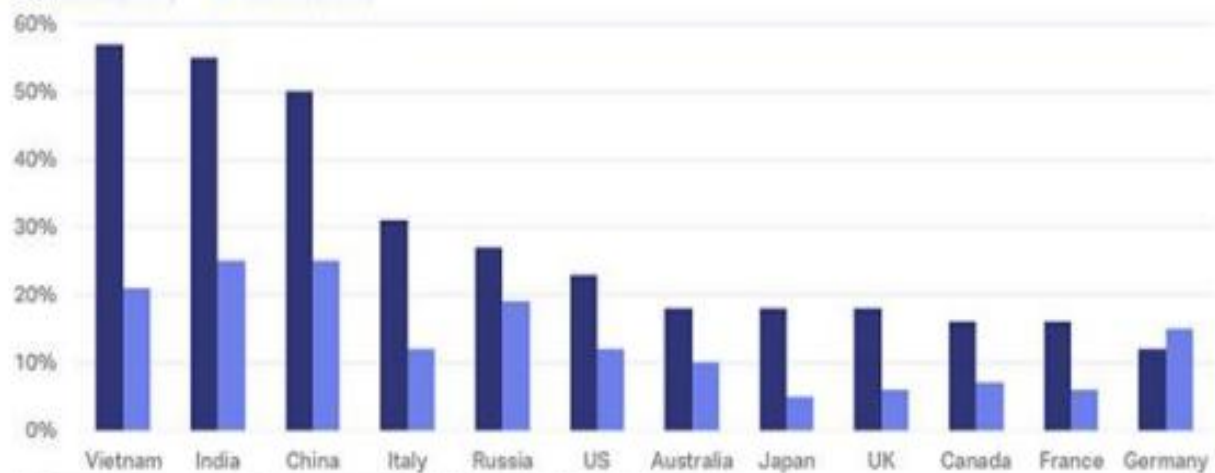
2020 will be reminded in history, because of Corona Virus Disease 2019 (COVID-19) that has influenced our lives in every field. COVID19 is a novel virus that came in the month of December 2019, in Wuhan. The very first case of Corona Virus Disease in India noticed in January. Our country went into complete lockdown from 23rd march. On 23 March, the first day of the lockdown, almost services and factories were suspended. Shetty et al. (2020) discussed that due to COVID-19, in contrast to the previous years, the recession is projected to trigger the fall of oil prices, the collapse of the tourism industry, the hospitality industry, the energy industry and decrease in consumerism. We have known that how people take this critical time of loneliness results in enormous improvements to their shopping habits overnight. People are changing what they purchase, where, and how, from conventional buying to online shopping. It increased the shopping through websites and mobile apps. Due to increasing risk of corona virus, customers are avoiding public places which increasing customers' attraction towards online shopping. Now, E-Commerce Companies have to make better policies to meet changing needs of shoppers. According to market research done prior to the Corona Virus, Growth of India's market in electronic commerce is increasing at a faster rate (approximately 200 U.S. dollars by the year 2026). Recent developments since the epidemic indicate that target can accomplished much faster than initially expected, spurred by an increase in shoppers attracting online deliveries despite concerns¹⁰ of potential infections, if they go out from their homes.

Global, COVID-19 and e-commerce

WARC Data

Purchasing products online that would normally buy in-store, compared to the previous month, % of consumers

■ More frequently ■ Less frequently



Note: Representative survey of adults under the age of 75 (n=1,000 per market), 12th to 14th March, 2020. China, India, Russia and Vietnam samples are more urban, educated, affluent than general population.

SOURCE: Ipsos, Tracking the Coronavirus

New Corona Virus that causes the Corona virus disease (COVID-19), a highly dangerous disease, has infected many people in whole world. Main reason of spreading is to get in touch with a corona positive person, when an individual contacts an area that has the virus on it, so staying at home is the safest way to save from it. Therefore, Ebuying for the consumers has increased.

Objectives

The objectives for this study are:

To explore drivers of E-buying after COVID-19 pandemic situation.

To know about preferred products that customers are purchasing more through online after COVID 19 pandemic.



Research Methodology

The research methodology used for this study is descriptive that based on secondary data, which includes published reports (Economics Times report, Nielsen Report, WARC report etc.), published research papers in international journals , national journals and existing literature about this topic.

E-Commerce and Covid-19

Bhatti et al. (2020) discussed in the study that there is a influence of Corona virus on the whole online business of the world. The nature of business has changed due to this pandemic. According to the research more than 50%, shoppers are avoiding to go for offline shopping and crowded places.

Online Shopping or E-Shopping

Charumathi and RANI (2017) mentioned that online buying or E-buying is a kind of electronic business that provide services to shoppers to purchase goods or services from an e-retailer by using Internet technology with the help of web browser directly. Charumathi and RANI (2017) found that internet plays an important role in electronic business that gives various facilities. Services are in the form of conversation, dealings and distribution of products and services activities. Mobile apps, websites play an important role in creating effective marketing strategies or policies as a mean to spread awareness regarding various products and services. Buying products, services through use of Internet technology called as online shopping. Saravanan and Devi (2015) specified that due to increasing use of Internet, the purchasing behavior of customers is changing and their attraction towards Ebuying is increasing day by day. Due to changing pattern in buying and selling of goods and services leads to tremendous hike in the count of online buyers. Now a day's electronic shopping has become increasingly popular, due to this dangerous corona virus. This panic has turned the life of people in various ways like work, shop, communication, purchasing habits, behavior, preference of products etc.

Online buying behavior in India

Saravanan and Devi (2015) found that with the improvement in the Internet, a technology of internet buying has also developed. It is a helpful way of buying products and services that provides shoppers the options for different varieties of products. Internet purchasing behavior is a kind of behavior of customers at the time of browsing websites or apps in order to search, select and buy goods and services for fulfill their needs and wants.

Drivers of online shopping after Covid 19 pandemic

Rastogi (2010) found in the study that due to increasing utilization of internet, purchasers can purchase anything, from anywhere they want to shop with timely and protected price payment options. Purchasers can compare different products as well as websites or mobile apps to make better shopping. There are various reasons or drivers of online shopping like different types of products, convenient buying, reasonable prices and different options for payments. Neger and Uddin (2020) mentioned in their study that less time consuming, convenient mode of payment and other organizational factors influence the online purchasing behavior. But after covid-19, there are various other factors or drivers which motivate the customers for online shopping. Limited movement among people, COVID-19 fear, rapid growth of mobile devices, and scarcity of products in physical stores, Convenience and Time saving and Digital transformation of local kirana shops are the main drivers of online buying post COVID-19.

Covid-19 fear or risk

The fear or risk due to covid-19 increases the use of online shopping. People will be worry even after the quarantine ends, and many shoppers will also favor online shopping for security purposes.



Rapid growth of mobile devices

There is a continuous development in the production of mobile phones and increasing awareness about the use of mobiles and internet technology leads to shoppers to search for and shop online their preferred products and services. Shoppers can make orders at all times from their favorite websites or mobile apps. Scarcity of products in physical stores There were shortage of some products in physical stores or shops due to the lockout situation, but there were different choices for online shopping. Therefore, it is the motivator to customers to shop online.

Convenience and Time saving

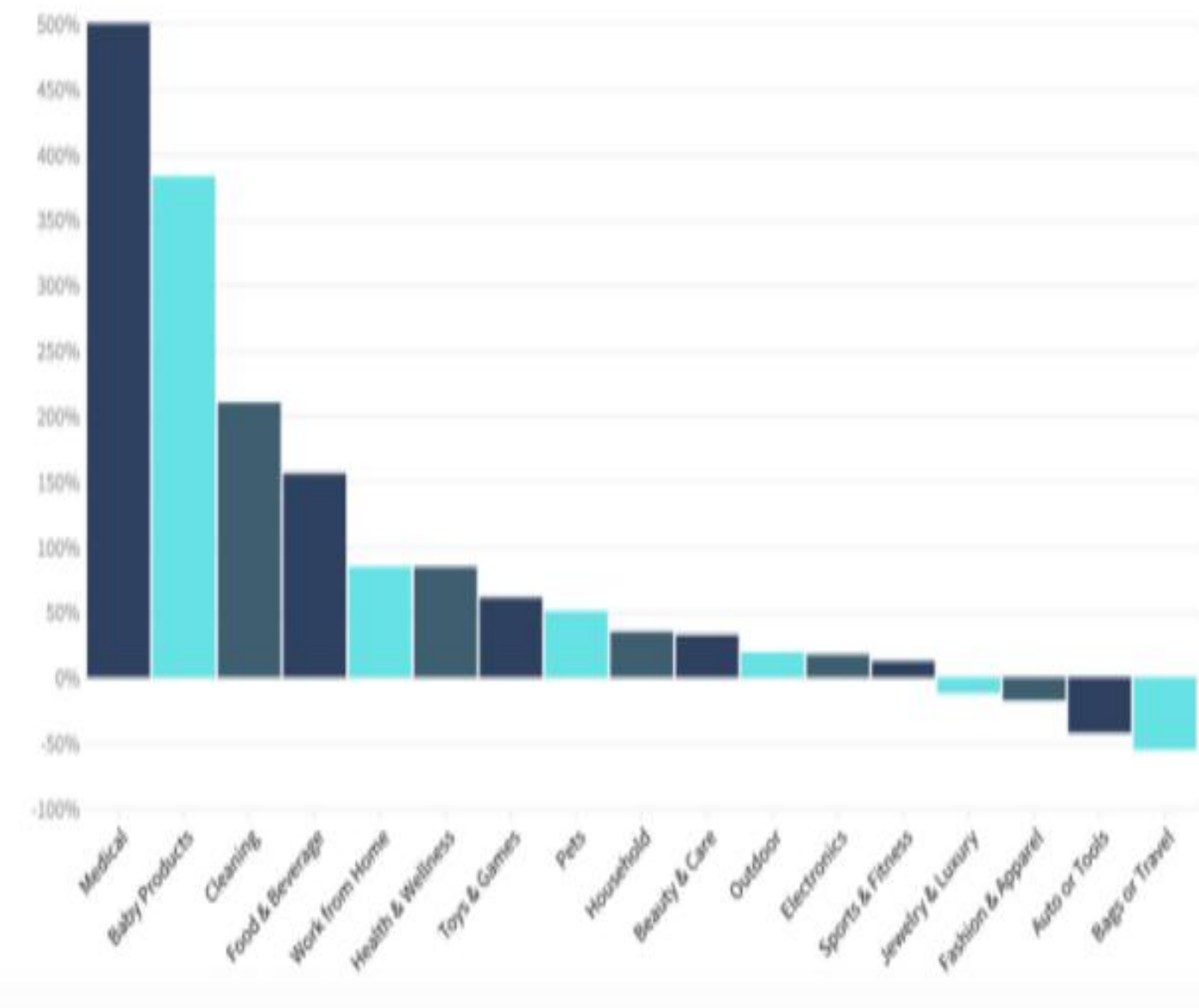
Another driver of electronic shopping is that shoppers do not want to go out to purchase the things and waste their time. E-retailers provide the services of delivery of products or services at our home. Purchasers would prefer buying online in the coming years rather than from shops or other offline medium. Quarantine, on the other hand, is another explanation to online buying of goods. Throughout this time, so many people have faced different problems. People do not want to go from their home to shop because of the panic of get in touch with the corona positive person.

Preferred products/services

Hashem (2020) found that for most consumers in the world, doing e buying through various online sites or mobileapps is becoming a cornerstone day by day. In the month of April, the most interest of buyers in online grocery shopping and other essential things. Chang, and Meyerhoefer (2020) mentioned in their study that need for cereal, fruits, fresh vegetables and precooked foods have risen, benefiting small-scale farmers in agronomy. As per latest Nielsen report, there is a rapidly increase in online demand of India's FMCG goods that increased nearly 50% year-on-year in the March quarter due to shoppers increasingly purchased from egrocers. Hand sanitizer sales reported a speedy growth of 1425 percent via online and 144 percent via a neighborhood store. The purchase of facemasks, hand sanitizer, face shield mask are more preferred products during this critical situation. There is a rapid rise in the Indulgence Food segment with the increase in the sales of cooking oil, soft drinks, pulses, snacks etc. Demands for laptops in India also increased due to work from home, online classes, teaching etc. The market for online courses is also on the rise. In its live courses, Topper is seeing a 100 percent rise in attendance. UpGrad enquiries have increased by 50 percent .There is also increase in BYJU user base. Inquiries into health plans are also growing, which would be good for the health insurance industry. In addition to grocery, these are the following products that are also preferred by shoppers:

Ecommerce Consumer Sales (COVID-19) +28.48%

Aggregated via ShipBob, ShipHero, Attentive, Stackline, CTC, Klaviyo & Adobe



Expectations of consumers

During the COVID-19 pandemic, almost retailers have modified their distribution of products or services, return schemes to provide maximum protection to their shoppers and employees. These improvements will alter consumer perceptions of online delivery and returns, as discussed by Global Data, a leading data and analytics firm. As per the Global Data report which provides businesses in the world's largest industries with unique data, expert insight and creative solutions. Longer returns period, change in methods of return of products, reasonable price of products, Contactless delivery are the main expectations of consumers from online shopping service providers for getting more satisfaction.

Strategies / suggestions for e-retailers

Due to Covid-19 Pandemic the shopping habits of consumers is changing fastly. To exist in the market, businesses should start to sell important things as per latest situation. For example, to meet the increasing demands of shoppers, some eretailers are going to introduce different types of sanitizers, facemasks, face shield mask and other goods for safety purpose. Eretailers should turn to the sale of essential products or services rather than nonessential products. E-retailers should increase the time for returning goods and focus on contact less delivery.

CHAPTER FRAMEWORK

CHAPTER 1 : INTRODUCTION

This chapter consists of the introduction to the study , the various industry profiles,the need , scope and objectives of the study along with its limitations and also includes the chapter framework of the study.

CHAPTER 2 : REVIEW OF LITERATURE

This chapter consists of research paper of Authors who have conducted detailed research study into the investment preferences of investors.

CHAPTER 3 : RESEARCH METHODOLOGY

This chapter consists of research design , methods of data collection, sample size , period of study,statistical tools used and the hypothesis of the study.

CHAPTER 4 : DATA ANALYSIS AND INTERPRETATION

This chapter consists of analysis of the data which was collected through the questionnaire and ANOVA analysis , Correlation and Regression are the statistical tools that have been used to analyse the data

CHAPTER 5 : FINDINGS, SUGGESTIONS AND CONCLUSIONS

This chapter consists of the findings , suggestions and the conclusions of the study.

CHAPTER-3

RESEARCH METHODOLOGY

3.1. RESEARCH DESIGN

The research is descriptive in nature. This research identifies the factors affecting the preferences of the Investors on investment options and describes the significance each factor have on the investment options.

2. SOURCES OF DATA

The research uses both Primary and Secondary data.

1. *Primary Data*

Primary data has been collected from 154 respondents using questionnaire (survey method).

2. *Secondary Data*

Secondary data was collected from reviewing various literature related to investment options and investment preferences.

3. STRUCTURE OF QUESTIONNAIRE

The questionnaire has been framed and circulated to collect primary data. The questionnaire contains

- Direct questions
- Close end questions
- Dichotomous questions
- Multiple choice questions

3.4 SAMPLE SIZE

The population size is indefinite as the number of people investing in different investment options is large in number. It is difficult to access the population. The sample size is 154. The respondents are from various locations spread across Chennai City.

5. SAMPLING TECHNIQUE

Sampling technique is the technique used to select the sample size. Convenient sampling technique is used for this research. Investors were taken according to the convenience of the research study. The respondents are from various locations spread across the country.

6. PERIOD OF STUDY

The study was conducted for a period of 3 months starting from December 2021 to February 2022.

7. HYPOTHESIS

Null Hypothesis(H0):

Pandemic situation arises due to Covid-19 and major factors influenced consumers behaviour during lockdown period is dependent.

Alternative Hypothesis(H1):

Pandemic situation arises due to Covid-19 and major factors influenced consumers behaviour during lockdown period is not dependent.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

1. PERCENTAGE ANALYSIS

1. *Gender Profile*

Percentage Analysis is used to analyse the gender of respondents and it have been interpreted in Table 4.1 which displays the Frequency and Percentage of Gender of Respondents.

Table 4.1 Frequency analysis of Gender

Male	Female	Total
56%	44%	100%
42	33	75

SOURCE: PRIMARY DATA

Interpretation:

56%of the respondents are male, 44%% of the respondents are female, Majority of the respondents are male.

Gender of Respondents

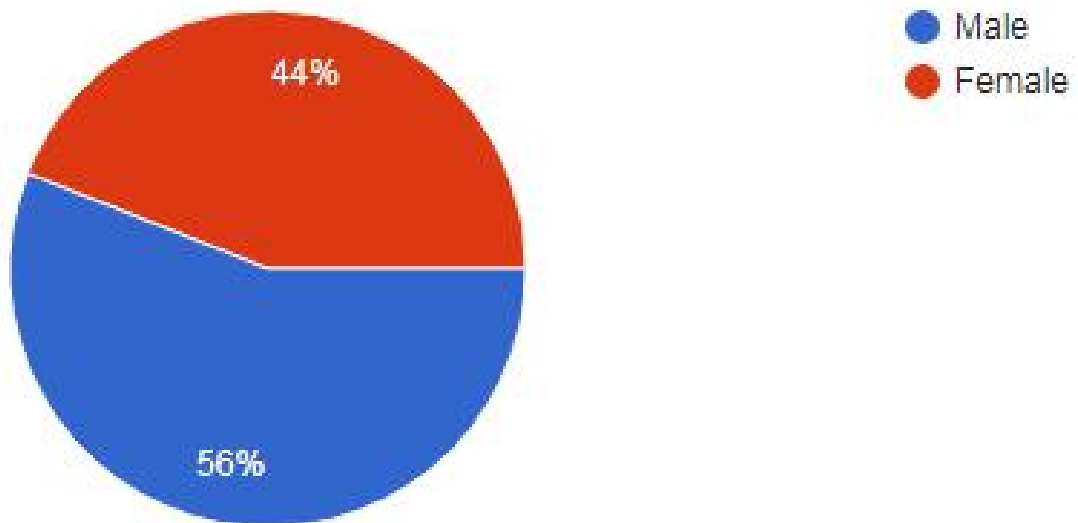


Fig 4.1 Chart depicting Gender of Respondents

4.1.2. Age Profile

Percentage Analysis is used to analyse the age of respondents and it have been interpreted in Table 4.2 which displays the Frequency and Percentage of Age of Respondents.

Table4.2 Frequency analysis of Age

Age	Percenta ge	No. of people
18-22	46.6%	35
23-27	22.7%	17
28-32	18.7%	14
Above 33	12%	9

SOURCE: PRIMARY DATA

Interpretation:

In this chart we can observe 46.7% of the respondent are between ages of 18-25 and 22.7% of the respondents are from the age group of 23-27 and 18.7% of the respondents are from the age category 28-32 and the remaining from the age above 33. Most of the people are from age group of 18-25 are involved in the research.

Age of Respondents

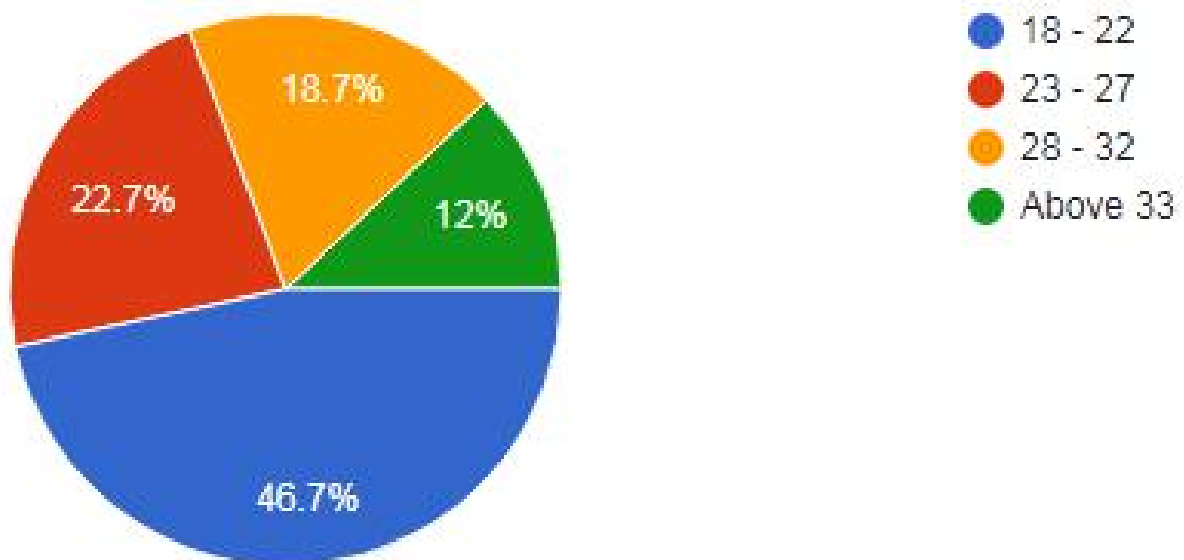
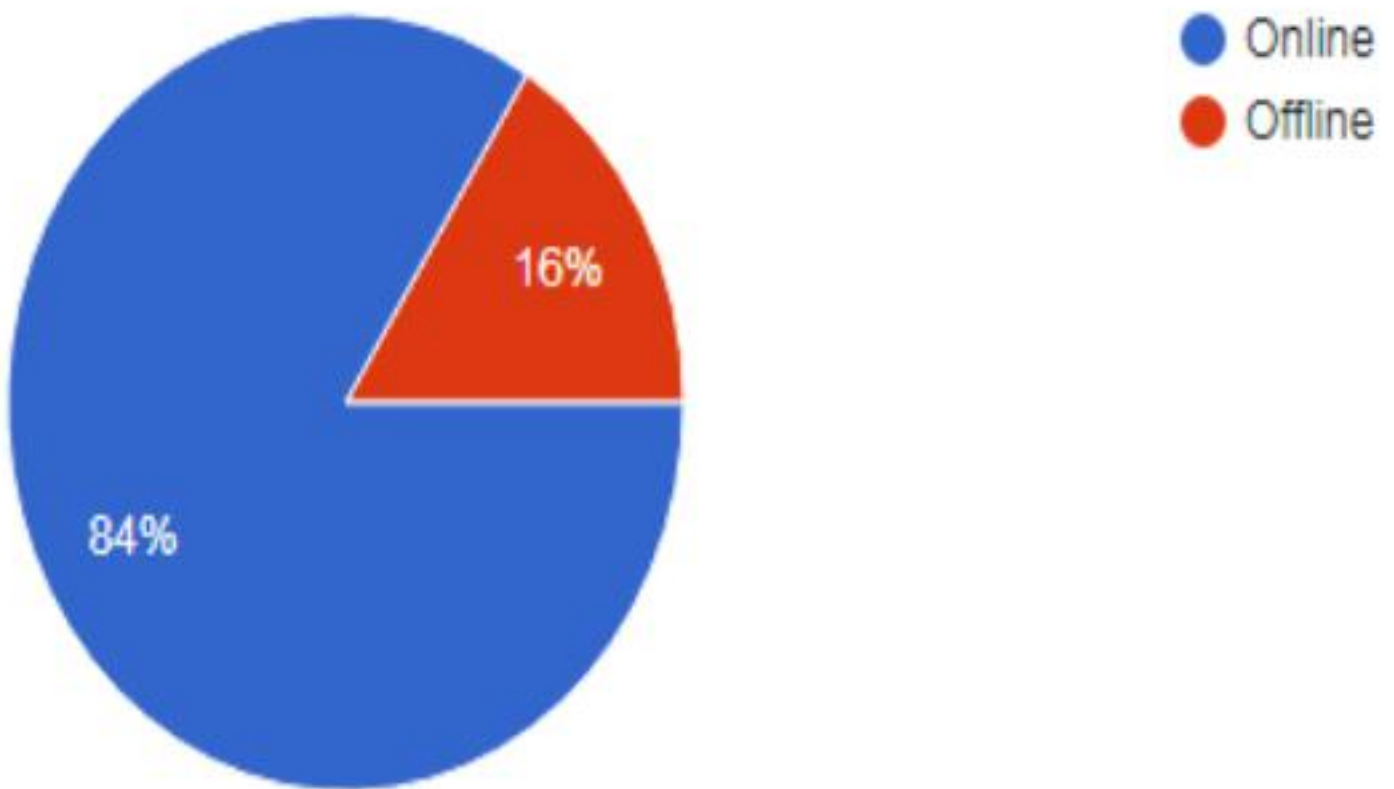


Fig 4.2 Chart depicting Age of respondents

Preferred mode of shopping by the respondents

Online	Offline	Total
84%	16%	100%
63	12	75

What is your preferred mode of shopping?(During Pandemic)
In the chart we can observe that 84% of the people preferred offline mode of purchase during the pandemic period and 16% of people didn't prefer online shopping. So here the online shopping affected to the some extends.



In this chart the preferred mode of online shopping by the respondents has been shown

Please indicate, how frequently you shopped online within one month before the outbreak of the pandemic (i.e. August 2019)?

Everyday	60%	45
Once in a week	26.7%	20
Once in a month	10.7%	8
Do not shop online	2.7%	2
total	100%	75

One of the most important thing that during 2019 pandemic 60% of the people were shopping online once in a month and 26.7% of the people were purchasing once in a week then 10.7% of the people did not purchase online and rest of the people were buying often.

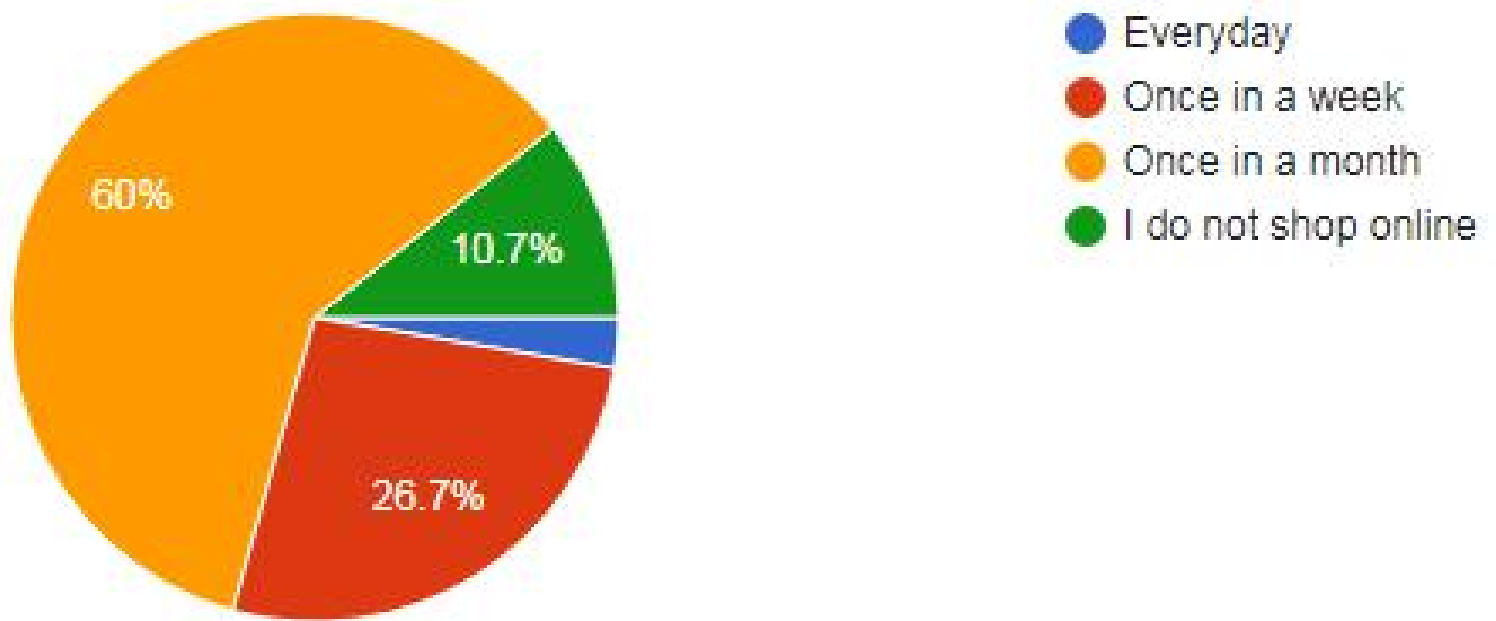
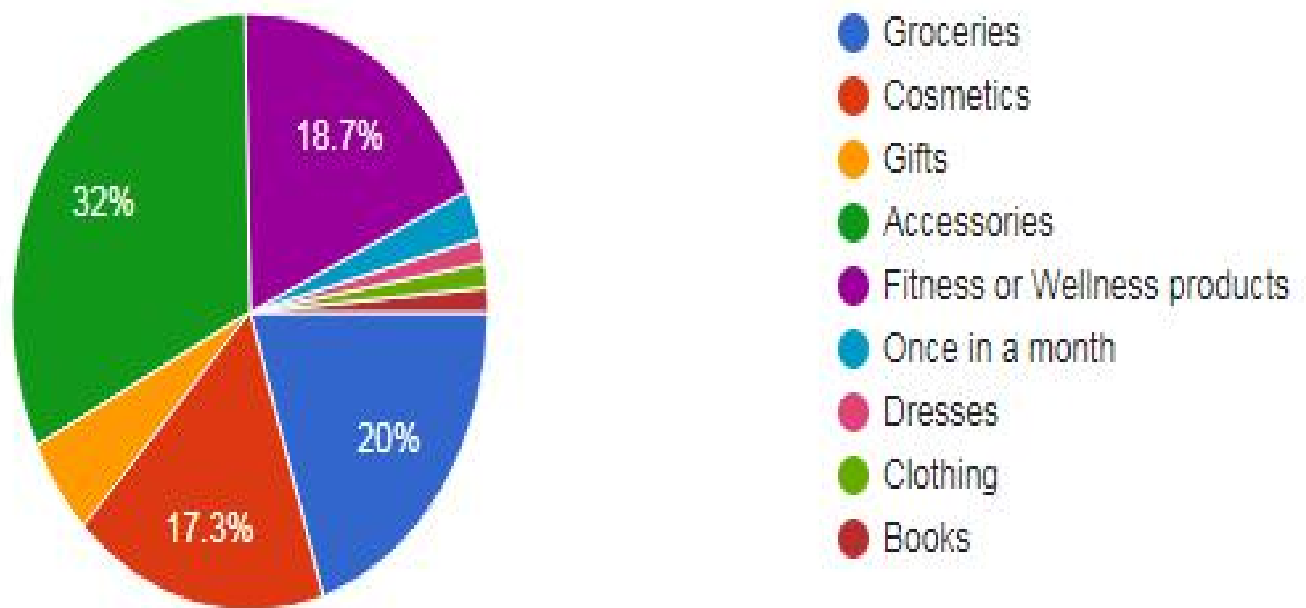


Chart depicting the frequency of purchasing online by the respondents

Things that are purchased through online during pandemic

Accessories	32%	24
Groceries	20%	15
Cosmetics	17.3%	13
Fitness	18.7%	14
Gifts	5.3%	4
Dresses	1.3%	1
Clothing	1.3%	1
Books	1.3%	1
Total	100%	75

During pandemic situation products like accessories and groceries were purchased more by the people. 32% of mobile accessories, 20% of groceries, 18.7% of fitness and wellness products, 17.3% of cosmetics and rest of the products was purchased.

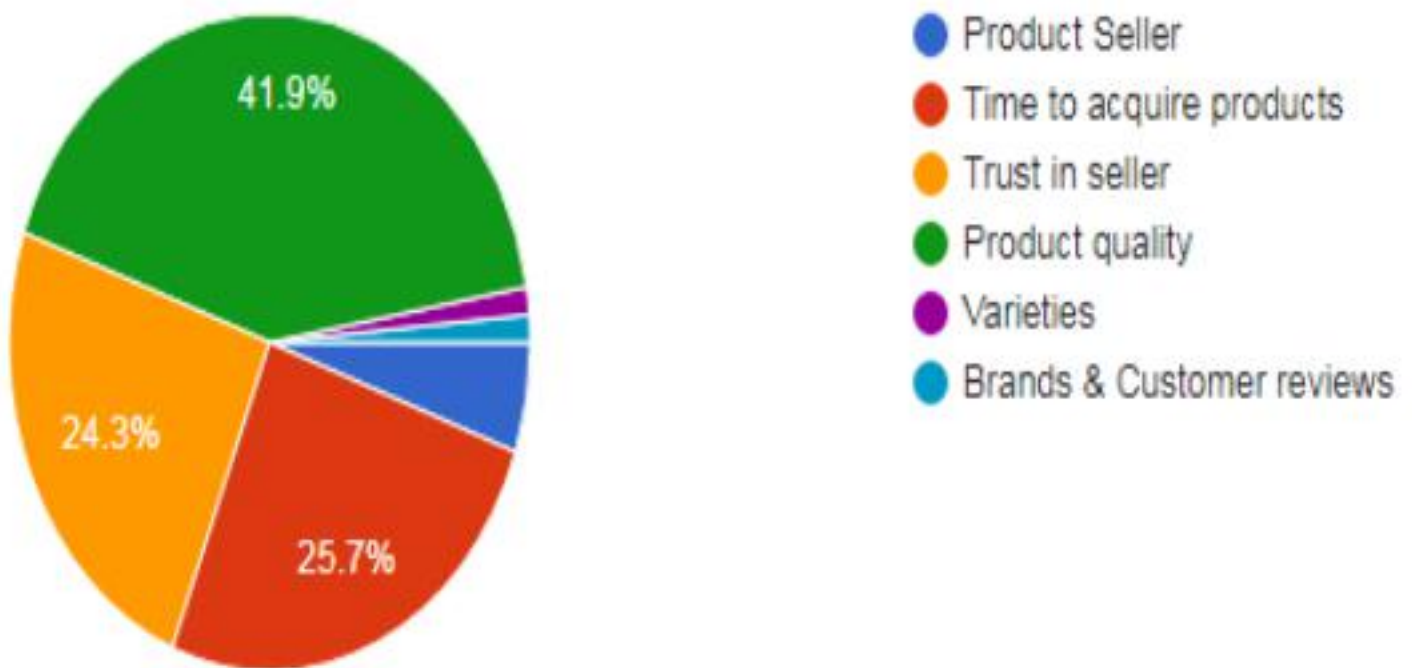


During pandemic situation products like accessories and groceries were purchased more by the people. 32% of mobile accessories, 20% of groceries, 18.7% of fitness and wellness products, 17.3% of cosmetics and rest of the products was purchased.

Most influencing factor to buy a product

Product quality	41.9%	31
Time to acquire products	25.7%	19
Trust in seller	24.3%	18
Product seller	5.4%	5
Varieties	1.3%	1
Brands and customer reviews	1.3%	1
Total	100%	75

Quality of a product is the factor which is dominating the people to buy a product is the quality of the product 41.9% and 25.7% of time to acquire products then 24.3% of trust in seller and the rest are the varieties and brand of the products.

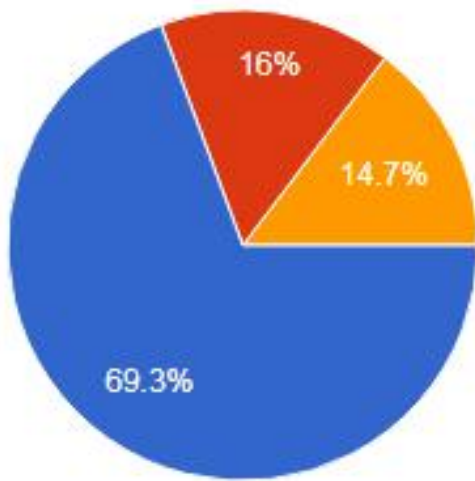


Quality of a product is the factor which is dominating the people to buy a product is the quality of the product 41.9% and 25.7% of time to acquire products then 24.3% of trust in seller and the rest are the varieties and brand of the products.

Preferred medium to shop online

Through mobile	69.3%	52
Through tablet	16%	12
Through PC	14.7%	11
Total	100%	75

Majority of the respondents feels comfortable with the mobile phones to shop online 69.3% of the respondents selected mobile phones. 16% of the respondents feels good with tablet as their medium of shopping online and remaining respondents use their PC.



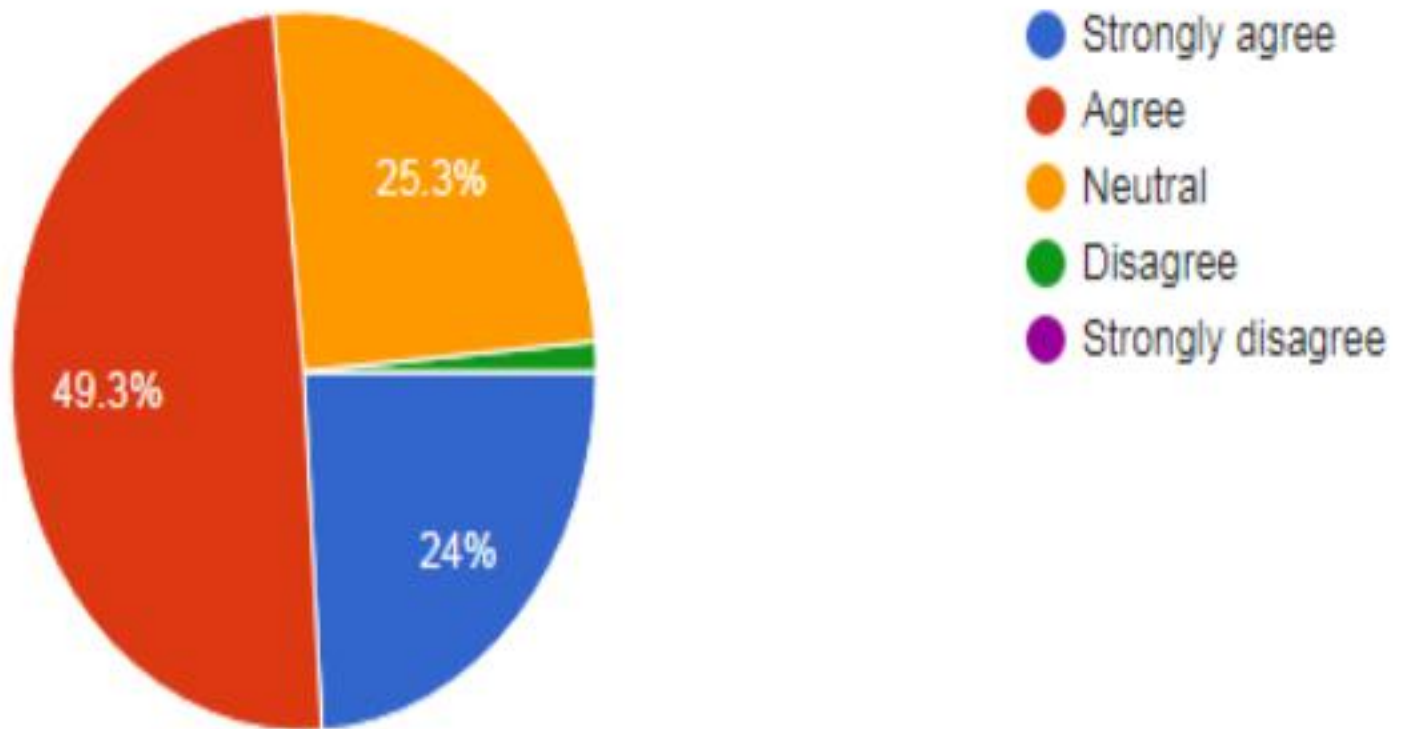
- When I shop online I purchase them by using my smartphone
- When I shop online I purchase them by using my Tablet
- When I shop online I purchase them by using my PC

Majority of the respondents feels comfortable with the mobile phones to shop online 69.3% of the respondents selected mobile phones. 16% of the respondents feels good with tablet as their medium of shopping online and remaining respondents use their PC.

Satisfaction of customer purchasing products through online during pandemic

Strongly agree	24%	18
Agree	49.3%	37
Neutral	25.3%	19
Disagree	1.3%	1
Strongly disagree	none	-
Total	100%	75

Respondents agree with this point, majority of 49.3% of the respondents agreed with the point. 24% of people are strongly agreed and 25.3% respondents are being neutral and 1% of the respondent disagreed.



Respondents agree with this point, majority of 49.3% of the respondents agreed with the point. 24% of people are strongly agreed and 25.3% respondents are being neutral and 1% of the respondent disagreed.

CHAPTER-5

FINDINGS, SUGGESTIONS & CONCLUSIONS

1. FINDINGS

From the questionnaire the following points are to be noted:

Study findings showed that the COVID19 pandemic changed consumer behavior towards relying more on online shopping. Current research has found that restricted movement among individuals, Convenience and Time saving and Digital transformation of local kirana shops are the main drivers of online buying after COVID-19 pandemic. Demand for cereals, fresh fruit, vegetables, frozen food, groceries, soaps, sanitizers, masks and other fast moving consumer goods increased the most under COVID-19 situation.

Longer returns period, change in methods of return of products, reasonable price of products, Contactless delivery are the main expectations of consumers from online shopping service providers for getting more satisfaction. Findings of the study will help in knowing the online purchase behavior in the pandemic of COVID-19. This study will help the online shopping service providers to make better strategies for providing more satisfaction to customers, and to win the competition. The study recommended that businesses in the e-commerce sector should concentrate on making effective marketing strategies.

5.2 SUGGESTIONS

Due to Covid-19 Pandemic the shopping habits of consumers is changing fastly. To exist in the market, businesses should start to sell important things as per latest situation. For example, to meet the increasing demands of shoppers, some eretailers are going to introduce different types of sanitizers, facemasks, face shield mask and other goods for safety purpose. Eretailers should turn to the sale of essential products or services rather than nonessential products. E-retailers should increase the time for returning goods and focus on contact less delivery.

5.3 CONCLUSION

From analyzing the data collected, the factor affecting the preference of investment options by the investors in Chennai City have been identified. Various demographic factors such as age, education level, income level, employment, have been analyzed and it is concluded that demographic factors exert a significant influence over the preference of salaried class on various investment options. The level in which factors such as risk, return, safety, liquidity and affordability affecting the investment option preferred by the investors have been analyzed and it is concluded that the level of influence differ from one investment option to another significantly. The study shows that changes in the monetary policies, changes in the economic and political environment and situations caused due to unforeseen natural causes and lack of knowledge about investment avenues has considerable impact on the investment decisions made by an investor living in Chennai City.

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Conclusion

In India, Electronic buying will be bright in the coming time. After COVID-19 in India, attitude towards online shopping is getting better. It will be very helpful in stopping panic of spreading the Corona from person to person. The Covid-19 pandemic has encouraged online shopping activities of consumers more active. Now a day, Eshopping is become a better source in this situation of Corona virus, and E-retailers supply products that are normally purchased in the supermarket by consumers