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Impact of Consumer intention and new revolution towards Online Consumer Buying Behaviour during Covid-19 Pandemic.

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Abstract:

Today's consumers are highly influenced and attracted towards e-marketing rather than the traditional purchase. Social media marketing helps companies to sell the product in the digital platform and the customer can able to identify the different variety of products at a single click. In a single platform, the marketer can attract mass customers. The customers are able to buy or search the products at their own convenience. Due to Globalization, Privatization and Liberalization of the world economies along with the rapid development and expansion of business and consumer centric information technologies has changed the entire marketing scenario during the Covid-19 pandemic. The restrictions imposed on the trade and commerce due to Covid-19 pandemic and the lockdowns in different parts of the world has completely changed the world market and as a result a new mode of buying and selling have emerged in different parts of the world. Consumers' intention, their buying behavior and their levels of satisfaction has undergone a huge change in various cities of the world during the Covid-19 pandemic. This study was conducted in the Chennai metropolitan city of India. It is an empirical study and sample selected for this research were 320, based on the convenient sampling method. The variables of the study were tested using Chi square and cross tabulation analysis. The primary data collected was computed and analysed using IBM SPSS v25 and conclusions are drawn accordingly.

Keywords: Covid-19, Online Buying, Consumer Intention, Information Technology Consumer Buying Behaviour.

Introduction:

Globalization, Privatization and Liberalization phenomena changed the entire scenario into new platform called as Covid era. The Covid-19 pandemic changed the world history into digital world and all the products people are interested to buy through digital commerce via high speed of internet and flexible payment etc. The electronic commerce helps or rule over the people in major role in all aspects of life. The online shopping behaviour in Chennai city is growing every day. The customers have many benefits for using online shopping like time saving, access from everywhere, convenience to use the product, able to compare the price of the competitor product, availability to use 24 hours a day, variety of products, various options to buy the products, able to save the selected items. The consumers are interested to buy all the durable consumer products like furniture, kitchen utensils, garments, electronic products, pet items, bed sheets, vegetables and groceries through online .The

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electronic gadgets like mobile phones, Laptop and Desktop were used for purchasing their products.. All the ages of the people can easily use these technologies by using hand free. Online purchase is safe and easy to buy the products. The customer can buy the products or services without any hurdles at any place at any time. This modern method used by the entire customer and the entire retail store throughout the world to protect the people from the deadly disease.

Review of Literature:

Naiyi, Y. (2004). Online shopping is highly used in all the countries. Different opinions and preferences toward online buying behaviour and the factors that impact depends on the environment factors. Technologically advanced people are interested to use online purchase. The main influenced variable is design of the website, trust of the retailers and security reason plays an important role.

Leena Jenefa (2017; 2018). Online shopping is an new trend of experience and has greatly influenced to use and buy the products. It is highly influenced by the customer and it is effective and user friendly. The customer is able to adopt the latest technology using mobile phone or laptops or desktop. The digital platform provides high level security and privacy to use that product and able the customer to use it in a easy way. In the digital commerce, it is very difficult to retain the customer to buy from the same website because of lot of competitors in the platform to attract the customer needs and wants.

Leena Jenefa et.al (2020). The high usage of internet, easier friendly of information technology, availability of high speed of internet with affordable rate helps the customer to prefer online purchase. Currently online buying has become popular throughout the world and customer feels it user friendly. In this research, the researcher used Chi-square test towards perception towards online platform for ticket booking. E commerce plays an important role during Covid pandemic and it become favourable and flexible for everyone. In their research work, there is a significant difference between gender perception towards online ticket booking (Railways, bus and Airlines) and able to find the level satisfaction of the customer in Delhi NCR.

Kadyan J. S. and et.al (2020) Internet along with high speed with affordable price plays an important role in today's life especially during pandemic situation. During covid 19 periods it is very difficult to buy goods from outside. Majority of the business and service organization changed their pattern into online platform. Digital marketing helps the customer to purchase the products easily at their flexible timing from any place. Every business using innovative and creative strategy to attract their customers and to promote their product using online channels and it provides new way to enlarge their business from traditional business into Morden business. Their study mainly identified the factors that influence customer's to buy online shopping with high level of satisfaction. Majority of the customers are highly satisfied towards online buying behaviour pattern.

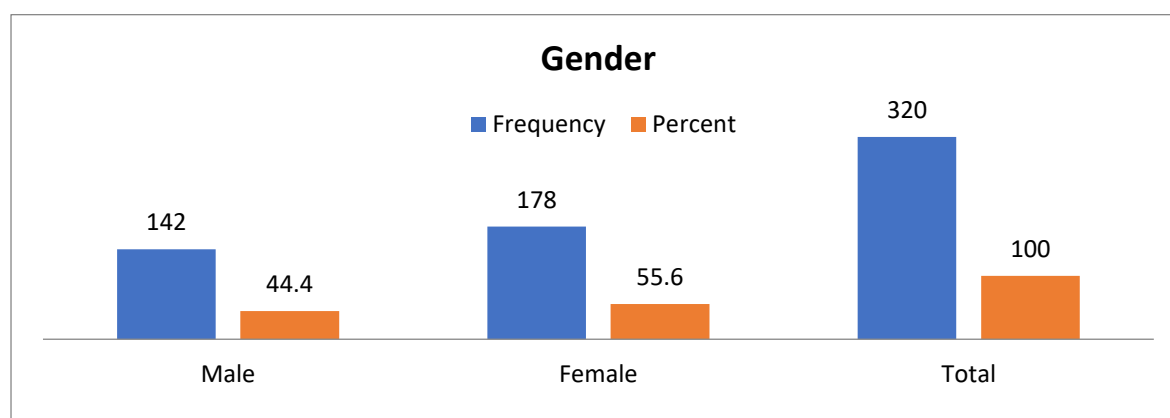
Research Methodology:

It is an empirical study. The data were collected through primary and from Secondary sources. The primary data were collected through structural questionnaire from different level of respondent like student, House wife , Business and service sector like Teachers, Lecturers, Administers, working in private and government organisation. 320 samples were selected from Chennai city include Avadi,

Tambaram, Chrompet, Egmore, Velachery and Ambattur using convenience sampling method. The data were collected and analysed using IBM SPSS software 25. Tools like percentage analysis, chi-square and cross tabulation were used for this study. The secondary data were collected using books, journals, and websites. The scope of the study is limited to Chennai metropolitan city.

Analysis: Demographic Factors.

Figure 1: Gender of the Respondents

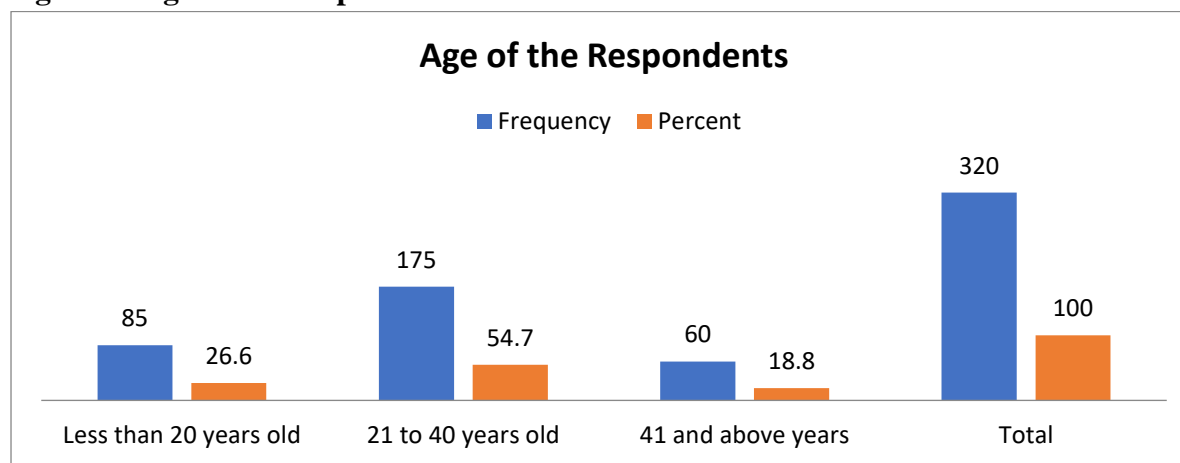


Source: Primary Data.

Inference:

According to Figure no.1 above, while out of the total sample size of 320 respondents, 178 were female, comprising of 55.6 percent and 142 were male, comprising of 44.4 percent.

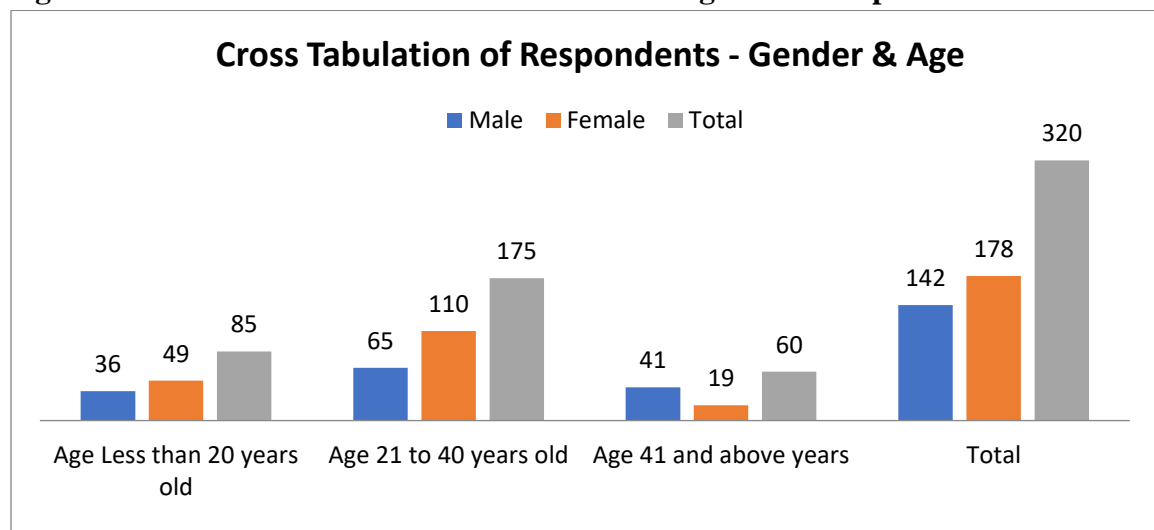
Figure 2: Age of the Respondents



Inference:

According to Figure no.2 above, out of the total sample size of 320 respondents, while 85 respondents were less than 20 years old, comprising of 26.6 percent, 175 respondents were between 21 years to 40 years old, comprising of 54.7 percent and 60 respondents were 41 years old and above, comprising of 18.8 percent.

Figure 3: Cross Tabulation between Gender and Age of the Respondents.

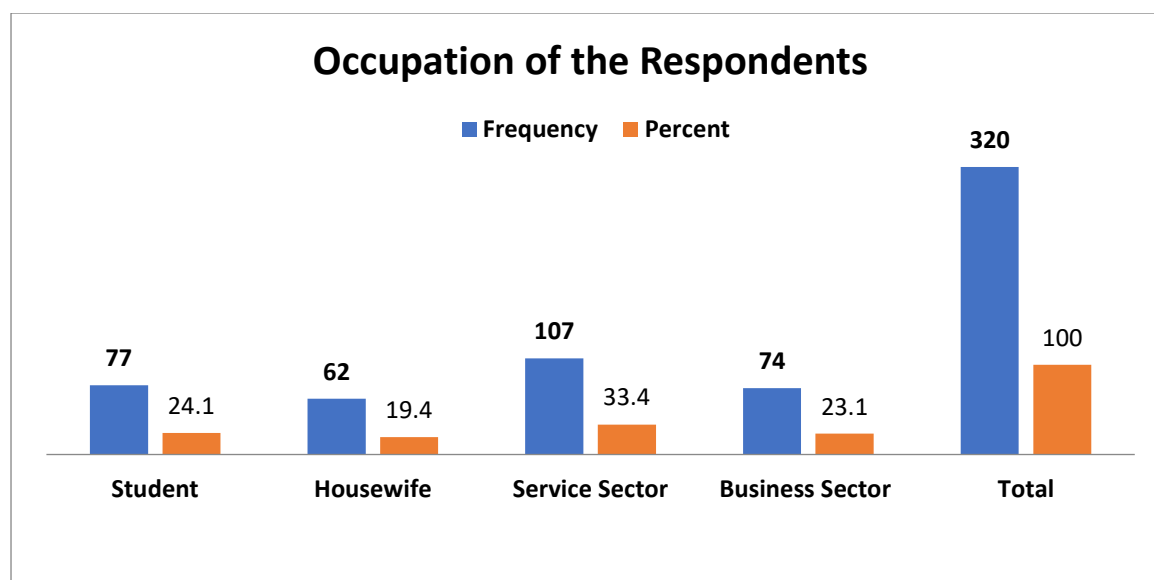


Source: Primary Data

Inference:

According to Figure no.3 above, out of the total sample size of 320 respondents, the majority of the respondents of 175 are belongs to age group 21 to 40 years old, followed by 85 respondents belongs to less than 20 years old. 60 respondents belongs to 41 and above years old.

Figure 4: Occupation of the Respondents



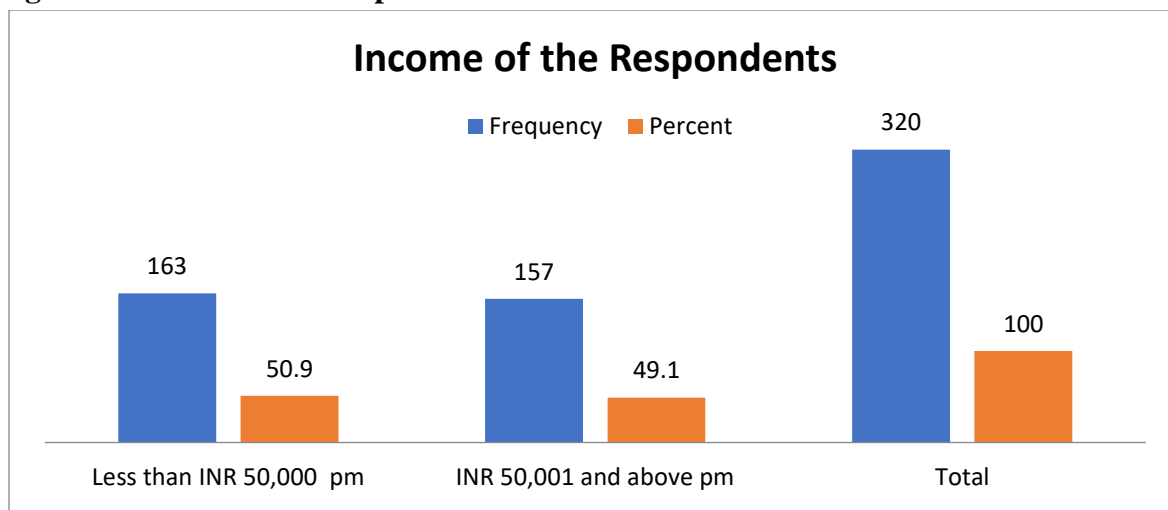
Source: Primary Data

Inference:

According to Table no.4 and Figure no.4 above, out of the total sample size of 320 respondents, While 77 respondents were students comprising of 24.1 percent of the total respondents. 62 respondents were Housewife comprising of 19.4 percent. 107 respondents comprising of 33.4 percent were from the service sector, which included Teachers, lecturers, bank employees, private

and government sectors employees. 74 respondents comprising of 23.1 percent of the respondents were from the Business sector.

Figure 5: Income of the Respondents

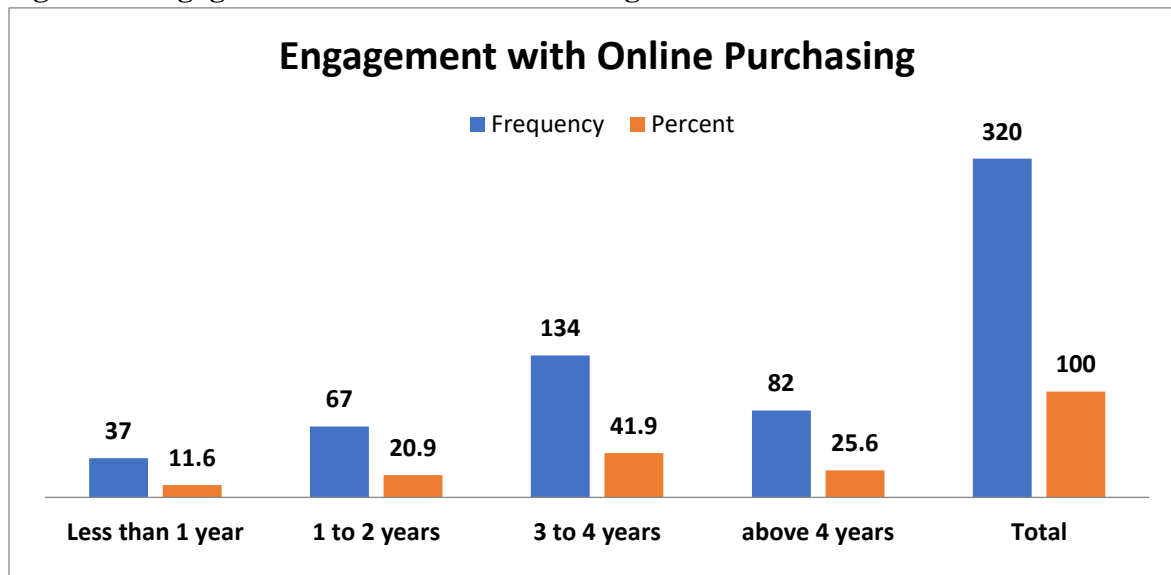


Source: Primary Data

Inference:

According to Figure no.5 above, out of the total sample size of 320 respondents, While 163 respondents comprising of 50.9 percent of the total sample size are earning less than INR 50,000 as a family income per month and 157 respondents comprising of 49.1 percent are earning more than INR 50,000 as a family income per month.

Figure 6: Engagement with Online Purchasing.

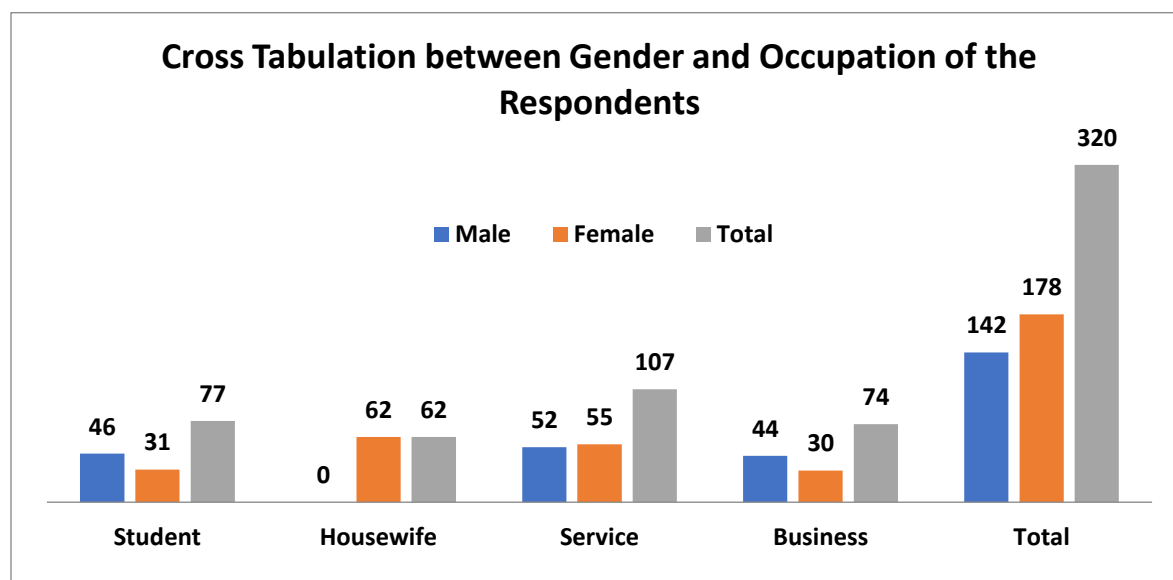


Source: Primary Data

Inference:

According to Figure no.6 above, out of the total sample size of 320 respondents, While 37 respondents comprising of 11.6 percent are purchasing the goods through online for less than one year, 67 respondents comprising of 20.9 percent are purchasing the goods through online for 1 to 2 years. 134 respondents comprising of 41.9 percent are purchasing the goods through online for 3 to 4 years and 82 respondents comprising of 25.6 percent are purchasing the goods through online above 4 years.

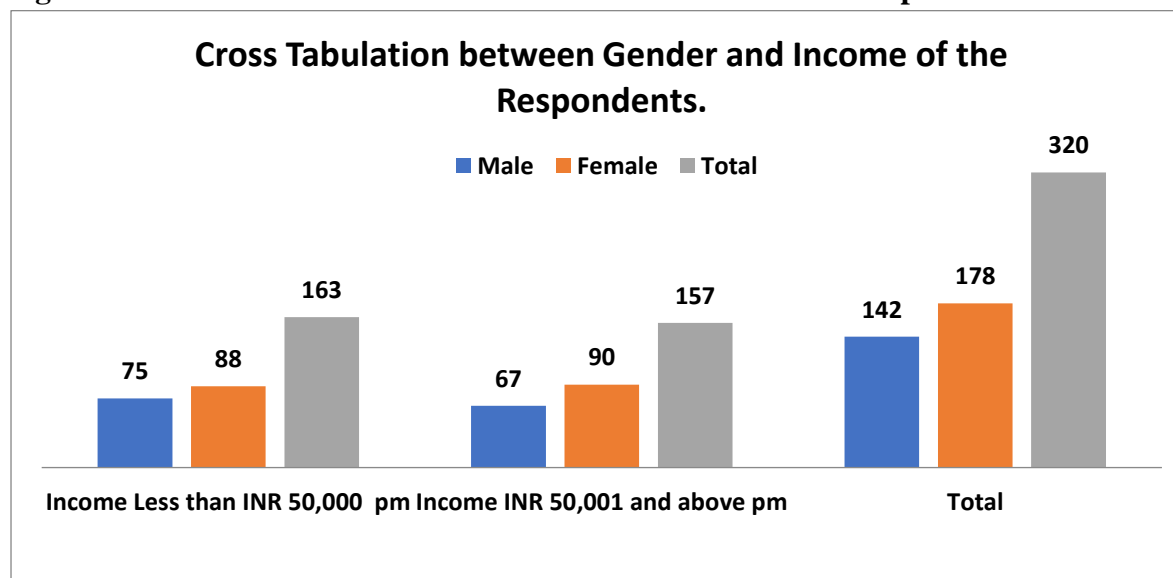
Figure 7: Cross tabulation between Gender and Occupation of the respondents.



Source: Primary Data

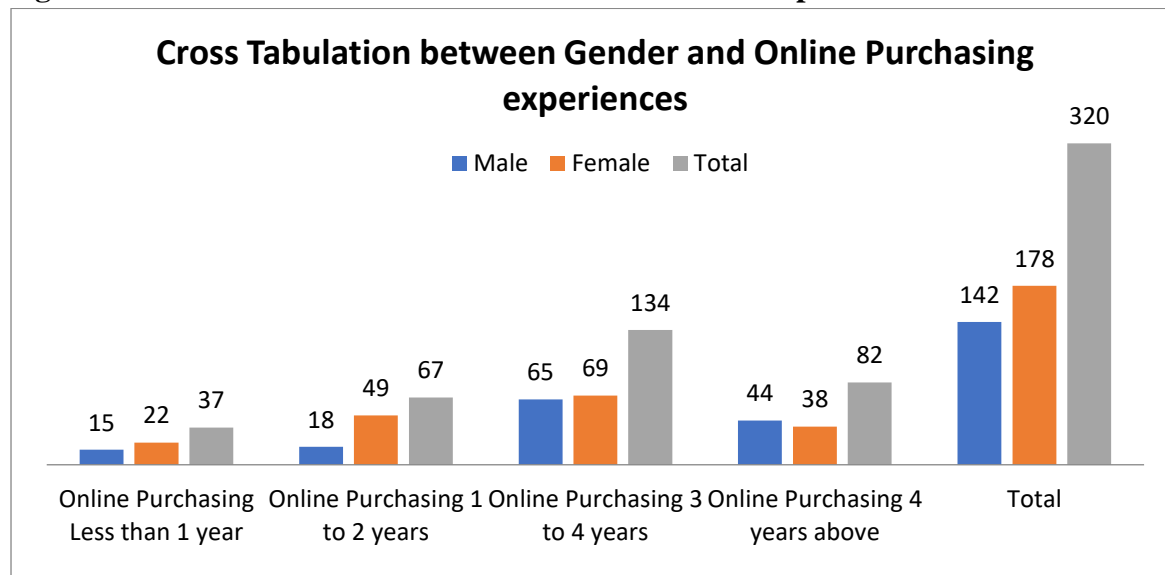
Inference: According to Figure no.7 above, out of the total sample size of 320 respondents 77 respondents were students consisting of 46 males and 31 females. While 62 respondents were housewives, 107 respondents were from service sector consisting of 52 males and 55 females. 74 respondents were from business Sector consisting of 44 males and 30 females using online purchase.

Figure 8: Cross tabulation between Gender and Income of the respondents



Source: Primary Data

Inference: According to Figure no.8 above, out of the total sample size of 320 respondents, while 163 respondents comprising of 75 males and 88 females are earning less than INR 50,000 as a family income per month, 157 respondents comprising of 67 females and 90 males are earning more than Rs 50,000 as a family income per month.

Figure 9: Cross tabulation between Gender and Online experience

Source: Primary Data

Inference: According to Figure no.9, Out of 320 respondents, 37 respondents comprising of 15 males and 22 females has online purchasing experience of less than one year. 67 respondents comprising of 18 males and 49 females has online purchasing experience of one to two years. 134 respondents comprising of 65 males and 69 females has online purchasing experience of three to four years. 82 respondents comprising of 44 males and 38 females has online purchasing experience of four years and above.

Hypothesis framed

Ho: There is no association between Gender and respondents engaged in online purchase

H1: There is an association between Gender and respondents engaged in online purchase

Table 10: Association between Gender and engaged in Online purchase.

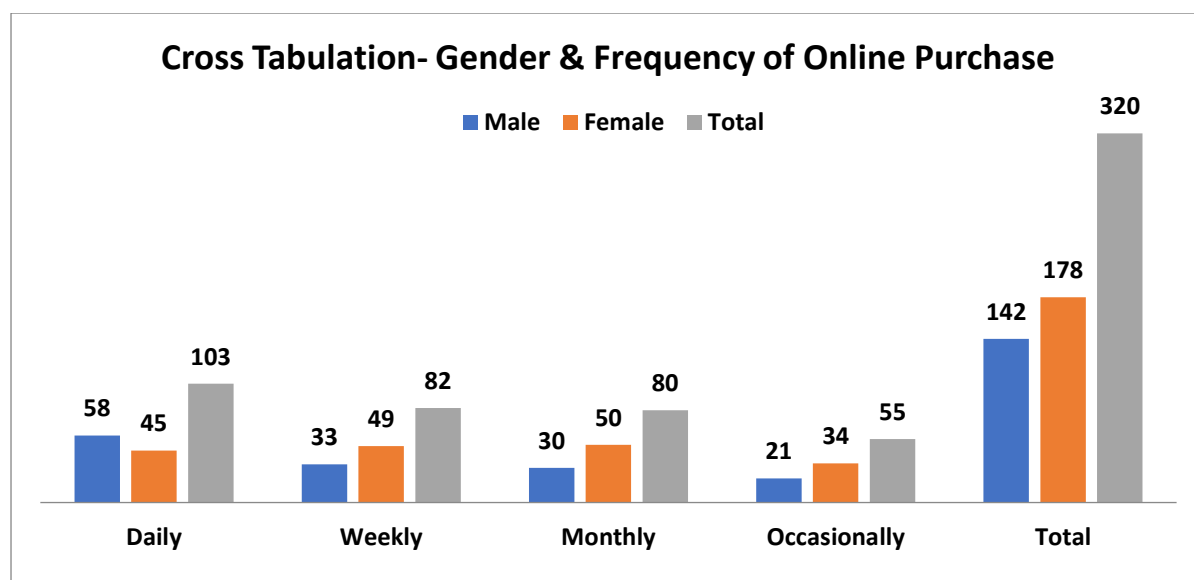
Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.332 ^a	3	.006
Likelihood Ratio	12.737	3	.005
Linear-by-Linear Association	6.945	1	.008
N of Valid Cases	320		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 16.42.

Source: Computed data

Inference: From the above Table.10 shows that chi- square test at 5% level of significance p-value is more than the 0.05. So, null hypothesis is accepted. Hence, there is no significant difference between Gender and engaged of purchase of goods in Online purchase.

Table 11: Cross tabulation between Gender and frequency of online purchase



Source: Primary Data

Inference: According to Figure no.11 above, out of the total sample size of 320 respondents, it is observed that 103 respondents were daily users, comprising of 58 male and 45 female. While the weekly users respondents were 82 comprising of 33 male and 49 female, the monthly users respondents were 80 comprising of 30 males and 50 female and the Occasionally users were 55 comprising of 21 male and 34 female

Hypothesis framed

Ho: There is no association between Gender and frequency of online purchase

H2: There is an association between Gender and frequency of online purchase

Table 12: Association between Gender and frequency of online purchase

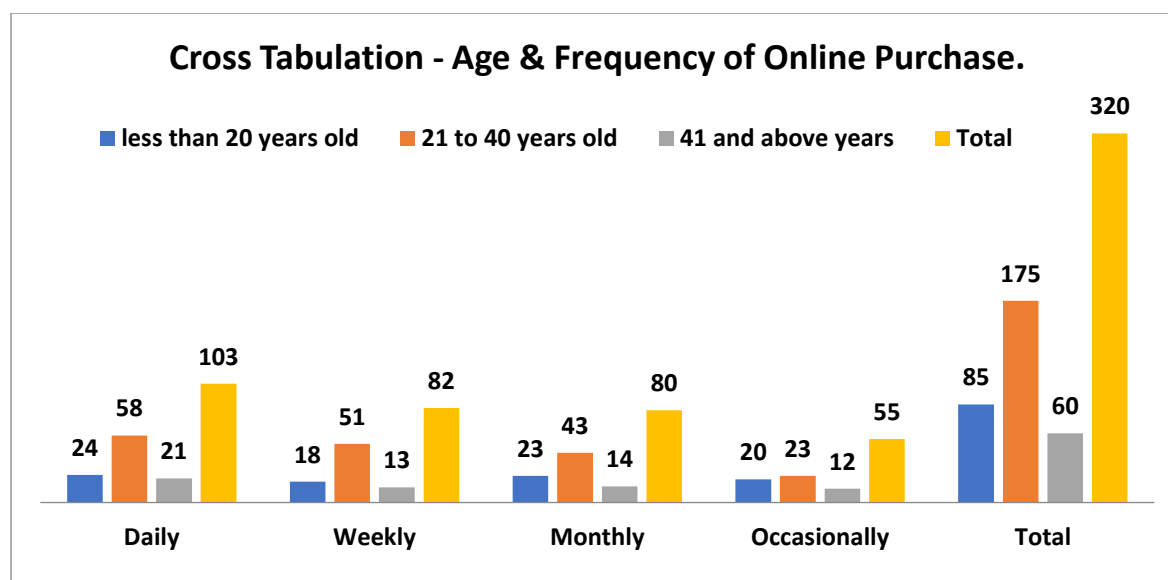
Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.898 ^a	3	.031
Likelihood Ratio	8.884	3	.031
Linear-by-Linear Association	6.446	1	.011
N of Valid Cases	320		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 24.41.

Source: Computed data

Inference: From the above Table.12 shows that chi- square test at 5% level of significance p-value is more than the 0.05. So, null hypothesis is accepted. Hence, there is no significant difference between Gender and frequency of online purchase.

Table 13: Cross tabulation between Age and frequency of online purchase



Source: Primary Data

Inference: According to Figure no.13 above, out of the total sample size of 320 respondents, it is observed that among the 103 daily users' respondents, 24 respondents who were less than 20 years of age, 58 respondents were between 21-40 years of age and 21 respondents were above 41 years of age. Among the 82 Weekly users, 18 respondents who were less than 20 years of age, 51 respondents were between 21-40 years of age and 13 respondents were above 41 years of age. Among the 80 Monthly users, 23 respondents who were less than 20 years of age, 43 respondents were between 21-40 years of age and 14 respondents were above 41 years of age. Among the 55 occasionally users, 20 respondents who were less than 20 years of age, 23 respondents were between 21-40 years of age and 12 respondents were above 41 years of age.

Hypothesis framed

Ho: There is no association between Age and frequency of online purchase

H3: There is an association between Age and frequency of online purchase

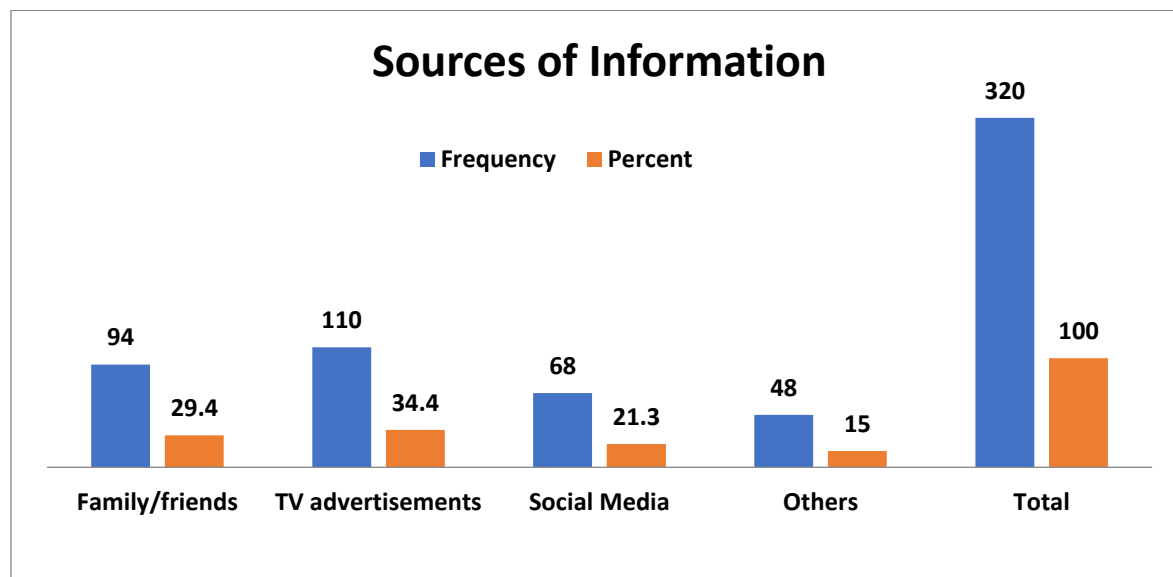
Table 14: Association between Age and frequency of online purchase.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.632 ^a	6	.356
Likelihood Ratio	6.597	6	.360
Linear-by-Linear Association	1.359	1	.244
N of Valid Cases	320		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.31.

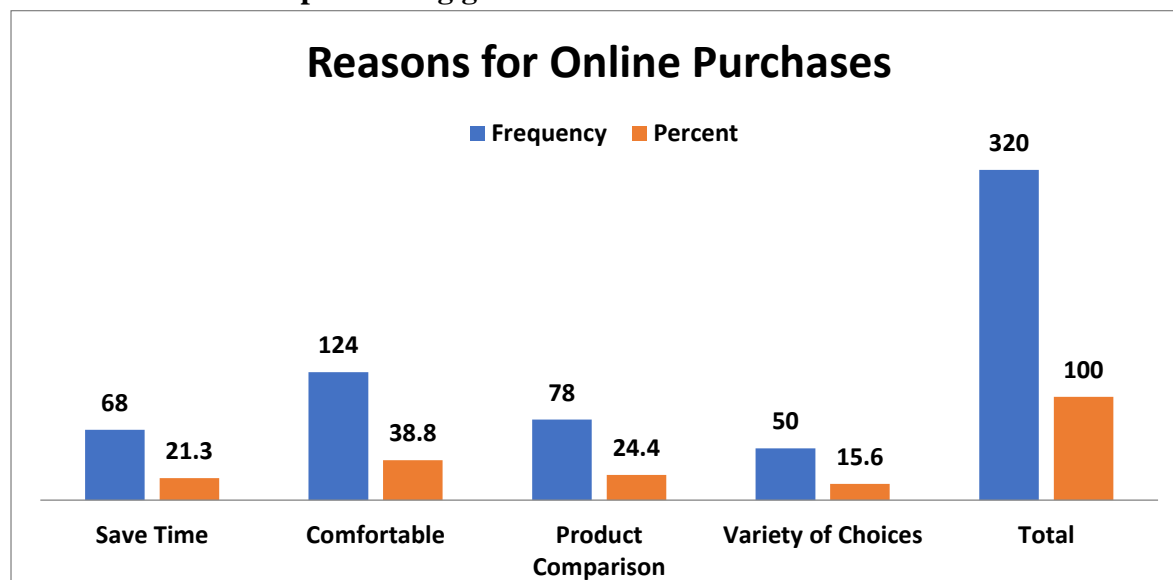
Source: Computed data

Inference: From the above Table.14 shows that chi- square test at 5% level of significance p-value is more than the 0.05. So, null hypothesis is accepted. Hence, there is no significant difference between Age and frequency of online purchase.

Table 15: Source of Information.

Source: Primary Data

Inference: According to Figure no.15 above, out of the total sample size of 320 respondents, the sources of information for online purchasing comprised of Family/friends, TV Advertisements, Social Media, and others. It is observed that, 29.4 percent of the respondents are getting information from family/friends, 34.4 percent of the respondents are getting information from TV advertisements. 21.3 percent of the respondents are getting information from Social media. 15 percent of the respondents are getting information from others like banners, newspapers etc.

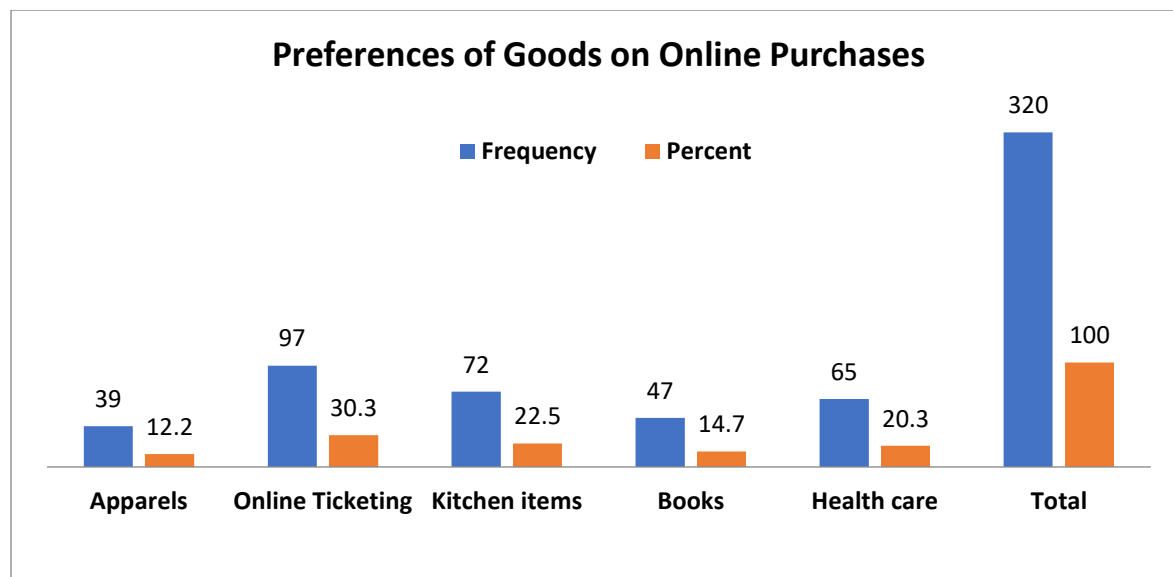
Table 16: Reason for purchasing goods in online mode

Source: Primary Data

Inference: According to Figure no.16 above, out of the total sample size of 320 respondents, the reasons for online purchase were - Save time, Comfort, Product Comparison and variety of choices. It is observed that, 21.3 percent of the respondents mentioned that they save time during online purchase. 38.8 percent of the respondents mentioned that they are comfortable during online purchase. 24.4 percent of the respondents mentioned that they can identify product comparison during online purchase. 15.6 percent of the respondents mentioned they find variety of choices

during online purchase.

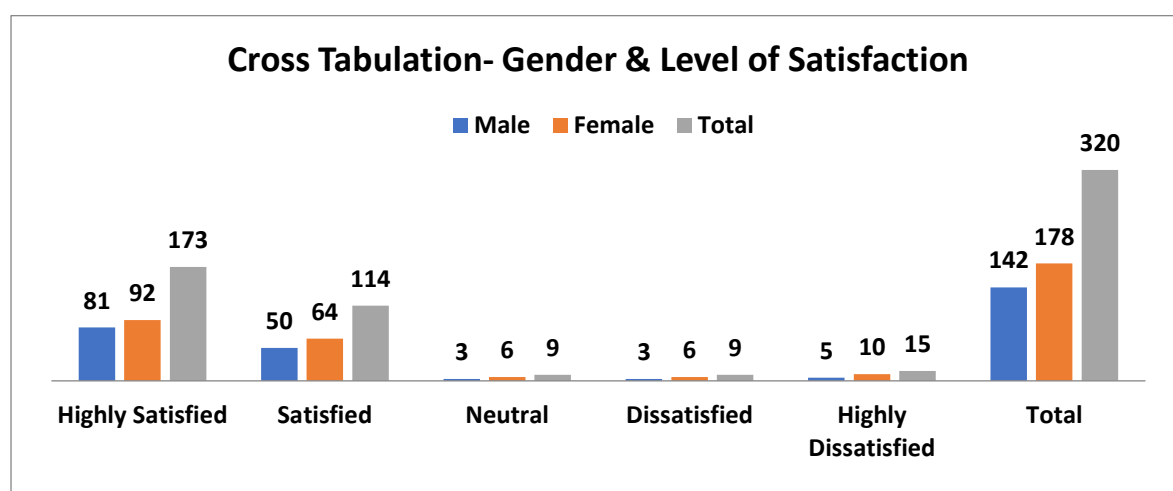
Table 17: Preference of goods purchase during online purchase



Source: Primary Data

Inference: According to Figure no.17 above, out of the total sample size of 320 respondents, the Preferences of Goods on Online Purchase were Apparels, Online Ticketing, Kitchen items, Books and Healthcare products. It is observed that, 12.2 percent of the respondents mentioned that they preferred to buy apparels during online purchase. 30.3 percent of the respondents mentioned that they preferred to buy online ticketing during online purchase. 22.5 percent of the respondents mentioned that they preferred to buy Kitchen items during online purchase. 14.7 percent of the respondents mentioned that they preferred to buy books during online purchase. 20.3 percent of the respondents mentioned that they preferred to buy Health care goods during online purchase.

Table 18: Cross Tabulation between Gender and Level of Satisfaction.



Source: Primary Data

Inference: According to Figure no.18 above, out of the total sample size of 320 respondents, it is observed that, 173 respondents comprising of 81 male and 92 female were highly satisfied. While

114 respondents comprising of 50 male and 64 female were satisfied. 114 respondents comprising of 50 male and 64 female were satisfied, 9 respondents comprising of 3 male and 6 female were dissatisfied and 15 respondents comprising of 5 male and 10 female were Highly Dissatisfied with online purchase.

Hypothesis framed

Ho: There is no association between Gender and Level of satisfaction towards online purchase

H4: There is an association between Gender and Level of satisfaction towards online purchase

Table 19: Association between Gender and Level of Satisfaction towards online purchasing behaviour

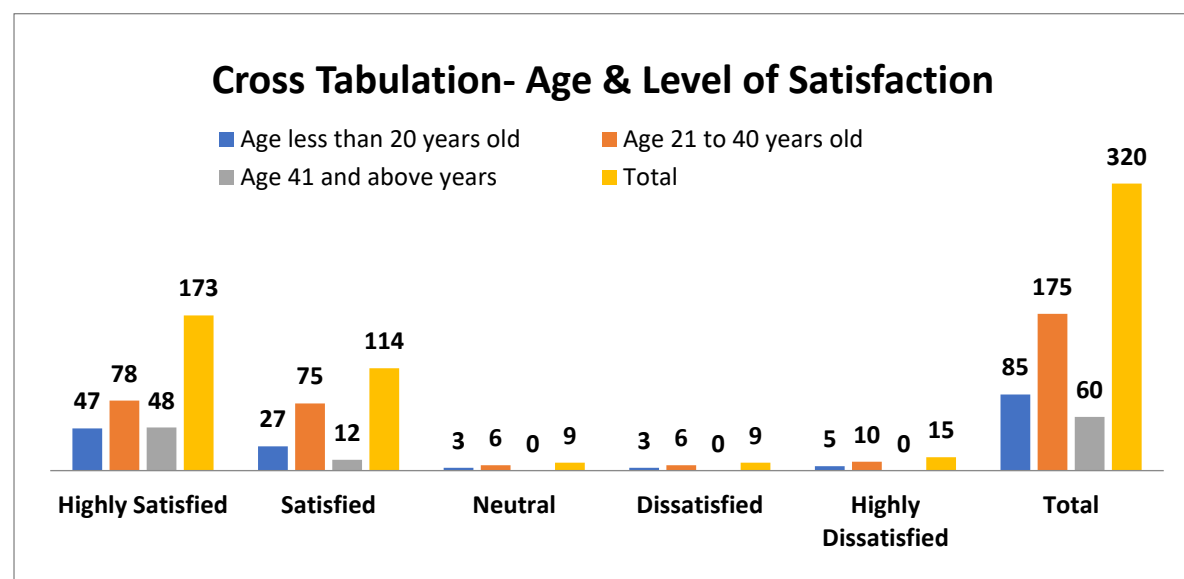
Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.061 ^a	4	.724
Likelihood Ratio	2.103	4	.717
Linear-by-Linear Association	1.866	1	.172
N of Valid Cases	320		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.99.

Source: Computed data

Inference: From the above Table.19 shows that chi- square test at 5% level of significance p-value is more than the 0.05. So, null hypothesis is accepted. Hence, there is no significant difference between Gender and Level of satisfaction towards online purchase.

Table 20: Cross Tabulation between Age and Level of Satisfaction



Source: Primary Data

Inference: According to Figure no.18 above, out of the total sample size of 320 respondents, it is observed that, among the Highly Satisfied 173 respondents, 47 respondents were less than 20 years old, 78 respondents were between 21-40 years old and 48 respondents were above 40 years old. Among the Satisfied 114 respondents, 27 respondents were less than 20 years old, 75 respondents

were between 21-40 years old and 12 respondents were above 40 years old. Among the Neutral 9 respondents, 3 respondents were less than 20 years old, 6 respondents were between 21-40 years old and there was no respondent above 40 years old. Among the Dissatisfied 15 respondents, 5 respondents were less than 20 years old, 10 respondents were between 21-40 years old and there was no respondent above 40 years old. Among the Highly Satisfied 15 respondents, 5 respondents were less than 20 years old, 10 respondents were between 21-40 years old and there was no respondent above 40 years old.

Hypothesis framed

H₀: There is no association between Age and Level of satisfaction towards online purchase

H₅: There is an association between Age and Level of satisfaction towards online purchase

Table 21: Association between Age and Level of Satisfaction

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.066 ^a	8	.002
Likelihood Ratio	31.008	8	.000
Linear-by-Linear Association	7.513	1	.006
N of Valid Cases	320		

a. 8 cells (53.3%) have expected count less than 5. The minimum expected count is 1.69.

Source: Computed data

Inference: From the above Table.21 shows that chi- square test at 5% level of significance p-value is less than the 0.05. So, null hypothesis is rejected. Hence, there is a significant difference between Age and Level of satisfaction towards online purchase.

Conclusion

Internet shopping is a new revolution and modern phenomena that is acceptable by almost the entire consumer rapidly during pandemic situation. Nowadays, a huge rise and demand for the product in online is in increasing trend. It is a market potential for e-commerce. Today's consumers are highly affected by e-marketing mostly rather than TV or newspaper advertisement. Social media marketing helps companies to gather potential customers of their particular products or services. Marketers have highly responded to this fundamental shift by increasing their use of digital marketing channels. As we all know that online shopping is so flexible and the consumer having variety of design and it is user friendly. The entire retail organisation focused their advertisement towards on e-marketing advertisements rather than other advertisement tools. It is therefore necessary for retailers to do research to examine and understand consumer behaviour and usage of internet in digital environments. The aim of the study is to examine the implication of digital commerce and consumers' purchase decision and to find out whether the consumers are aware or satisfied with online purchase. In this study the customers are highly satisfied. The study was carried out through a number of findings showed one out of five hypotheses were supported. The connection between

purchase intention and online shopping behaviour showed the strongest relationship. The conclusion of this study showed that website design, social media marketing app and trust and security and product performance were the significant external online factors of online shopping context. These factors also validate with the prior research and literature reviewed.

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