



A STUDY ON CHANGES IN CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING BEFORE AND AFTER COVID-19

P. Yugashree

Research scholar, Department of Commerce,
Cauvery College for Women (Autonomous),
(Affiliated to Bharathidasan University),
Tiruchirappalli-620018, Tamil Nadu, India

Dr.M.Neela

M.Com. M.Phil., MBA., MHRM, PGDCA.,
NET (Commerce & Management).,
SET (Commerce & Management)., PhD.,
Research Advisor & Associate Professor,
Department of Business Administration, Cauvery College for Women (Autonomous),
(Affiliated to Bharathidasan University), Tiruchirappalli-620018, Tamil Nadu, India

ABSTRACT

This corona virus (COVID-19), which influences the life of millions of public, is the first and most main person disaster in the humanity. The global economy has been strongly unfair. The plan of this job is to help greatest with an overview into achievement and price for consumers, also. The pandemic is impacting and affect any area. A positive growth in online retail patterns was generated before house lockout work. But for a long time it couldn't in habit. The Indian online shopping and advertisement patterns have much affected startling lockdown. Corona virus was initially generally unknown about its effect on consumer purchasing behavior, products and online tools. This article is future to focus on different themes and viewpoints in COVID-19 net marketing. A batch of additional worries live to forecast the effect on the earth, both individually and professionally, of revenues over the after that connect of months.

This study studies the influence of the few main daily goods using online shopping. Though some businesses have been able to work by social trading, e-commerce and social media marketing are necessary. 46% of users make out that social networks are basic for the exchange of knowledge and for product favorite. But the findings offer that internet marketing and shopping will quickly become common, but the loss and downsizing induced by the pandemic cannot be ignored.

Keywords: Consumer Behaviour, Online Shopping, Pandemics.

Cite this Article: P. Yugashree and Dr.M.Neela, A Study on Changes in Consumer Behaviour Towards Online Shopping Before and After Covid-19, International Journal of Management (IJM), 11(12), 2020, pp. 4483-4493.
<https://iaeme.com/Home/issue/IJM?Volume=11&Issue=12>

INTRODUCTION

There is no element of our lives that have not been touch by the pandemics. The speed of sure people's growth has also been chance and unexpected, such as social masking, without the use of public transport, as well as financial, technological, and government rules (Unnamalai & Gopinath, 2020). Through the eyes of some, it has simply set-in action behaviors which be already fast Momentum, e.g., with the increased access of internet retail, digital banking, and shopping."

For short-term or long-term?

Will this all these shifts be short-term, or will consumer's preferences stay in place even after COVID-19 is put to bed? Behavioral history studies and past behavior may help to clarify questions (Usharani & Gopinath, 2020a). Any customer action or inaction has strong location and temporal cost. It varies by location, and so much that one must understand the different contexts in which behavior occurs to fully understand it. We are seeing a degree of difficulty in this type of user behavior that hasn't been seen in this many before extent; for example, bodily activity has prevented people from coming into virtual environments and has introduced them to a lot of different influences they haven't seen before (Usharani & Gopinath, 2020b).

OBJECTIVES

The objectives of the study are:-

- To study the understanding level of consumers.
- To study the interaction between various factors that affect customer behavior towards online shopping before and after COVID-19 pandemic

SCOPE OF STUDY

The better the amount of time you use in an area, the faster your behavior and lifestyle can adapt in those surroundings, as your mind adjusts to it. It has been shown that it takes about three months to develop a new habit; but, on average, this number rises to between days. We may see this most clearly in our own behaviors, where people are more accessible to changing habits that do not significantly alter their normal behavior. The second period of this virus is changing behavior and habits long dependent on short period, and they have now been shown to have developed into their current routines for long periods of time to reply to several following influence. As a result, it provides fertile earth for new behavior to increase.

LIMITATIONS OF THE STUDY

- The answer to the questionnaire basically depends upon the mind setup of the respondents.
- The sample size was limited to 100.

LITERATURE REVIEW

Neha Rawla, brand relations manager for Forest Essentials, told the Indian Express, said that, "Covid-19 has created two big shifts in the consumer behavior: an unwillingness to go to store shopping in a crowded environment and a greater inclination to buy online." We may estimate that other cosmetics companies, such as SoulTree and Kaya have seen a total growth of about 30% from online purchases.

This month Myntra offered their “End of Reason” sale to from 7 million new customers, a big increase over the prior month. 56% of the sales were made in the cities of Guwati, Bhubaneswar, Dehun, and Panchkula, the highest percentage for the first two cities of the Top Ten-to-Under two thousand region.

During COVID 19, empty shelves generated major market issues (Lufkin, 2020). COVID 19 pressured customers to adjust their way of buying. Market behaviour from physical retail to online shopping has shifted gradually (Reddy, 2020). In addition to the growing number of consumers who take part in online shopping, the choice of items that customers buy using this online tool has been seen. Most consumers have begun to buy more personal care and medical kits than to purchase apparel goods

You can quickly shop goods and services online using Internet. Online shopping has become quite common in the Internet world (Bourlakis et al., 2008). A benefit of online shopping is that customers may evaluate goods and costs digitally to have accurate details and several options (Gopinath, 2019a). The simpler it would be to locate your product or service online (Butler &Peppard1998). The more convenient it would be. Internet shopping has been found to please, today's shoppers in need of ease and speed (Yu & Wu, 2007).

Theoretical models of household market reactions have been suggested by Gourinchas& Parker Study (2002); Kaplan &Violante (2014); Kaplan et al. (2020). At the beginning of March, COVID-19 situation in the USA and India revealed no immediate impact but a good understanding of the potential harm in the foreseeable future. Agency analysis supports significant consumer storage and purchasing responses, which is in accordance with perceptions of household use and medical choices.

While the advent of the Internet helped to expand the number of online users, there are still many people who hesitate because of worries regarding privacy and protection (Gopinath, 2019b). Online shopping tends to be a part of the business as the franchise and store grow more sophisticated (Lian & Lin, 2008). This depicts that the way people shop goods and services is now undergoing a drastic transformation (Li, Kuo&Russell, 1999; Shergill& Chen, 2003).

Burke (1992) suggested that the three fundamental determinants of consumers' approach to online shopping are influenced by four related demographic variables. Age, education, the gender and income are the four determinants. "Comfort," "value" and "pleasure" are essential determinants.

Mayer, Davis and Schoorman, established the first trust (p. 709-734) in 1995: "The" trust "principle implies the party's wish to be open to another party's behaviour on the grounds that another party is required to conduct a specific activity significant for the trustee, regardless of whether the other party will supervise or monitor it."

One of the first and most successful e-commerce confidence tests, the Mayer, Davis, and Schoorman Study (1995) saw that the key trustee predictors expect to fear and interpret the trustee's characteristics. Even, getting your own brand name such as Amazon (Korgaonkar& Karson 2007) is a smart idea. The confidence quotient may be strengthened by retaining and even promoting brand goods (Gopinath, 2019c). The name of the company also has a major impact on the final consumer purchasing decision (Lim & Dubinsky, 2004).

RESEARCH METHODOLOGY

This research explores the interaction between various factors that affect customer behavior towards online shopping before and after COVID-19 pandemic. Internet shopping relates to new developments of being able to purchase anything from home.

DATA ANALYSIS

Table 1: Gender Wise Classification of The Respondents

Responses	Number of Respondents
Male	45
Female	55
Total	100

Source: Primary data

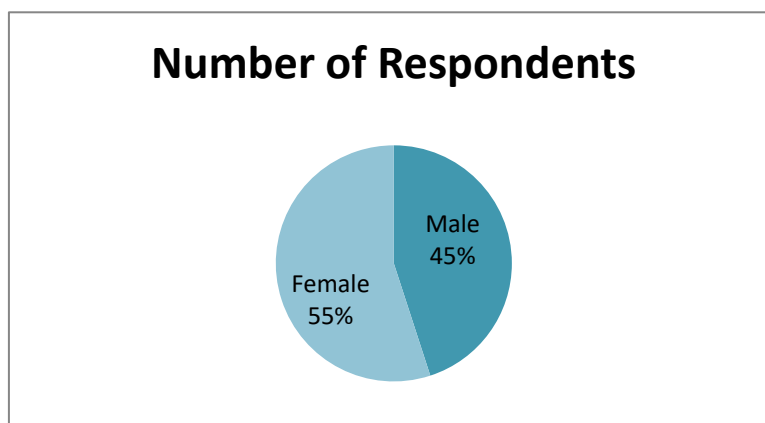


Figure 1

Data Interpretation

The analysis was undertaken for the study on the changes in the consumer behaviour towards online shopping. The 45 respondents belongs to male and remaining 55 Percent of respondents belongs to female.

Table 2: Age Group Wise Classification of The Respondents

Responses	Number of Respondents
Below 20 years	18
20-35 years	40
25-55 years	30
Above 55 years	12
Total	100

Source: Primary data

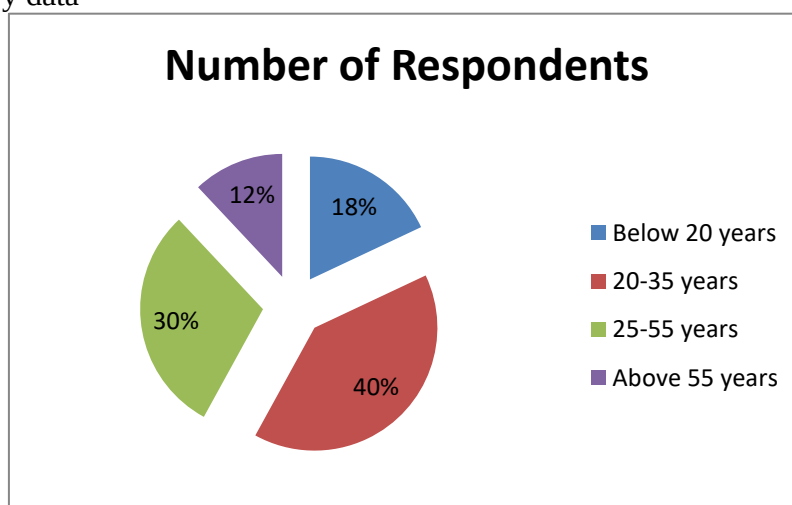


Figure 2

Data interpretation

The analysis was undertaken for the reason of study on changes in the consumer behaviour towards online shopping and of all the respondents, 18 respondents recorded that they are below 20 years, 40 respondents are of age group between 20-35 years. There are another 30 respondents who are between 35- 55 years while 12 respondents responded with above 55years.

Table 3: Occupation Wise Classification of The Respondents

Responses	Number of Respondents
Student	20
Job oriented	40
Business oriented	25
Retired /Others	15
Total	100

Source: Primary data

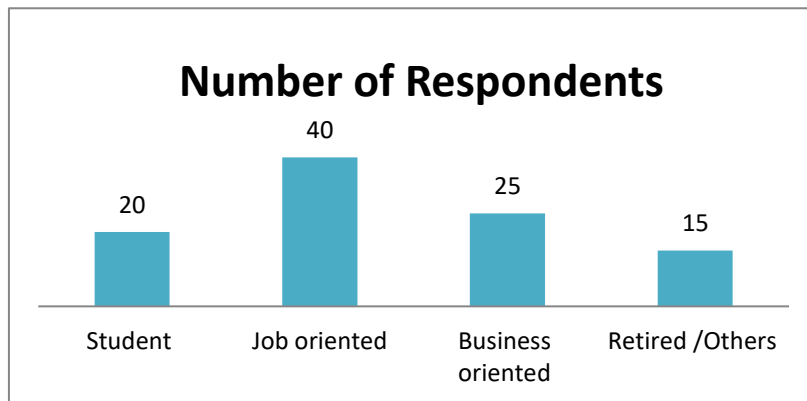


Figure 3

Data interpretation

The analysis was undertaken for the study on the changes in the consumer behaviour towards online shopping and of all the respondents, 20 respondents recorded with student while 40 respondents recorded with job and 25 respondents recorded business oriented as responses and 15 respondents responded with others.

Table 4: Annual Income Wise Classification of The Respondents

Responses	Number of Respondents
Below 2 lakhs	15
2-5 lakhs	25
5-8 lakhs	40
Above 8 lakhs	20
Total	100

Source: Primary data

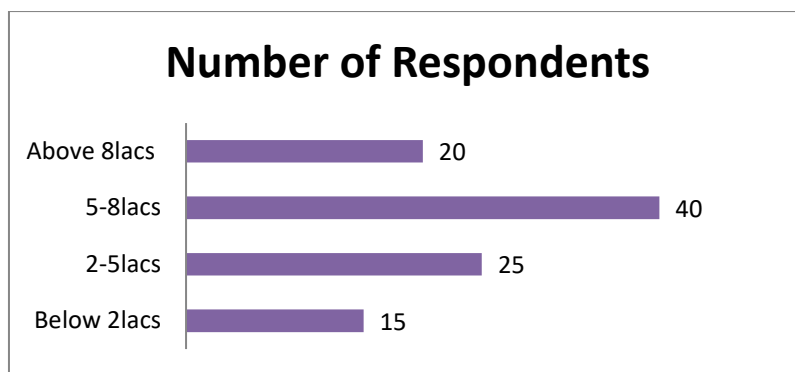


Figure 4

Data interpretation

The study was conducted for study on the changes in the consumer behaviour towards online shopping and 15 respondents choose that their annual income is 2 lakhs and short while 25 respondents choose that they have annual income of 2-5 lakhs and other 40 respondents choose that they have annual income of 5-8 lakhs and the remaining 20 respondents are getting above 8 lakhs.

Table 5

Do you think that consumers are expecting to spend less on shopping and eating out and more on savings and investments?

Responses	Number of respondents
Strongly agree	45
Agree	25
Neutral	10
Disagree	5
Strongly disagree	15
Total	100

Source: Primary data

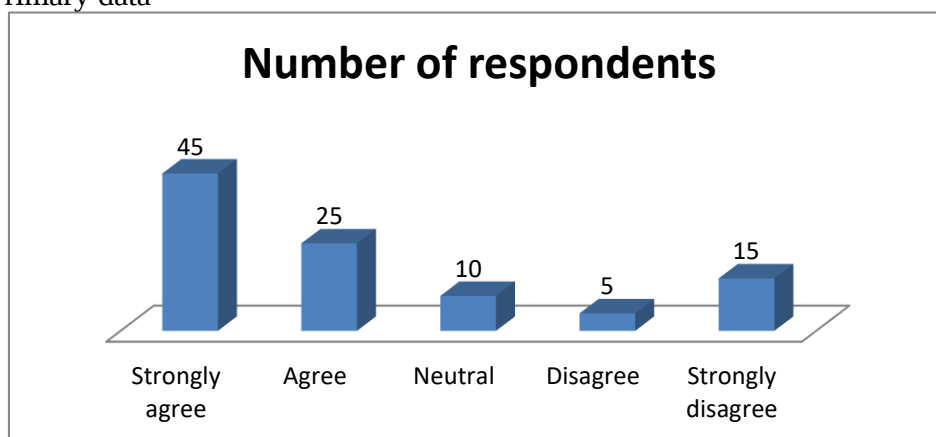


Figure 5

Data interpretation

The analysis was undertaken for the study on the changes in the consumer behaviour towards online shopping. 45 respondents responded that they strongly agree that the consumers are expect to spend less on shopping and eating out and more on savings and investments while 25 respondents agreed with this fact and 10 respondents responded with neutral.

Other 5 respondents responded that they disagree and last 15 respondents responded with strongly disagree.

Table 6

Do you think that online purchase of products by you has increased during this Covid-19 pandemic condition?

Responses	Number of respondents
Strongly agree	40
Agree	20
Neutral	5
Disagree	20
Strongly disagree	15
Total	100

Source: Primary data

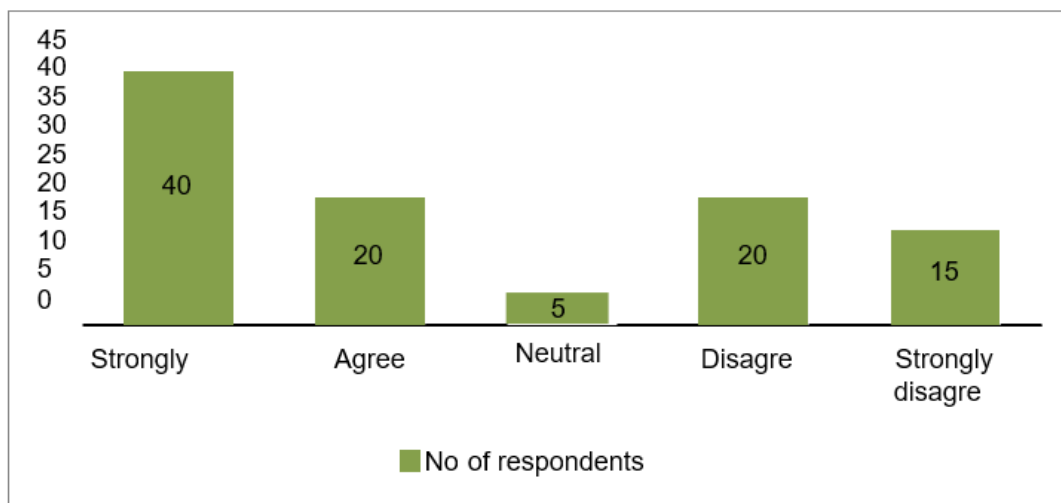


Figure 6

Data interpretation

The analysis was conducted on the changes in the consumer behaviour towards online shopping. 40 respondents responded that they strongly agree that the online purchase of the products by us has increased during this Covid-19 pandemic condition.

Table 7

Do you agree that companies are encouraging more and more customers by giving smart discounts to the customers after the COVID-19 condition?

Responses	Number of respondents
Strongly agree	40
Agree	25
Neutral	5
Disagree	20
Strongly disagree	10
Total	100

Source: Primary data

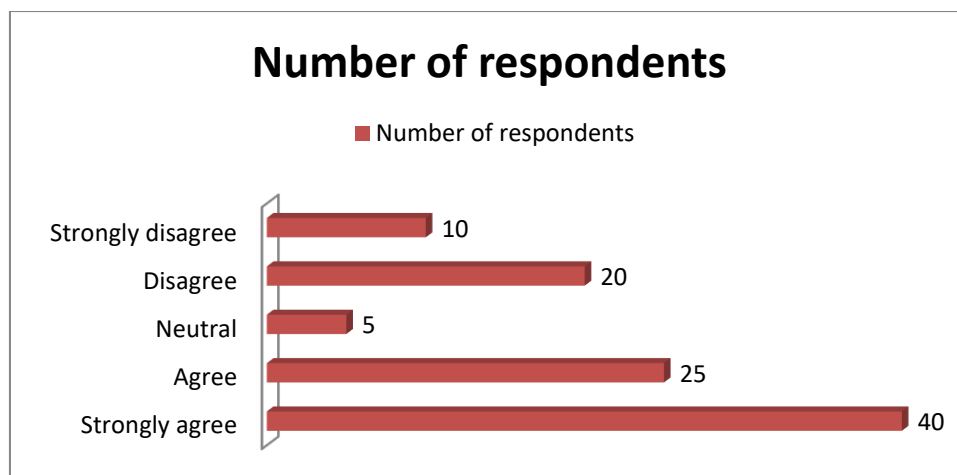


Figure 7

Data interpretation

For changes in the consumer behaviour towards online shopping, 40 respondents recorded that they strongly agree that the companies are encouraging more and more customers by giving smart discounts to the customers after the Covid-19 condition while 25 respondents agreed with this fact and 5 respondents responded with neutral response. Another 20 respondents recorded that they disagree with this fact and remaining respondents that they strongly agree with this fact.

Table 8

Do you agree that online sales of product and services and product purchase through E-commerce websites was higher before covid-19 pandemic or after the pandemic?

Responses	Number of respondents
Strongly agree	40
Agree	30
Neutral	5
Disagree	15
Strongly disagree	10
Total	100

Source: Primary data

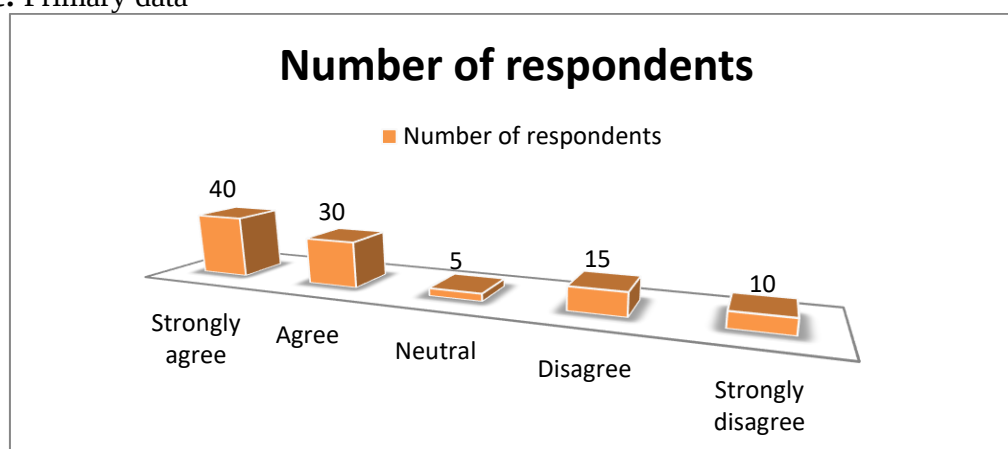


Figure 8

Data interpretation

Of all the respondents, 40 respondents recorded they strongly agree while 30 respondents recorded that they agree, and 5 were neutral to this. Another 15 respondents recorded that they disagree while 10 respondents responded with strongly disagree.

Table 9

Do you think that the discounts offered on online ecommerce websites have increased as compared to before the covid-19 situation?

Responses	Number of respondents
Strongly agree	35
Agree	25
Neutral	10
Disagree	20
Strongly disagree	10
Total	100

Source: Primary data

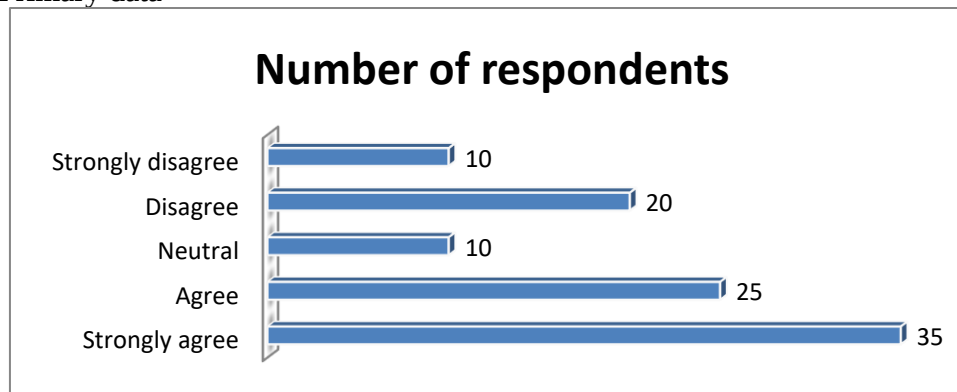


Figure 9

Data interpretation

The survey was carried out for the research on the changes in the consumer behaviour towards online shopping and out of all the respondents, 35 respondents recorded they strongly agree with this while 25 respondents responded that they agree, and 10 respondents responded neutral. Another 20 respondents recorded that they disagree with this and remaining 10 respondents responded that they strongly disagree with above fact.

ANALYSIS OF VARIANCE

Table 10

Age and online shopping

Age	Sum of Squares	DF	Mean Square	F	Sig.
Between Groups	55.55556	1	55.55556	0.264911	0.622614
Within Groups	1468	7	209.7143		
Total	1523.556	8			

Data Interpretation

The table value of F at 5percent level of significance for V1 =1 and V2= 7. The calculated value is F=0.264911 less than the P value 0.622614. Therefore there is no significant relationship is between Age and Online Shopping

Table 11

Income and purchase of products by you has increased during this Covid-19 pandemic condition

Income	Sum of Squares	DF	Mean Square	F	Sig.
Between Groups	55.55556	2	27.77778	0.149076	0.864598
Within Groups	1118	6	186.3333		
Total	1173.556	8			

Data Interpretation

The table value of F at 5percent level of significance for V1 =2 and V2=6 . The calculated value is F 0.149076 is greater than the P value 0.864598. Therefore there is significant relationship is between monthly income and purchase of products by you has increased during this Covid19pandemic condition

CONCLUSION

In these uncertain days, the stronger strategy of guidance to be changed or survived is to adjust to evolving customer desires, since the need of the hour is not luxurious, or luxury items sold in a fixed price range (Gopinath & Kalpana, 2019). Thus, tastes have shifted from travels across the world to sit at home to shop comfort online to buy food for life. Although the global pandemic has been changing owing to the consequences of the coronavirus (COVID-19), user behaviour, and customers, at the same time, are increasingly shopping digitally (Gopinath & Irismargret, 2019). Any result came to light after doing this study. The factor(s) most important to the purchasing behaviour of the shoppers with regards to online shopping in the younger generations tends to be the factor of confidence. You are prone to purchasing more from this website if you trust the service (Gopinath, 2011). However, the sense of privacy does not appear to influence customer behaviour contrary to common opinion. The respondents were not very worried that the Cash on Delivery (CoD) purchasing system would allow the purchasing of the personal information, such as addresses, online. Convenience was also a big factor in internet purchasing, when people tended to sit at home and buy rather than venture out and visit the shops.

REFERENCES

- [1] Arpana, D. (2020). A Study on Changing Buying Habits of The Customers Using Ecommerce Platform with Reference to Flipkart. *Studies in Indian Place Names*, 40(40), 2172-2176.
- [2] Barr, S. (2020). Should Customers Be Stockpiling amid Coronavirus Outbreak?, *Independent Digital News and Media*, independent.co.uk/life-style/food-and-drink/coronavirus-stockpileemergency-list-food-handsanitiser-panic-buying-a9373061.html.
- [3] Barro, R.J., Ursúa, J.F., & Weng, J. (2020). The coronavirus and the great influenza pandemic: Lessons from the “spanish flu” for the coronavirus’s potential effects on mortality and economic activity (No. w26866). National Bureau of Economic Research.
- [4] Bentolila, S., Jansen, M., & Jiménez, G. (2018). When credit dries up: Job losses in the great recession. *Journal of the European Economic Association*, 16(3), 650-695.

- [5] Cetrez, Z., & Van Dam, P. (2018). IN DIGITALIZATION WE TRUST?: An exploration of the impact of digitalization on the trustworthiness of the leader in Dutch start-ups from the perspective of managers and employees.
- [6] Eichenbaum, M.S., Rebelo, S., & Trabandt, M. (2020). The macroeconomics of epidemics (No. w26882). National Bureau of Economic Research.
- [7] Flipkart Stories Editorial Team (2020). COVID-19 - Precautions & Preparedness at the Flipkart Group. Flipkart Stories, stories.flipkart.com/covid-19-preparedness-flipkart-group/.
- [8] Halan, D. (2020). Impact of COVID-19 on online Shopping India retail.economictimes.indiatimes.com/retails/impact-of-covid-19-on-online-shopping-inindia/4115.
- [9] Jones, C.J., Philippon, T., & Venkateswaran, V. (2020). Optimal mitigation policies in pandemic: Social distancing and working from home (No. w26984). National Bureau of Economic Research
- [10] Joseph, P.T. (2019). E-commerce: An Indian perspective. PHI Learning Pvt. Ltd
- [11] Unnamalai, T., & Gopinath, R. (2020). Brand preferences and level of satisfaction in consuming noodles among working women in Tiruchirappalli district. International Journal of Management, 11(11), 2909-2917.
- [12] Usharani, M., & Gopinath, R. (2020a). A Study on Consumer Behaviour on Green Marketing with SSreference to Organic Food Products in Tiruchirappalli District, International Journal of Advanced Research in Engineering and Technology, 11(9), 1235-1244.
- [13] Usharani, M., & Gopinath, R. (2020b). A Study on Customer Perception on Organized Retail Stores in Tiruchirappalli Town, Bangalore, International Journal of Management, 11(10), 2128-2138.
- [14] Gopinath, R. (2019a). Consumer Perception on Brand Awareness of Household Fabric Care Products, International Journal of Scientific Research and Reviews. 8(2), 3418-3424
- [15] Gopinath, R. (2019b). Factors Influencing Consumer Decision Behaviour in FMCG. International Journal of Research in Social Sciences, 9(7), 249-255.
- [16] Gopinath, R. (2019c). Online Shopping Consumer Behaviour of Perambalur District, International Journal of Research, 8(5), 542-547.
- [17] Gopinath, R., & Kalpana, R. (2019). A Study on Consumer Perception towards Fast Food Retail Outlet in Perambalur District. International Journal for Research in Engineering Application & Management, 5(1), 483-485.
- [18] Gopinath, R., & Irismargaret, I. (2019). Reasons for a Brand Preference of Consumer Durable Goods. Research Directions, Spl. Issue, 167-174.
- [19] Gopinath, R. (2011). A study on Men's perception in buying decisions on branded shirts in Tiruchirappalli District. Asian Journal of Management Research, 1(2), 600-617.