

**“FACTORS AFFECTING CONSUMERS’ ONLINE SHOPPING
BUYING BEHAVIOR DURING THE COVID-19 PANDEMIC IN
CHENNAI CITY”**

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ABSTRACT

The point of the examination was to explore the elements influencing consumers' Online shopping conduct during the Covid virus (COVID-19) pandemic in Chennai City. In this investigation estimated the impact of item factor, value factor, efficient factor, installment factor, security factor, authoritative factor, and mental factor on buyers' Online shopping conduct during the Covid malady (COVID-19) pandemic. The exploration gathered information from May 01, 2020 to July 31, 2020 in Personal interview by online review strategy through an organized poll with five-point Likert scales from 230 Chennai City online customers. Non-likelihood testing technique was utilized. Information were broke down utilizing unmistakable insights investigation, unwavering quality examination, and different relapse investigation. Results displayed that all elements aside from value factor and security factor had a groundbreaking and positive relationship with buyers' Online shopping conduct during the Covid virus disease (COVID-19) pandemic in Chennai City. It has suggestions for e-advertising rehearsing firms with respect to the genuine technique of web based looking for Chennai City customers during the COVID-19 pandemic in Chennai City.

Keywords: Online shopping, Consumer’s buying behavior, COVID-19, persuasive elements, Chennai City

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1. INTRODUCTION

During December 2019 coronavirus disease (COVID-19) was detected firstly in Wuhan, China. Later it has been spread out worldwide tremendously and the World Health Organization (WHO) has declared it as a pandemic. The indication of pandemic doesn't mean that the virus has become disastrous, but it's an indication of the disease has been globally spreading. The COVID-19 spread out to others through direct contact and touch with COVID-19 positive patients and it can live on surfaces for some hours (UNICEF). The COVID-19 outbreak isn't only a health crisis but also invading our societies and economies in different nature and it varied from society to society, country to country as well. As a result, poverty and inequalities are increasing day by day globally, particularly in underdeveloped and developing countries (UNDP). Due to the COVID-19 pandemic, world trade and commerce, education and other activities have been interrupted. The global supply chain has been broken down for countries lockdown situations.

E-commerce is electronic transactions, which can be expressed as the buying and selling of products and services and also the transfer of funds, money, data, and information related to the commercial transactions through the Online by using information and communication (ICT) technology. Basically, e-commerce permits buying and selling the physical products and services through an online platform which makes the commercial transaction of all categories of businesses and consumers convenient. They can be able to make a sale and purchase at any time from any place (Business encyclopedia). E-commerce transactions may be made in four different ways, such as Business to Business (B2B), Business to Customer (B2C), Customer to Customer (C2C), and Customer to Business (C2B) (Topper). In Chennai City, electronic commerce is not so familiar like developed countries but it is going to be popular day by day. Almost all kinds of business organizations are trying to adopt online transactions and Chennai City has a great future in e-commerce. Some business elements, like finance, production, transportation, payment systems, electronic fund transfer, supply chain management, Online marketing, online transaction processing, electronic data interchange, automated inventory management systems, and automated data collection systems have a significant impact on e-commerce in Chennai City. E-commerce is conducive to decreasing production costs, improving productivity, increasing business communication, ensuring quality products and services, and improving overall business performances. It helps to innovate new ideas and provide an innovative prospect of doing business. As a result, e-commerce has a deep and significant impact on business entities (Islam, 2015; Mohiuddin, 2014). Most of the e-commerce transactions are involved in customer to customer (C2C) business, which is business activities performed among consumers using the online platform. On the other side, business to business (B2B) transactions are also available but in a limited way, because the culture

of online trading hasn't been established yet as poverty and illiteracy problem. So, they can't understand the process of e-commerce and have no capability. To develop an e-commerce tradition, it may take several years in Chennai City. The government of Chennai City has already taken numerous initiatives and activities to develop and promote e-commerce and also ensure a lot of facilities and supportive organs so that business organizations can be able to response to the rapid growth of e-commerce (Bhowmik, 2012). Although the e-commerce industry started its journey from the later 90s, it had to face a lot of obstacles to expand quickly over the country lacking insufficient instruments and necessary elements. Several years later, banking sectors, logistic communications, and payment procedures made a solid platform for improving and developing e-commerce in Chennai City. Almost every bank in Chennai City is using electronic fund transfer (EFT) and Online payment method, so that consumers can benefit from the use of credit and debit card, digital wallet, cash on delivery and so on which accelerate the e-commerce sector in Chennai City.

E-commerce has to face a lack of faith and transparency, and people have a negative outlook towards e-commerce transactions in Chennai City. Step by step, the users of credit and debit card are few. So, consumers can't pay online. Recently, introducing digital wallet payment system like Paytm, Amazon and UPI bring revolutionary changes in the e-commerce sector. Users are being benefited by using those digital wallet systems of payment. These are many conveniences and easy to use those digital wallet systems which are supported by any mobile device. Despite the rapid development of e-commerce business in Chennai City, it has to face numerous obstacles including instability of Online connection, slow speed, parcel delivery logistics, and products & service quality maintenance. The e-commerce sector has to suffer for a lack of logistics and a good transportation system. Due to inappropriate transportation, delivery of products hampered surely. About 65% of e-commerce business activities are taken place in Delhi and Chennai. E-commerce has been failed to operate its business operations in rural and distant areas of the country due to poor infrastructure and supportive organs. Despite some key challenges, Chennai City has been considered as fertile land for e-commerce sectors. Compared to previous days, Now, Chennai City is trying to overcome and improve its position in the e-commerce sector like others and proved already.

The main aim of the study is to explore the factors affecting consumers' Online shopping Buying behavior during the coronavirus disease (COVID-19) pandemic in Chennai City. There are some specific aims of the study, such as: to identify the factors that have an effect on Online shopping behavior; to explore the impact of coronavirus disease (COVID-19) pandemic on consumers' Online shopping Buying behavior of in Chennai City.

2. LITERATURE REVIEW

Online stores ensure consumers' advantages by conveniently providing different types of products. Previously, the transaction was difficult but e-commerce has made it easier than any other time (Lim & Dubinsky, 2004; Prasad & Aryasri, 2009). Monsuwe, Dallaert, and Ruyter (2004) compared both offline and online shopping and found that online shopping is easier and more facilitated than offline shopping where online shopping took less time and effort. Besides online shopping permits consumers to access more information related with product and services that help consumers to compare both price and product quality with other producers. Security, appearance, quick loading, sitemap, and validity are the most significant factors of online shopping that influence consumers to make online purchase (Salehi, Abdollahbeigi, Langroudi, & Salehi, 2012). Generally, customers can be able to get any data and information easily by the Online (Wang, Ye, Zhang, & Nguyen, 2005). When online shopping, consumers can't be able to touch and feel the product before purchase but online services provide more information about their products and services, so that customers may judge the product and services when they need (Lim & Dubinsky, 2004). Most online services provide 24/7 customer supports which enable consumers to take necessary information related to product and services at any time and any places which attract consumers to make online purchase (Hermes, 2000; Hofacker, 2001). Wang, Ye, Zhang, and Nguyen (2005) conducted empirical research on online shopping and found that the convenience of the Online put a significant influence on consumers' minds to purchase online. According to Lui, Xiao, Lim, and Tan (2017), the core influential factor for consumers' online purchase behavior is website quality. It works as a first impression on consumers to make online purchase.

3. OBJECTIVES OF THE STUDY

To find out Consumer Buying Behavior in Online shopping on Product and Price factor

To analysis Impact of Buying Behavior in Online shopping in study area

To examine Positive impact of Consumer's Buying Behavior in online shopping.

4. Methodology

In the research, consumers' online shopping Buying behavior regarding online perspective in terms of noticeable factors has been required to choose. Therefore, at first an exploratory research has been conducted to gain a primary understanding about the influential factors to choose an online shopping from Chennai City consumers then the descriptive research has been conducted.

4.1 Information Needs

The type of information needed for the research is mainly primary in nature and all data have been collected from primary sources by the online personal interview method. The data are quantitative in nature. Conversely, from the secondary sources we have developed literature review that gives us insight about the stated objectives.

4.2 Measurement Instruments

The research used seven constructs to influence consumers' Online shopping behavior during the coronavirus disease (COVID-19) pandemic. Product factor includes branding product, feature of product, and diversity of product. Price factor includes lower delivery charge, suitable price, and rational price. Time saving factor includes less waste time, less time in evaluating and selecting, and less time to purchase. Payment factor includes convenient cash on delivery, safe in transactions with this web, and secure financial transaction. Security factor includes safe and secure website, protect consumers security, and trustworthy website. Administrative factor includes social distancing, stay at home, and lockdown. Psychological factor includes interest and hobby, attitudes and perception, and feelings excitement.

4.3 Scaling Technique

The research has used five-point Likert scale to stimulate the responses. The respondents have marked the point that the best indicates how they would describe the object being rated. Respondents are asked to rate their degree of agreement or disagreement on a five-point Likert scale ranging from strongly disagree to strongly agree. Before finalizing the questionnaire, a pretesting have been done on 20 respondents.

4.4 Questionnaire Development

All the questions used are closed ended. Closed-ended questions are easily analyzable, comparable with other answers and permit saving time for the respondent and the interviewer. However, as the study made English version of the research questionnaire it is easiest for the study to exclude open questions because as non-English natives, the study could have some difficulties to translate and well interpret them. Indeed for the researchers closed-ended questions are easiest to code and analyze the data.

4.5 Sampling Technique and Sample Size

Non-probability sampling has been used because it is less costly and less time consuming to prepare a sampling frame. Among the several ways of non-probability sampling, convenience and judgmental sampling technique has been used because it is readily available and convenient, and generates relatively low cost. For the study it is relevant to be able to obtain a sample of around 230 respondents.

4.6 Data Collection

The research collected data from May 01, 2020 to July 31, 2020 in personal interview by online survey method through a structured questionnaire with five-point Likert scales from 230 online consumers in the perspective of Chennai City.

4.7 Data Analysis

Data are collected from actual Chennai City consumers who have already made online purchase and encoded in SPSS 25.0 software for analysis. It is analyzed using descriptive statistics analysis, reliability statistics analysis, and multiple regression analysis.

5. Findings and Discussions

Table 1
Descriptive Statistics Analysis

| Factors | Items | N | Min | Max | Mean | Std. Dev. |
|-----------------------|---------------------------------------|-----|-----|-----|------|-----------|
| | Branding product | 230 | 1 | 5 | 4.91 | 1.125 |
| Product factor | Feature of product | 230 | 1 | 5 | 3.87 | 1.021 |
| | Diversity of product | 230 | 1 | 5 | 3.91 | 1.123 |
| | Lower delivery charge | 230 | 1 | 5 | 4.89 | 1.450 |
| Price factor | Suitable price | 230 | 1 | 5 | 3.89 | 1.016 |
| | Rational price | 230 | 1 | 5 | 3.51 | 1.201 |
| | Less waste time | 230 | 1 | 5 | 4.90 | 1.259 |
| Time saving factor | Less time in evaluating and selecting | 230 | 1 | 5 | 3.72 | 1.210 |
| | Less time to purchase | 230 | 1 | 5 | 3.19 | 1.101 |
| | Convenient cash on delivery | 230 | 1 | 5 | 4.72 | 0.922 |
| Payment factor | Safe in transactions with this web | 230 | 1 | 5 | 4.53 | 0.899 |
| | Secure financial transaction | 230 | 1 | 5 | 3.32 | 1.106 |
| | Safe and secure website | 230 | 1 | 5 | 3.51 | 1.067 |
| Security factor | Protect consumers security | 230 | 1 | 5 | 4.74 | 0.994 |
| | Trustworthy website | 230 | 1 | 5 | 3.94 | 1.003 |
| | Social distancing | 230 | 1 | 5 | 4.75 | 0.891 |
| Administrative factor | Stay at home | 230 | 1 | 5 | 4.63 | 0.995 |
| | Lockdown | 230 | 1 | 5 | 4.52 | 0.989 |
| | Interest and hobby | 230 | 1 | 5 | 4.67 | 0.997 |
| Psychological factor | Attitudes and perception | 230 | 1 | 5 | 4.85 | 0.944 |
| | Feelings excitement | 230 | 1 | 5 | 3.12 | 1.152 |

Summary of the Key Factors that Impact Online Shopping Buying Behavior

As illustrated in Table 1, the key factors impact consumers' Online shopping Buying behavior during the coronavirus disease (COVID-19) pandemic. In this table, factors present a mean score 4 or more. Majority of the respondents agree with branding product (mean score is 4.91). Therefore, branding product significantly affects consumers' Online shopping behavior during the coronavirus disease (COVID-19) pandemic. Most of the respondents approve in lower delivery charge (mean score is 4.89). Therefore, lower delivery charge has significant influence on consumers' Online shopping behavior during the coronavirus disease (COVID-19) pandemic.

Also, less waste time (mean score is 4.90), convenient cash on delivery (mean score is 4.72), safe in transactions with this web (mean score is 4.53), protect consumers security (mean score is 4.74), social distancing (mean score is 4.75), stay at home (mean score is 4.63), lockdown (mean score is 4.52), interest and hobby (mean score is 4.67), and attitudes and perception (mean score is 4.85) significantly influence consumers' Online shopping behavior during the coronavirus disease (COVID-19) pandemic in Chennai City.

Table 2
Reliability Statistics Analysis

| Factors | No. of items | Cronbach's alpha |
|-----------------------|--------------|------------------|
| Product factor | 3 | 0.753 |
| Price factor | 3 | 0.758 |
| Time saving factor | 3 | 0.719 |
| Payment factor | 3 | 0.749 |
| Security factor | 3 | 0.610 |
| Administrative factor | 3 | 0.738 |

Sources : Primary Data

As exemplified in Table 2, reliability analysis is measured via Cronbach's coefficient alpha to check internal consistency of the constructs. All constructs have no problems in reliabilities if the Cronbach's alpha values exceeded the criterion of 0.700 (Hair, Rolph, Barry, & William, 2010). Here, as is illustrated, the lowest value of Cronbach's alpha is 0.610 for security factor. All other factors are above 0.700 (70%) except security factor. Therefore, the survey instrument is reliable to measure all factors consistently and free from random error.

Table 3
Model Summary

| Model | R | R square | Adjusted R square | Std. error of the estimate |
|-------|--------------------|----------|-------------------|----------------------------|
| 1 | 0.717 ^a | 0.515 | 0.500 | 0.790 |

Model Summary

As revealed in Table 3, the value of correlation coefficient, $R = 0.717$ (71.7%) mentions that there is reasonable positive linking between consumers' Online shopping behavior during the coronavirus disease (COVID-19) pandemic and product factor, price factor, time saving factor, payment factor, security factor, administrative factor and psychological factor. Nevertheless, only 51.5% (R-square values of 0.515) variation in consumers' Online shopping behavior during the coronavirus disease (COVID-19) pandemic is accounted because of product factor, price factor, time saving factor, payment factor, security factor, administrative factor and psychological factor. The adjusted R^2 is 0.500 implying that the seven factors can pointedly account for 50% variance in the consumers' Online shopping behavior during the coronavirus disease (COVID-19) pandemic.

6. LIMITATION AND CONCLUSION

In this study expose in online shopping consumers buying behavior with the beginning of COVID-19, the web based business industry is watching a particular increment universally and with the world heading into a predictable overall downturn, the advancement of the business will undoubtedly back off. The rising business sector is presently seeing the vivacious expansion of Online shopping. The examination looks at the elements affecting purchasers' Online shopping conduct during the Covid infection (COVID-19) pandemic in the Chennai City. The current investigation assesses the effect of seven elements: item factor, value factor, efficient factor, installment factor, security factor, regulatory factor and mental factor on Buying behavior Online shopping conduct during the Covid virus (COVID-19) pandemic. Consequences of the investigation show that item factor, efficient factor, installment factor, regulatory factor and mental factor have a vivacious and positive relationship with consumers 'buying behavior Online shopping conduct during the COVID-19 pandemic with regards to Chennai City. It has recommendations for web based promoting rehearsing organizations with respect to the genuine strategy of Online looking for online purchasers during the (COVID-19) pandemic in creating nation like Chennai City. The investigation is restricted in Chennai City just during the Covid infection (COVID-19) pandemic, and the outcome might be not applied to different spots and other span like post

pandemic circumstance. The information may not be the real delegate of in general Chennai City customers' view because of test size like just 230 respondents. So there may be some other variable which may influence consumers' Online shopping Buying behavior during the coronavirus disease (COVID-19) in Chennai City.

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