

Influence of Online Shopping Buying Behaviour in Post Covid-19



P. Mari Selvam, A. Gomathi

Abstract: The corona virus which causes a highly infectious of Corona virus disease (COVID-19) that has affected more than 4 lakh people in around the world. Since it has been increased during the pandemic period online shopping usage, rural, urban and globally. In the current scenario many youngster's changing the attitude has purchased to online shopping because social distancing and self-quarantine efforts. Hence the online shopping promoters like Amazon, flip kart, Reliance digital and other agencies are for the time being too given the importance its available fulfilment and logistics facility to serve the basic needs such as household products, packaged food, health care, hygiene, personal safety and other high priority products. It is for the time being going to taking orders for lower-priority to high priority products. In this study to analyze the impact of online buying behaviour increased in after pandemic period.

Keywords: Buying Behaviour, Covid-19, Online Shopping, Online Shopping Features.

I. INTRODUCTION

In the period of March 2020 situation is rapidly changing due to covid19. The people are safe to gather in a place. The same time Restaurants, bars, malls, theatres and gyms are closed due the pandemic. Meanwhile many offices are worked from home in the online mode. The peoples are struggling with basic needs of products for purchasing in the mode of direct. So that, the online shopping already was familiar one but in time of covid 19 very useful to buying a products with different varieties and also same the safe of door delivery. The survey of entitled "COVID-19 and E-commerce", were examined the pandemic has changed the way consumers use e-commerce and digital mode of buying behaviors. It covered Brazil, China, Germany, Italy, the Republic of Korea, Russian Federation, South Africa, Switzerland and Turkey. Following the pandemic, more than half of the survey's respondents now shop online more frequently and rely on the internet more for news, health-related information and digital entertainment.

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II. OBJECTIVES OF THE STUDY

1. To analyse the socio economic status and impact of buying behaviours towards post covid19.
2. To identify the impact of buying behaviour during Post Covid-19 period in Coimbatore City.

III. RESEARCH METHODOLOGY

A. Sources:

The Primary data have been collected by sending the questionnaire through Google forms. The area of study selected from Coimbatore in Tamilnadu during the study period of October 2021.

B. Sample Design

Even though, the research designs are various methods, the present study followed the 'descriptive' research design. In the total population of Coimbatore city more than 10 lakhs people's for the collection of data only 400 respondents were selected randomly using lot method. The data has been collected among the different professionals in the Coimbatore city. The study was used basic tools of simple percentage method and chi-square test.

IV. LIMITATIONS OF THE STUDY

1. The study is limited to exclusively Coimbatore city
2. The study was covered limited number of respondent with common job professionals.

Table 1 Socio-Economic Profile

S.N	Sources	Variable	Frequency	Percentage
1	Gender	Male	216	54.0
		Female	184	46.0
		Total	400	100.0
2	Occupation	Agriculture	57	14.2
		Business	146	36.5
		Profession	64	16.0
		Employee	133	33.2
		Total	400	100.0
3	Annual Income	Below 10,000	14	3.5
		10,000 to 50,000	21	5.2
		50,000 to 1,00,000	219	54.8
		100,000 to 5,00,000	117	29.2
		5,00,000 and above	29	7.2
		Total	400	100.0
4	Impact of Online shopping during	Strongly Agree	222	55.5
		Agree	130	32.5
		Moderate	37	9.2
		Disagree	5	1.2



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	Covid-19	<i>Strongly Disagree</i>	6	1.5
		Total	400	100.0
5	Post Covid-19 Impact your shopping/ Buying behaviour?	Increased	320	80.0
		Decreased	60	15
		Neutral	20	5.0
		Total	400	100.0
6	Preference for selecting Online purchase domain	Flip kart	105	26.25
		Amazon	225	56.25
		Snap deal	45	11.25
		Others	25	6.25
		Total	400	100.0

Source: Primary data

The above table explain the Socio-Economic status of impact of online shopping behaviour during Covid 19 lockdown period in Coimbatore city.

The majority of 216 respondents (54%) are male category. The minimum numbers of respondents are female (46%) category.

In this regard occupation of respondents are preference to online shopping in 14.2% of respondents are agriculture people; 36.5% of respondents are doing a business; 16.0% of respondents are common profession holders and 33.2% of respondents are basic employee are preference to buying behaviour in online shopping.

The above table explained that annual income with online buying behaviours towards during the pandemic period. 3.5% of respondents are getting below 1 lakh annual income. 5.2 of respondents are up to 50,000 annual income generation people. The majority of respondents are buying online shopping in up to 1 laksh annual income. 29.2% of respondents are up to 5 laksh income level of people are buying behaviour in online shopping in during the pandemic peiod.

The impact of online shopping during pandemic period 55.5% of people are strongly agree that buying the products through online. 32.5% of respondents are insisted that agree with buying the goods from online. 9.2 % of respondents are moderate the buying culture with online. The minimum number of 1.2% and 1.5% of respondents are strongly disagree with purchase the online shopping.

Table 2 Occupation and Impact of Online shopping during Covid-19

Occupation		Impact of Online Shopping				Total
		Strongly Agree	Agree	Neutral	Strongly disagree	
Agriculture	Count	38	85	65	35	223
	%	9.50%	21.20%	16.20%	8.80%	55.80%
Business	Count	18	45	47	25	135
	%	4.50%	11.20%	11.80%	6.20%	33.80%
Employee	Count	1	14	18	4	37
	%	0.20%	3.50%	4.50%	1.00%	9.20%
Profession	Count	0	2	3	0	5
	%	0.00%	0.50%	0.80%	0.00%	1.20%
Total	Count	57	146	133	64	400
	Total	14.20%	36.50%	33.20%	16.00%	100.00%

Source: Primary data

The above table indicates that Occupation and Impact of online shopping during covid19. 55.8% of respondents are strongly agreed with online shopping during the period of

pandemic. 33.8% of respondents are agree with online buying behaviour in covid 19 period. 9.2% of respondents are suggested that natural with both online and off line shopping. Minimum 1.2% of respondents are strongly disagree with there is no impact created in online shopping during the pandemic period.

Ho: There is no significance difference between Occupation and Impact of Online shopping during Covid-19

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.952 ^a	9	0.145
Likelihood Ratio	15.72	9	0.063
N of Valid Cases	400		
a. 4 cells (25.0%) have expected count less than 5. The minimum expected count is .71.			

The value of chi-square test (12.952) at high p-value of (0.165) indicates that the null hypothesis rejected at 5 percent level of significance. Hence it may be concluded that there is a significant relationship between occupation and impact of online shopping during the pandemic period.

Table 3 Annual Income and Impact of Online shopping during Covid-19

Annual Income		Impact of Online Shopping				Total
		Strongly Agree	Agree	Neutral	Strongly disagree	
Below 10,000	Count	11	3	0	0	14
	%	2.80%	0.80%	0.00%	0.00%	3.50%
10,000 to 50,000	Count	7	6	1	0	14
	%	1.80%	1.50%	0.20%	0.00%	3.50%
50,000 to 1,00,000	Count	29	17	3	0	49
	%	7.20%	4.20%	0.80%	0.00%	12.20%
100,000 to 5,00,000	Count	28	13	5	3	49
	%	7.00%	3.20%	1.20%	0.80%	12.20%
5,00,000 and above	Count	149	95	28	2	274
	%	37.20%	23.80%	7.00%	0.50%	68.50%
Total	Count	224	134	37	5	400
	Total	56.00%	33.50%	9.20%	1.20%	100.00%

Source: Primary data

The above table indicates that annual income and impact of online shopping during the pandemic period. 3.5 % of respondents are low level of income people's up to annual income 50,000, as suggested very minimum of buying behaviour towards online shopping due to income once the reason. 12.2% of respondents are up to 5 lakh annual income, as in the category average income generation people are buying the products in the mode online shopping. The majority of people are above 5 lakh annual income generation people are preference to 68.5% of online buying behaviour towards in the period of pandemic. Ho: There is no significance difference between Annual Income and Impact of Online shopping during Covid-19



Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.479 ^a	12	0.17
Likelihood Ratio	14.333	12	0.28
Linear-by-Linear Association	2.257	1	0.133
N of Valid Cases	400		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .18.

The value of chi-square test (16.479a) at high p-value of (.710) indicates that the null hypothesis rejected at 5 percent level of significance. Hence it may be concluded that there is a significant relationship between Annual Income and Impact of Online shopping during Covid-19.

V. CONCLUSION

The above study revealed that the impact of online shopping during the period of post covid19 in respondents are strongly agreed with increased the sale and buying behaviour changed in online mode because the safety is first. So that many of respondents in the post pandemic period are preference to buying the products through online especially Amazon and flip kart and other online services. The maximum of respondents are above 5 laksh income generation people are mostly preference to online shopping due to various type of work and time schedule purposes. The study was concluding that post covid19 period increased the sale of online shopping with help of Indian economy.

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Dr. P. Mari Selvam is an Assistant Professor in the PG and Research Department of Commerce, CMS College of Science and Commerce (Autonomous), Coimbatore, Tamil Nadu. He obtained his UG degree from the Mano College, Puliangudi affiliated to Mamaonmaniam Sundaranar University, Tirunelveli. He finished M.Com in 2009 from the

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