



# CONSUMER AWARENESS AND USAGE OF ONLINE SHOPPING DURING COVID 19 PERIOD WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT, TAMILNADU

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## ABSTRACT

In the fast moving generation lifestyle has changed a lot, customers are busier than what they were few years back. Internet facilities and usage has increased in both rural and urban areas. Technology usage and the consumer buying behaviour have changed to a great extent in this generation. Companies are also well aware of these facts and that's why they are also giving greater importance to online consumer behaviour. Earlier people had ample time to visit the store and purchase the products but, with the changing business scenario the customer prefer the electronic purchase of goods or services as it saves time and safe during Covid – 19 pandemic.

## INTRODUCTION

An online shop evokes the physical feel of buying products or services at a bricks-and-mortar retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping. Butler.P and Peppard.J (1998) with technological up-gradation, online purchase has gained popularity. Online purchasing behaviour varies to a great extent in comparison with the traditional buying, as an analysis of the online purchasing shows.

In traditional shopping we have to struggle our way through crowds of jostling people, wait in queues to make our purchase and have to go from one store to another to find some item we may be looking for. It is precisely for this reason customers are also purchasing the products or services through

online. Online shopping has grown in popularity over the years, especially during the Covid 19 period, mainly because people find it convenient and easy to shop from the comfort of their home or office. One of the most enticing factors about online shopping, particularly during a pandemic like Covid – 19 is, it alleviates the need to wait in long lines or search from store to store for a particular item.

## **SCOPE OF THE STUDY**

The study aims to find out the consumer awareness towards online shopping. The study is by ascertaining the factors that influencing the buying behavior of consumers who are doing shopping through online. Websites are ranked according to the preference of consumers. The study focused on the problems faced by the customers in online shopping and remedial measures for this problems i.e. the customers must be aware of all the techniques, strategies, methods adopted by the sellers to market their products in online shopping which will help them to get their products at the competitive rate with better quality during the covid-19 period.

## **OBJECTIVES OF THE STUDY**

The study makes an attempt to seek solutions to the questions raised in the statement of problems. Accordingly, the following objectives have been framed.

- To study consumer awareness towards online shopping during Covid - 19 period
- To analyze the factors influencing online buying behavior of the customers.
- To identify the problems in online shopping.
- To analyze the satisfaction level of consumers towards online shopping.
- To investigate the major factors that has the maximum impacts on consumer's satisfaction on online shopping.

## **RESEARCH METHODOLOGY**

### **RESEARCH DESIGN**

The research design constitutes the blueprint for the collection, measurement and analysis of data. It is the approach for a study and the sketch by which the plan is to be conceded out.

The research design of the study is descriptive as it describes the data and its characteristics associated with the population using mobile phones. Descriptive research is used to look into the information relating to the current status of the phenomenon to describe "what exists" with respect to variables in a given situation.

### **SAMPLING METHOD**

The sampling method used for the research is convenient sampling. This sampling method is selected by the researcher for the purpose of convenience to access. A pilot study is conducted to validate

the questionnaire and to validate the feasibility of the study. Based on the pilot study, the questionnaire is modified suitably to elicit response from the sample group.

## RESEARCH INSTRUMENTS:

Instrument: Questionnaire

Instrument Design: Both open ended and close ended questions

## SAMPLING SIZE

Samples of 220 respondents from the different locations from Coimbatore district were included for the study. Samples for the purpose of the study are selected systematically.

## SAMPLING DESIGN

Both primary and secondary data were used in the study for analysis purpose. For collecting primary data, field survey technique was employed in Coimbatore district. A well framed questionnaire was also used to collect the primary data.

## METHOD OF DATA COLLECTION

The data for this study are of two types: -

- Primary data
- Secondary data

## PRIMARY DATA

Primary data is the data is collected from the respondent for the first time, it is original in nature. For the purpose of collection of primary data, a well structured questionnaire was framed and filled by the respondents. The questionnaire comprises of close ended as well as open ended questions. In close ended questions, checklist questions and multiple choice questions are used.

## SECONDARY DATA

Secondary data are collected from books, magazines, web sites etc, and both open ended & close-ended questions are incorporated in the questionnaire for the collection of data.

## REVIEW OF LITERATURE

**Vijayasathy L. and Jones J.M (2002)**, in his study entitled, 'Print and Internet catalogue Shopping: Assessing Attitudes and Intentions' examined the relationship between shopping orientation, product types, and customer intentions to use the Internet for shopping. He mailed the questionnaire to over 2200 survey respondents. Out of this, a total of 746 responses were received. The results of the regression analysis showed that the product type did have a significant independent effect on intentions to shop on online; it did not have a moderating effect on the relationship between the latter and shopping orientations.

**Ankur Kumar Rastogi (2002)**, in his article entitled, 'A study of Indian online customers and their buying behaviour'. The aim of the study was to determine the key factors that influence online buying behaviour of customers in India. Both the primary and secondary data were collected. The primary data were collected through a questionnaire from 200 respondents through percentage analysis. Secondary data were taken from research papers, journals, magazines and websites. The outcomes of is study suggest that assessment of customer buying behaviour can contribute to a better understanding of customer buying behaviour in respect of online shopping.

**Gayathiri. R, Balachandran. S and Usha. S (2015)**, in his study entitled, 'Gender specific behavioral difference of citizens in online shopping'. The main objective is to identify the difference in the shopping attitude and behaviour of Indian shoppers when they belong to different gender. The study is based on primary data and secondary data. The primary data was collected through questionnaire from 356 respondents and the secondary data were collected from books, journals, newspapers and websites. The statistical tools used for this analysis were percentage analysis and ANNOVA. The findings from the study suggested that very few studies of gender exist and there is a need for more exploration. The implications for research are twofold: first the study provides additional insight into online shopping behaviour from a gender perspective. Second, the study demonstrates that significant differences might not show on the construct level but only when behaviors are individually compared with each other.

**Mohanapriya.S and Anusuya.D (2017)**, in their article entitled, 'A study on customer preferences and satisfaction towards selected online websites (with special reference to Coimbatore city)'. The study aimed to know about the most preferred website among the selected websites and reasons for preferring them. The primary data were collected through questionnaires from 200 respondents using convenient random sampling method. The statistical tools used in this study are used likewise percentage analysis and ranking score analysis. The study finds that most of respondents use Flipkart for their online shopping. The study suggests that most of the customers are satisfied by online shopping, but the only hinder is that they are not fully secured.

## DATA ANALYSIS

### Factor Analysis

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.615
Bartlett's Test of Sphericity	Approx. Chi-Square	306.110
	df	24
	Sig.	.000

Factor Analysis is a data reduction technique. It also helps in structure detection among the variables and further helps in studying the underlying crucial factors that cause the maximum variation.

The researcher tested the eligibility of the data by checking KMO- Bartlett's test which is a measure of sampling adequacy. The KMO value is  $0.615 > 0.5$  (accept for sampling adequacy)

Bartlett's Test of Sphericity indicates a measure of the multivariate normality of set of variables (Sig. value is less than 0.05 indicates multivariate normal and acceptable for factor analysis).

### AGE GROUP OF THE RESPONDENTS

Age	No of respondents	Percentage
Below 20 years	35	16
21-30 years	73	33
31-40 years	65	30
Above 41 years	47	21
<b>Total</b>	<b>220</b>	<b>100</b>

(Source: Primary data)

### REASON FOR SELECTING ONLINE SHOPPING

Reason for Selecting Online Shopping	No of respondents	Percentage
Variety of Products	41	19
Easy buying process	35	16
Lower prices	33	15
Discount	40	18
Safe during Covid - 19	71	32
<b>Total</b>	<b>220</b>	<b>100</b>

(Source: Primary data)

### EDUCATIONAL QUALIFICATION AND LEVEL OF SATISFACTION

$H_0$  = There exist no significant association between educational qualification of the respondents and their level of satisfaction towards online shopping.

Educational Qualification	Level of Satisfaction			Total
	High	Moderate	Low	
Illiterate	5	8	0	13
School level	9	0	4	13
Under Graduate	32	16	9	57
Post Graduate	9	0	8	17
<b>Total</b>	<b>55</b>	<b>24</b>	<b>21</b>	<b>100</b>

Calculated  $\chi^2$  Value: 25.933

Degree of freedom: 6

Table Value: Five per cent level: 12.592

Since the calculated  $\chi^2$  value (25.933) is greater than the table value (12.592). Therefore it is concluded that there is a significant association between educational qualification of the respondents and their level of satisfaction towards online shopping.

#### MONTHLY INCOME OF THE FAMILY AND LEVEL OF SATISFACTION

$H_0$  = There exist no significant association between monthly income of the respondents and their level of satisfaction towards online shopping.

Monthly income of the Family	Level of Satisfaction			Total
	High	Moderate	Low	
Less than Rs.10,000	24	4	4	32
Rs.10,001 - Rs.20,000	17	12	9	38
Rs.20,001 - Rs.30,000	5	0	8	13
More than Rs.30,001	9	8	0	17
<b>Total</b>	<b>55</b>	<b>24</b>	<b>21</b>	<b>100</b>

Calculated  $\chi^2$  Value: 28.248

Degree of freedom: 6

Table Value: Five per cent level: 12.592

Since the calculated  $\chi^2$  value (28.248) is greater than the table value (12.592). Therefore it is concluded that there is a significant association between monthly income of the respondents and their level of satisfaction towards online shopping.



## SIZE OF THE FAMILY AND LEVEL OF SATISFACTION

$H_0$  = There exist no significant association between size of the family of the respondents and their level of satisfaction towards online shopping.

Size of the Family	Level of Satisfaction			Total
	High	Moderate	Low	
Below 2 members	20	0	5	25
3-4 members	26	16	8	50
5-6 members	9	4	4	17
Above 7 members	0	4	4	8
<b>Total</b>	<b>55</b>	<b>24</b>	<b>21</b>	<b>100</b>

Calculated  $\chi^2$  Value: 20.787

Degree of freedom: 6

Table Value: Five per cent level: 12.592

Since the calculated  $\chi^2$  value (20.787) is greater than the table value (12.592). Therefore it is concluded that there is a significant association between size of the family of the respondents and their level of satisfaction towards online shopping. Hence, Null hypothesis is rejected.

### RESULTS:

- Majority of the respondents belong to the age group between 21-30 years, Majority of the respondent's lives in a joint family, Majority of the respondents monthly income is between Rs.10,001 – Rs.20,000.
- Majority of the respondents have said that safety as the most important reason for choosing online shopping during covid-19 period.
- There is a significant association between educational qualification of the respondents and their level of satisfaction towards online shopping.
- There is a significant association between monthly income of the respondents and their level of satisfaction towards online shopping.
- There is a significant association between size of the family of the respondents and their level of satisfaction towards online shopping.

### DISCUSSION OF RESULTS:

The study determined awareness and reasons for online shopping in Coimbatore District, Tamilnadu during the Covid affected period of June 2021 to October 2021. The methodology of the study included the primary data collection and use of appropriate statistical tools. Research concluded that most

of the consumers are aware of the online shopping and many are using online shopping even before Covid 19 period. Safety in purchases, to avoid crowd are the main reasons for usage of online shopping during Covid 19 period. The other important finding was that there is a strong relationship between family income and their level of satisfaction

Online shopping is continuously increasing, especially after Covid 19's impact, consumers want to avoid crowd and large shopping malls. Authors further suggested that online shopping sites must come up with new offers, and must redesign offers and services, those are specialized for specific market segments such as families, sports enthusiasts, wellness as well. The research will facilitate online markets to be more effective in marketing and operational strategies.

The study also expressed the main conclusions based on factors influencing for online shopping. Researcher found that educational qualification, size of the family and number of persons in the family will affect the consumer behaviour in online shopping, product selection and quantity. The authors achieved their objectives by conducting a survey using structured questionnaires. 220 respondents were selected for the study and it was found that safety in purchases is one of the main reasons for the consumers choosing online shopping.

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