



A STUDY ON LEVEL OF SATISFACTION OF CONSUMERS TOWARDS E-COMMERCE MARKETS AFTER COVID 19 IN SIVAKASI

Dr. V. Karthihai Selvi,

Assistant Professor of Commerce,

Ayya Nadar Janaki Ammal College (Autonomous),

Sivakasi.

Dr. J. Vimal Priyan,

Head, Department of Commerce (CA),

V.H.N.Senthikumara Nadar College,

Virudhunagar.

ABSTRACT

The global e-commerce industry report is segmented based products including electronics, healthcare beauty & personal care and others. The outbreak of COVID-19 had an impact on these segments due to the uncertainty in the supply chain and consumer demand across the globe. E-commerce supply chains are mainly strained by COVID-19 as well as factory closures in China, the US, and other countries. The most affected industry segment due to the COVID-19 outbreak is the electronics products as China accounted for most cases of COVID-19 and as per the International Trade Union Federation (ITUF), the country is the largest producer of the electronic and its parts globally. A considerable amount of China's imports is encompassed of electronic parts that are assembled into finished products, such as consumer electronic products and computers, and then exported. However, due to the factory shut down electronics products supply chain is now close that further impacts the electronics e-commerce industry.

It is found that e-commerce is growing tremendously in the pandemic period. Because of pandemic period and lockdown, most of the people are running behind e-commerce. Also it is found that the site's name plays a major role. For example most of the people prefer Amazon and Flipkart to Myntra etc. On the other hand, many people doesn't encourage other e-commerce sites because of security concerns and cheating like things. Though e-commerce has some problems it is very useful for the people during the pandemic period. It helps people to stay safe at home.

INTRODUCTION

E-commerce (electronic commerce) is the activity of electronically buying or selling of products on online services or over the Internet. The term was coined and first employed by Dr. Robert Jacobson, Principal Consultant to the California State Assembly's Utilities & Commerce Committee, in the title and text of California's Electronic Commerce Act, carried by the late Committee Chairwoman Gwen Moore (D-L.A.) and enacted in 1984. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. E-commerce is in turn driven by the technological advances of the semiconductor industry, and is the largest sector of the electronics industry.

Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle although it may also use other technologies such as e-mail. Typical e-commerce transactions include the purchase of online books (such as Amazon) and music purchases (music download in the form of digital distribution such as iTunes Store), and to a less extent, customized/personalized online liquor store inventory services. There are three areas of e-commerce: online retailing, electronic markets, and online auctions. E-commerce is supported by electronic business.

The worldwide spread of the COVID-19 pandemic has disrupted how people buy products and services and how they perceive e-commerce. The standardized lockdown rules across India and the growing hesitation among consumers to go outside and shop for essential goods have tilted the nation towards e-commerce. Consumers have switched from shops, supermarkets, and shopping malls to online portals for the purchase of products, ranging from basic commodities to branded goods.

The global e-commerce industry report is segmented based products including electronics, healthcare beauty & personal care and others. The outbreak of COVID-19 had an impact on these segments due to the uncertainty in the supply chain and consumer demand across the globe. E-commerce supply chains are mainly strained by COVID-19 as well as factory closures in China, the US, and other countries. The most affected industry segment due to the COVID-19 outbreak is the electronics products as China accounted for most cases of COVID-19 and as per the International Trade Union Federation (ITUF), the country is the largest producer of the electronic and its parts globally. A considerable amount of China's imports is encompassed of electronic parts that are assembled into finished products, such as consumer electronic products and computers, and then exported. However, due to the factory shut down electronics products supply chain is now close that further impacts the electronics e-commerce industry.

The e-commerce in various regions such as North America, Europe, Asia-Pacific and the Rest of the world are impacted by the novel COVID-19 pandemic. The countries in which most of the cases recorded include Italy, Spain, France, and Germany in Europe and China in Asia-Pacific. China's giant e-commerce

service provider Alibaba has struggled to sustain growth rates during an economic slowdown in its domestic market and faced with the

uncertainty of the coronavirus outbreak. Key companies getting affected in the market include Alibaba Group Holding Ltd., Amazon.com, Inc., Qoo10 Pte Ltd., JD.com, Walmart Inc., Shopify, Rakuten Group, and eBay Inc., and others. For instance, Amazon made some heavy investments in one-day shipping that aren't compensating off quite yet. In 2019, its net income fell by 26% and shipping costs rose by 46%. The coronavirus pandemic affects Amazon's profits throughout the first half of 2020.

It is important for companies to adapt to every digital tool available for them and to ensure that the business functions properly during the crisis. E- businesses and e-commerce are having great opportunities during this time, as consumers don't have to go outside and expose themselves to the virus. Digital tools are a great option as they can be used for receiving orders, materials procurement, receive shipments, operationalize production, distribution and after sale service. Hence the present study is undertaken to study the impact of COVID – 19 on E- Commerce business.

OBJECTIVES OF THE STUDY

The objectives of the study is

- ❖ To analyze the level of satisfaction of customers while buying in e-commerce market.

HYPOTHESES

- ❖ **H01:** There is no significant relationship between socio economic profiles of the respondent sand their level of satisfaction with the precautions made by the online marketers during COVID 19.

METHODOLOGY

The study is based on both primary and secondary data. The required data has been collected through the primary and secondary sources. Primary data has been collected from the e-commerce customers through well structured Questionnaire. Secondary data has been collected from various books, journals and websites.

SAMPLING DESIGN

Since it is a descriptive research, a convenience sampling method of non-probability sampling will be adopted in this research study. The sample has been drawn from 80e- commerce customers in Sivakasi Taluk.

DATA PROCESSING

After completing the data collection work, the filled in questionnaire were edited as to its correctness and completeness and were coded. The tabulation work is done with the help of SPSS Software.

PROFILE OF THE RESPONDENTS

Majority of the respondents (57.50%) are Female customers.

Majority of 86.20 per cent of the respondents belongs under the age of 20 to 30 years.

Majority of 50.00% of the respondents have completed Post Graduate.

Majority of 41.20% of the respondents are student in the study area.

Majority of 76.20 per cent of the respondents are Unmarried. Majority of 60.00 per cent of respondent's monthly income is Upto 25,000.

Majority of 78.80 per cent of the respondents are Nuclear family.

ANALYSIS

In order to analyse the association between socio economic variables of the respondents and the level of satisfaction with the precautions made by the online marketers, the following hypothesis has been formulated.

H0: There is no significant association between socio economic variables of the respondents and the level of satisfaction with the precautions made by the online marketers.

For testing the hypothesis, the following hypothesis has been formulated and is tested with the help of chi square test.

FAMILY MONTHLY INCOME AND LEVEL OF SATISFACTION WITH THE PRECAUTIONS MADE BY THE ONLINE MARKTERS

To know the significant association between the family monthly income and the level of satisfaction with the precautions made by the online marketers.

Hypothesis- I

“There is no significant association between family monthly income of the respondents and the level of satisfaction with the precautions made by the online marketers”.

For testing the hypothesis, the following hypothesis has been formulated and is tested with the help of chi square test in the following Table 1.

TABLE 1**FAMILY MONTHLY INCOME AND LEVEL OF SATISFACTION**

S.No	income level of the respondent		Level of satisfaction with the precautions made by online marketers			Total
			Low	Medium	High	
1	Upto 25,000	Observed Expected % of Total	17 15.0 (21.2%)	22 21.6 (27.5%)	9 11.4 (11.2%)	48 48.0 (60.2%)
2	25001-50000	Observed Expected % of Total	7 7.8 (8.8%)	9 11.2 (11.2%)	9 5.9 (11.2%)	25 25.0 (31.2%)
3	50001-75000	Observed Expected % of Total	0 1.6 (0.0%)	4 2.2 (5.0%)	1 1.2 (1.2%)	5 5.0 (6.2%)
4	Above 75,000	Observed Expected % of Total	1 0.6 (1.2%)	1 0.9 (1.2%)	0 0.5 (0.0%)	2 2.0 (2.5%)
	Total	Observed Expected % of Total	25 25.0 (31.2%)	36 36.0 (45.0%)	19 19.0 (23.8%)	80 80.0 (100.0%)

Source: Computed Data

TABLE 2**Chi-Square Tests for Family monthly income and Level of satisfaction**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.558 ^a	6	.364
Likelihood Ratio	8.151	6	.227
Linear-by-Linear Association	.717	1	.397
N of Valid Cases	80		

Source: Computed Data

In order to test the relationship between the Family monthly income and their level of satisfaction with the precautions made by the online marketer's Chi-square test has been applied. The result of the Chi-square test 0.364 is more than 0.05. Hence the null hypothesis is accepted. Therefore it is concluded that no relationship between Family monthly income and their level of satisfaction with the precautions made by the online marketers.



GENDER AND LEVEL OF SATISFACTION WITH THE PRECAUTIONS MADE BY THE ONLINE MARKETERS

To know the significant association between gender and the level of satisfaction with the precautions made by the online marketers.

Hypothesis- II

“There is no significant association between gender of the respondents and the level of satisfaction with the precautions made by the online marketers”.

For testing the hypothesis, the following hypothesis has been formulated and is tested with the help of chi square test in the following table 3.

TABLE 3
GENDER AND LEVEL OF SATISFACTION

S.No	Gender of the respondent		Level of satisfaction with the precautions made by online marketers			Total
			Low	Medium	High	
1	Male	Observed	13	14	7	34
		Expected	10.6	15.3	8.1	34.0
		% of Total	(16.2%)	(17.5%)	(8.8%)	(42.5%)
2	Female	Observed	12	22	12	46
		Expected	14.4	20.7	10.9	46.0
		% of Total	(15.0%)	(27.5%)	(15.0%)	(57.5%)
	Total	Observed	25	36	19	80
		Expected	25.0	36.0	19.0	80.0
		% of Total	(31.2%)	(45.0%)	(23.8%)	(100.0%)

Source: Computed Data

TABLE 4**Chi-Square Tests for Gender and Level of satisfaction**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.364 ^a	2	.506
Likelihood Ratio	1.357	2	.507
Linear-by-Linear Association	1.104	1	.293
N of Valid Cases	80		

Source: Computed Data

In order to test the relationship between the Gender and their level of satisfaction with the precautions made by the online marketer's Chi-square test has been applied. The result of the Chi-square test 0.506 is more than 0.05. Hence the null hypothesis is accepted. Therefore it is concluded that no relationship between Gender and their level of satisfaction with the precautions made by the online marketers.

AGE AND LEVEL OF SATISFACTION WITH THE PRECAUTIONS MADE BY THE ONLINE MARKETERS

To know the significant association between age and the level of satisfaction with the precautions made by the online marketers.

Hypothesis- III

“There is no significant association between age of the respondents and the level of satisfaction with the precautions made by the online marketers”.

For testing the hypothesis, the following hypothesis has been formulated and is tested with the help of chi square test in the following table 5.

TABLE 5
AGE AND LEVEL OF SATISFACTION

S.No	Age of the respondent		Level of satisfaction with the precautions made by online marketers			Total
			Low	Medium	High	
1	Below 20	Observed	3	2	2	7
		Expected	2.2	3.2	1.7	7.0
		% of Total	(3.8%)	(2.5%)	(2.5%)	(8.8%)
2	20 - 30	Observed	21	33	15	69
		Expected	21.6	31.0	16.4	69.0
		% of Total	(26.2%)	(41.2%)	(18.8%)	(86.2%)
3	30 - 40	Observed	0	1	1	2
		Expected	0.6	0.9	0.5	2.0
		% of Total	(0%)	(1.2%)	(1.2%)	(2.5%)
4	Above 50	Observed	1	0	1	2
		Expected	0.6	0.9	0.5	2.0
		% of Total	(1.2%)	(0.0%)	(1.2%)	(2.5%)
	Total	Observed	25	36	19	80
		Expected	25.0	36.0	19.0	80.0
		% of Total	(31.2%)	(45.0%)	(23.8%)	(100.0%)

Source: Computed Data

TABLE 6**Chi-Square Tests for Age and Level of satisfaction**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.966 ^a	6	.681
Likelihood Ratio	5.202	6	.518
Linear-by-Linear Association	.396	1	.529
N of Valid Cases	80		

Source: Computed Data

In order to test the relationship between the Age and their level of satisfaction with the precautions made by the online marketer's Chi-square test has been applied. The result of the Chi-square test 0.681 is more than 0.05. Hence the null hypothesis is accepted. Therefore it is concluded that there is no relationship between Age and their level of satisfaction with the precautions made by the online marketers.

EDUCATIONAL QUALIFICATION AND LEVEL OF SATISFACTION WITH THE PRECAUTIONS MADE BY THE ONLINE MARKTERS

To know the significant association between the educational qualification and the level of satisfaction with the precautions made by the online marketers.

Hypothesis- IV

“There is no significant association between educational qualification of the respondents and the level of satisfaction with the precautions made by the online marketers”.

For testing the hypothesis, the above hypothesis has been formulated and is tested with the help of chi square test and is shown in the following table 7.

TABLE 7
EDUCATIONAL QUALIFICATION AND LEVEL OF SATISFACTION

S.No	Educational qualification of the respondent		Level of satisfaction with the precautions made by online Marketers			Total
			Low	Medium	High	
1	Upto 12 th	Observed Expected % of Total	2 0.9 (2.5%)	0 1.4 (0.0%)	1 0.7 (1.2%)	3 3.0 (3.8%)
2	Under Graduate	Observed Expected % of Total	11 10.0 (13.8%)	14 14.4 (17.5%)	7 7.6 (8.8%)	32 32.0 (40.0%)
3	Post Graduate	Observed Expected % of Total	9 12.5 (11.2%)	22 18.0 (27.5%)	9 9.5 (11.2%)	40 40.0 (50.0%)
4	Diploma	Observed Expected % of Total	3 1.6 (12.0%)	0 2.2 (0.0%)	2 1.2 (10.5%)	5 5.0 (6.2%)
	Total	Observed Expected % of Total	25 25.0 (31.2%)	36 36.0 (45.0%)	19 19.0 (23.8%)	80 80.0 (100.0%)

Source: Computed Data

TABLE 8**Chi-Square Tests for Educational qualification and Level of satisfaction**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.852 ^a	6	.182
Likelihood Ratio	11.808	6	.066
Linear-by-Linear Association	.327	1	.568
N of Valid Cases	80		

Source: Computed Data

In order to test the relationship between the Educational qualification and their level of satisfaction with the precautions made by the online marketer's Chi-square test has been applied. The result of the Chi-square test 0.182 is more than 0.05. Hence the null hypothesis is accepted. Therefore it is concluded that there is no relationship between Educational qualification and their level of satisfaction with the precautions made by the online marketers.

OCCUPATION AND LEVEL OF SATISFACTION WITH THE PRECAUTIONS MADE BY THE ONLINE MARKTERS

To know the significant association between the occupation and the level of satisfaction with the precautions made by the online marketers.

Hypothesis- V

"There is no significant association between occupation of the respondents and the level of satisfaction with the precautions made by the online marketers".

For testing the hypothesis, the following hypothesis has been formulated and is tested with the help of chi square test in the following table 9.

TABLE 9

OCCUPATIONAND LEVEL OF SATISFACTION

S.No	Occupation of the respondent		Level of satisfaction with the precautions made by online marketers			Total
			Low	Medium	High	
1	Student	Observed Expected % of Total	7 10.3 (8.8%)	18 14.8 (22.5%)	8 7.8 (10.0%)	33 33.0 (41.2%)
2	House wife	Observed Expected % of Total	1 1.6 (1.2%)	1 2.2 (1.2%)	3 1.2 (3.8%)	5 350 (6.2%)
3	Self employee	Observed Expected % of Total	6 5.0 (7.5%)	6 7.2 (7.5%)	4 3.8 (5.0%)	16 16.0 (20.0%)
4	Government employee	Observed Expected % of Total	3 2.2 (3.8%)	3 3.2 (3.8%)	1 1.7 (1.2%)	7 7.0 (8.8%)
5	Job seeker	Observed Expected % of Total	8 5.9 (10.0%)	8 8.6 (10.0%)	3 4.5 (3.8%)	19 19.0 (23.8%)
	Total	Observed Expected % of Total	25 25.0 (31.2%)	36 36.0 (45.0%)	19 19.0 (23.8%)	80 80.0 (100.0%)

Source: Computed Data

TABLE 10

Chi-Square Tests for Occupation and Level of satisfaction

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.641 ^a	8	.469
Likelihood Ratio	7.129	8	.523
Linear-by-Linear Association	2.763	1	.096
N of Valid Cases	80		

Source: Computed Data

In order to test the relationship between the Occupation and their level of satisfaction with the precautions made by the online marketer's Chi-square test has been applied. The result of the Chi-square test 0.469 is more than 0.05. Hence the null hypothesis is accepted. Therefore it is concluded that there is no significant relationship between Occupation and their level of satisfaction with the precautions made by the online marketers.

MARITAL STATUS AND LEVEL OF SATISFACTION WITH THE PRECAUTIONS MADE BY THE ONLINE MARKTERS

To know the significant association between the marital status and the level of satisfaction with the precautions made by the online marketers.

Hypothesis- VI

“There is no significant association between marital status of the respondents and the level of satisfaction with the precautions made by the online marketers”.

For testing the hypothesis, the following hypothesis has been formulated and is tested with the help of chi square test in the following table 11.

TABLE 11
MARITAL STATUS AND LEVEL OF SATISFACTION

S.No	Marital status of the respondent		Level of satisfaction with the ons made by online marketers			Total
			Low	Medium	High	
1	Married	Observed	7	7	5	19
		Expected	5.9	8.6	4.5	19.0
		% of Total	(8.8%)	(8.8%)	(6.2%)	(23.8%)
2	Unmarried	Observed	18	29	14	61
		Expected	19.1	27.4	14.5	61.0
		% of Total	(22.5%)	(36.2%)	(17.5%)	(76.2%)
	Total	Observed	25	36	19	80
		Expected	25.0	36.0	19.0	80.0
		% of Total	(31.2%)	(45.0%)	(23.8%)	(100.0%)

Source: Computed Data

TABLE 12**Chi-Square Tests for Marital status and Level of satisfaction**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.687 ^a	2	.709
Likelihood Ratio	.693	2	.707
Linear-by-Linear Association	.041	1	.839
N of Valid Cases	80		

Source: Computed Data

In order to test the relationship between the Marital status and their level of satisfaction with the precautions made by the online marketer's Chi-square test has been applied. The result of the Chi-square test 0.709 is more than 0.05. Hence the null hypothesis is accepted. Therefore it is concluded that there is no significant relationship between Marital status and their level of satisfaction with the precautions made by the online marketers.

CONCLUSION

In order to grow ecommerce business, need to retain current customers and attract new ones by consistently delivering an excellent customer experience. Sam Walton once said, "The goal as a company is to have customer service that is not just the best, but legendary". Customer service through social media is growing in popularity. When customers can't connect to you via phone or Live Chat, they will often turn to social media. Need to be responsive... 42% of people who get in touch with companies through social media expect a response within 60 minutes! Social media can be a place for customers to vent their anger and have a moan. However, it can also be a positive medium where brand advocates can sing your praises when you do something well or go above and beyond.

REFERENCES

- ❖ Mohammad Waliul Hasmat, Ashikul Hoque, Farzana Afrin Shikha, Mashrekha Anwar, Prof. Dr. Abu Bakar Abdul Hamid, Prof. Dr. Huam Hon Tat "The Impact of Corona virus (COVID-19) on E-commerce in Malaysia", Asian Journal of Multidisciplinary studies, Vol.No.1, (2020), Page No 85-90.
- ❖ "Anam Bhatti, Hamza Akram, Hafiz Muhammad Basit, Ahmed Usman Khan, Syeda Mahwish Raza Naqvi, Muhammad Bilal". "E-commerce trends during COVID-19 Pandemic", International Journal of Future Generation Communication and Networking, 2020, Volume 13, No. 2, Page 1449-1452.
- ❖ "Ashok Panigrahi, Ranjan Upadhyaya, Pramod Raichurkar", "E-commerce Services in India: Prospects and Problems", SSRN Electronic Journal, January, 2016, Volume 2, No. 1, Page No 15-22.