



REASONS FOR CONSUMER INCLINATION TOWARDS E-COMMERCE (- AN EMPIRICAL STUDY)

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Abstract: Online business is one of the most important things in E-commerce. Paper is about the situation of COVID -19 is affected in e-commerce field. The various reasons of customers are moved to online shopping and its impact on e-commerce. The most important term of online shopping to attract effective audience for E-commerce mode in the lockdown period. The Various marketing strategies which impacted to turn the customers towards online shopping. The term online shopping has been explained by using a number of different marketing digital strategies applied by consumers in pandemic. The researcher are concluded from survey of various age group people opinion on e-commerce field and its usage in this situation of COVID -19.

Index Terms: COVID-19, Lockdown, Online shopping, E-commerce, digital strategies, Social distance.

I. INTRODUCTION

“E-commerce (electronic commerce) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet.”

E-Commerce is a buying and selling of things by online way and transferring the money by online. The examples are Amazon, Flipkart, Shopify, Myntra, Ebay, Quikr, Olx etc. E-Commerce helps to do better business through online so its need in the current situation to enhance your web, collective and online business skills. The social platform is one of the fields which is also seen leading on business, society and culture. There are main types of e-commerce model, which depends between customer and businesses, like B2C, B2B, C2C and C2B etc. in which various E-commerce products are related with one customer or one product related with different businesses.

One unpredictable situation faced by the world in 2020 is COVID -19, which changes the scenario of life systems. The COVID -19 changes all factors of life and makes alternative ways to leave life. Paper discussed the different fields of E-commerce where this change to be seen and affected. The influence of E-commerce is already present in life but due to this COVID situation it has been increased very high. In this paper the researcher took a survey for study of impact of COVID -19 on E-commerce fields. The researcher found out as why they are choices as go ahead with online E-commerce due to this.

The customers change in trends towards E-commerce in COVID -19. The condition is quickly changing. The people to be thought for safety with a single place. This condition is like the world is stopped. Also hotels, theaters, shops, malls gyms are shutting down. The office people started work in virtual mode from home. The researchers have seen the responses to how people are imminent this period of quarantine and improbability is in huge overnight changes to their behaviors towards E-commerce. when cities as well as towns are closed by lockdown, there is necessity to order by online mode due to the customer avoiding to go public and clouded places. So as per flexibility to maintain social distancing, the peoples are choice to online

way. This supply is future to provide information so that there are some changes also seen in terms of sealer to attract the customer towards this mode. Since the Lockdown started the new policies are to be introduced and social distance norms have started that time people have been only the scope for online purchases and online businesses. Online business models introduced new ideas and tools for customers, so that customers will attract easily and to minimize customers issues related to online shopping tools.

In Literature reviews Manorama Devi (2019) analysis as rapidly growth in shops in outsider area, the consumers are thinking as smartly. It seen as 'feel' concept is slowly fading among the consumers. Online shopping or electronic shopping is a part of electronic commerce which allows consumers to directly buy goods or services from a seller over the network technology. The various category inclined to consumers these factors influencing the consumers for online shopping. Md. Abdul Halim, (2022), India as a both type of country ruler and urban in which some persons doesn't knows online shopping facility before pandemic. As per technology changed it seems some wide change in online retailer and global development in market strategies used in online mode. The growing technology attract to customer towards the online shopping and marketing. The wide use of strategies in online mode given various experiences to customer.it make easy to analysis data through online mode and maintain security. Study play a key role in sympathetic and refining online shopping amongst customers.

II. STATEMENT OF THE PROBLEM

The corona virus has extended new prospects for digital business. The Product Categories are also changed during COVID-19. The products are manufactured as per new people's choice based categories. The some examples are health maintaining products like masks and sanitizer, household products like necessary groceries, some shopping expeditions for living things etc.

As per different views of people, researcher seen that the most of people are very familiar with online shopping before covid -19. The researcher found analysis of impact of online mode shopping towards the E-commerce.

There are following Statement of the problems:

- 1) Study of customer status towards E-commerce mode for shopping in respective different categories of customer. Study undergoes to find all aspects towards the online shopping in covid -19.
- 2) Why customer was attracted towards different strategies which applied for online shopping mode in covid situation. To find out responses of various products purchasing choice seen through online mode.
- 3) The analysis influence of COVID -19 on E- commerce, can pandemic change behavior of customer to turn towards online mode or not. Can this effects on customer routine to change type shopping mode.

III. RESEARCH OBJECTIVES OF STUDY

- To understand the reasons for Consumer Inclination towards E- commerce during COVID -19.
- To study the various strategies applied in COVID -19 in the field of E- commerce.
- Study of impact of COVID -19 on E- commerce.

IV. RESEARCH METHODOLOGY

Research Methodology is a technique to determine the process of research and analyzing the information about the topic. It includes explicit strategies that are received to inquire about procedures to gather, amass and assess information. It characterizes those instruments that are utilized to assemble important data in a particular research study. Studies, polls and meetings are the normal instruments of research. The composed addressing and investigation either by theory arrangement or logical testing of any probe or question by adhering to a lot of standard principles and techniques is characterized as research methodology. Research methodology is used to check a specific set of applications and its theory to complete specific tasks in specific standards.

V. METHODOLOGY ADAPTED

5.1. Research Design

A Research configuration is an orderly method to understand the examination issue. It might be comprehended as a study of concentrating how research is done deductively. It gives the possibility of different advances received by the specialist to manage the issue alongside the rationale. A structure which yields by greatest data and gives a chance to consider a wide range of parts of an issue is viewed as the most

suitable research structure. The research design is a framework used for research study. It is a decision making process in which researchers determine how relevant information for a study will be obtained. The present study is of descriptive type research. The researcher has collected information from primary data and secondary data.

Data collection source: The researcher has selected primary data as well as secondary data to prove this study. For primary data, researchers had studied different web articles, research papers on COVID -19 and e-commerce conditions on COVID -19 situations. For secondary data, researchers had taken opinion form respondents about conversion of mind towards digitalization and e-commerce mode. The researcher received responses from respondents on google form, mobile and physical conversation with different respondents. The questions consist of close ended as well as open ended like Yes/ no and multi choice questions.

VI. POPULATION & SAMPLING

Sampling is a procedure utilized in measurable investigation in which a foreordained number of perceptions are taken from a bigger populace. The strategy used to test from a bigger populace relies upon the kind of examination being performed, however it might incorporate basic arbitrary inspecting or precise inspecting. Sampling is a selected area which helps in analyzing the survey. It involves a sample selection process from a specific population or sample for the study. It is the basis of estimating situations or outcomes related to the population. This is not the entire population of a given geographical area, but the pre- defined set of selected respondents in a particular area.

Sample of study: Sample size of study of people about the use of E- commerce mode in COVID -19 situation. In this paper the Researcher had been selected to study different age group peoples for analysis of objective. In this research, obtained 80 responses from different age group peoples. Researcher obtained different views from respondents about the E- commerce shopping concepts.

VII. DATA ANALYSIS AND INTERPRETATIONS

In this research, obtained 80 responses from different age group peoples. Researcher obtained different views from respondents about the E- commerce concepts.

1.1 Questionnaire of dichotomous type questions

Table 7.1 : Calculation of chi square and p- value

Srno	Question	$(O - E)^2/E$	Chi-square test	p-value
1	Use of Online shopping before lockdown	12.10	24.20	8.683
2	Use of online shopping during lockdown	24.03	48.05	0.1991
3	Security concern in online shopping	1.60	3.20	0.801
4	Network issue during online shopping	4.23	8.45	0.99

As per above table 1, Customers have used online shopping before lockdown and remaining of people were not interested to do online shopping due to some own reasons. There have been significance level greater than test value of chi square, this point out as null hypothesis is rejected. we can conclude that the respondents' opinions on the use of online shopping before lockdown done is not equally distributed. The observed proportion is significant. As per survey, the most customers are use online shopping during lockdown. There have been significance level less than test value of chi square, this point out as null hypothesis is accepted. we can conclude that the respondents' opinions on the use of online shopping during lockdown done is equally distributed. The observed proportion is not significant. The customers are concern with security aspects in online shopping. There have been significance level greater than test value of chi square, this point out as null hypothesis is rejected. we can conclude that the respondents' opinions on the Customers concern with security in online shopping, which not equally distributed. The observed proportion is significant. The customers are faced network problem during online shopping. There have been significance level greater than test value of chi square, this point out as null hypothesis is rejected. we can conclude that the respondents' opinions on the

Customers faced network problem during online shopping, which not equally distributed. The observed proportion is significant.

Table 7.2 : optional questionnaire online shopping in covid -19

	Questions	Option 1	Option 2	Option 3	Option 4
1	Why you prefer online shopping in COVID -19	Not able to go outside (40)	New screams (13.75)	One place shopping (20)	All type of products at a time (26.25)
2	Which new strategies have you seen so that you turn to online shopping	New Offers (35)	Cash on delivery (21.25)	Safety delivery (16.25)	Reducing in cost (27.5)
3	Mostly which types of product you are choice to buy online	Mostly Medical only (25)	Home groceries (48.75)	Cloths (18.75)	Other (7.50)
4	Online mode most preferred by customer	Amazon (20)	Home groceries shops (36.25)	what's up mode (27.5)	Phone call (16.25)
5	Shopping mode is better comfortable	Offline (26.25)	Online (30)	Both (43.75)	

Graph 1: analysis of online shopping in pandemic



As per respondents view the 40 percent respondents opinion as the reason for online shopping in lockdown is they weren't able to go as well as want to go outside. Other percentage of respondents are choices the wide use of shopping mode in the lockdown. The new strategies you have seen in online shopping for you turn to online shopping in which the majority of people are turning towards online shopping due to the new strategies launched by consumers to attract customers for online shopping. Most of respondents 35 percent of people are given their own opinion as they are concerned towards online shopping due to new offers having arrived in the time lockdown. As per respondents' opinion the 21.25 percent agree that they feel good due to the cash on delivery concepts due to being scared with digital transactions, also 16.25 percent of customers feel better by the safety delivery process. The 27.5 percent of respondents concluded as they are attracted to online shopping due to consumers reducing some products rate in the time of lockdown. As per survey mostly customers are ordered as per need of medical products by online mode and the 48.75 percent of customers are ordered the groceries for home assessment. The very few customers are ordered by online clothes, cosmetics and electrical equipment, books etc. The different types of online mode preferred by customer in online mode

like Amazon, the 36.25 percent of customers are ordered the groceries for home assessment, what's up mode and by phone call. As per opinion, comfortable shopping mode is both mode online and offline.

VIII. FINDINGS

From this study researcher concluded as, it is seen as there are many new things to be added in E-commerce shopping tools. Due to this more people are turning towards the online mode.

1) The online mode has been very popular for many years, as per survey it is seen as most peoples are already used to online shopping before lockdown. So it is seen as they were easily turned towards the online mode in COVID- 19.

2) In survey for study of impact of COVID -19 on e-commerce. In this COVID situation the peoples are not want to go in crowded areas for purchase the new product, so most of persons have been choice the E-commerce mode for shopping.

3) As per survey it is observed as most people are also moving to online mode due to the new offers and seams present in these periods. Some peoples were used online only for very essential products of home use.

4) In the time of lockdown as per rules, only limited persons are allowed to do shopping at a time in one place. Due to avoiding wasting of time in long queues the people are turning towards the online mode.

5) In COVID – 19 there are inconveniences to visit multiple shops for various products, so the people are attracted towards the online. It is flexible for customers to buy different types of products in one same platform.

6) It is seen as the older age criteria people are not that much compatible with online mode before the lockdown, they mostly prefer the physical mode because they are not familiar with online transaction processes. But in COVID -19 it is seen as, from them some people also turn towards the online mode with the help of friends and family members.

7) As per survey it is seen as the e – commerce sites are changing the payment mode facility as digital payments method by cash on delivery mode for security aspects of customers. The digital tracking splits make to change the urgent basis because in the situation of COVID- 19 the world increased to use of internet access, so there is a need for a high speed mobile network for better customer support. The government also impacted the main role to turn peoples towards the digital mode by new digital strategies. Consumers have transferred from their shops and malls to online portals to deliver products to customer choice. Also consumers introduced their online apps to customers to buy products through it. In this period E-commerce consumers have main aim is to reach targeted customers and linking with customers with reducing excessive costs and providing customer based products.

IX. CONCLUSION

The most persons are familiar with online shopping before lockdown. It is concluded as online shopping mode increased during lockdown. It is comfortable platform of shopping on that time. But the some customers are worried about the security concern by online transaction. During online shopping it's seen as very less customers were faced network problem in the shopping process. The customers not want go outside, new screams, purchasing one platform multiple products all these reasons were affected to turn online shopping. Due to some new strategies customers were choice go towards online. The customers are preferred to buy medical products, home groceries, cloths, electronics devices.

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