



# CONSUMER PURCHASING INTENSION FOR E-COMMERCE INDUSTRY DURING PANDEMIC.

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## Abstract

E-commerce is considered a dominant platform for ensuring business success and survival, which can be especially observed at the time of pandemic. It offers many benefits to the consumer and to the businesses in terms of enhancing customer relations, increasing profit, reducing cost, and allowing flexibility. During the Covid-19 pandemic crisis, E-commerce has become essential for the consumer and for the businesses. This research aims to explore factors that affect the consumer purchasing intensions for E-commerce industry during pandemic. Various statistical tools have been employed. These statistical tools provide useful insights and explanations with regard to the consumer purchasing intension to choose E-commerce industry. Data was collected from 100 respondents in the city of Bhopal, Madhya Pradesh, India. The results reveal that E-commerce industry played a major role in influencing the consumer purchasing intension during pandemic. This finding could provide a good basis for business to expand there business on E-commerce platforms.

Keywords: E-commerce, Online Platform, Covid-19, Consumer.

## Introduction

On march 22, 2020 our Honorable Prime Minister of India Mr. Narendra Modi enforced a 14 hour voluntary Janta Curfew to control the outbreak of Covid-19, followed it he ordered a Nationwide Lockdown for 21 days from 24 march, 2020 limiting the movement of the population of entire India as a prevention measure against Covid-19. After that the Covid-19 cases rate keep on increasing and hence lockdown also got extended. By this issue consumers got attracted towards the only option they were left were to shop, was to shop by using e-commerce websites.

E-commerce or Electronic commerce is a common term used for selling and buying goods and services by using electronic network, primarily internet. The pandemic has highlighted the trend towards greater adoption of social

media and growth in sales through e-commerce websites. By the growth of e-commerce the growth of e-payment has also been tend to increase but cash on delivery is still the prominent factor. Pandemic has been an opportunity for many e-commerce businesses. Many e-commerce businesses have implemented a wide range of products to mitigate the effects of the pandemic.

Consumer purchasing intension refers to the attitude of the consumer towards a particular product and the willingness of the consumer to buy that product. Consumer purchasing intension is a part of consumer purchasing behaviour and is required to understand it in a better way. There are basically four types of consumer purchasing intensions and they are as follows:

**Informational Intent-** In this type consumer is focused to gather information about the specific product or services which he/she might intend to buy in near future.

**Investigative Intent-** In this type consumer is in the stage of research. The consumer is comparing the product with other products, in this stage consumer is not intended towards buying but to research about the product.

**Navigational Intent-** In this type the consumer will directly land to the offline or online store of a particular brand. These types of consumer have higher chances to purchase the product as they are personally visiting the store to gather information about the product

**Transactional Intent-** In this type the consumer have the intension of a buyer and he has a higher intension to buy the product and services. In this stage consumer requires a little push maybe through advertising or direct selling and he would be hundred percent sure to buy that particular product.

### Objectives

- Most Frequently used app
- Age group with most frequent purchases
- Reasons for preferring online shopping
- Most Frequently purchased products

### Literature Review

**Online & Offline Shopping-** Selvakumar (2014) concentrated on consumer's perception of the product sold online and the issues considered important to online shopping. This study was conducted among the online shoppers at Coimbatore which is in Tamil Nadu state. It is to analyse the impact of consumer opinion and the attitude. Questionnaire was made to collect the data from the population; these questionnaires were given to college going students. The total sample size is 150 respondents. The finding of this study shows that improvement and accessibility influence the customer's intention to shop online.

Portas, (2011), founded that the scale of the internet has pushed shopping boundaries, and although evidence demonstrates the high street will never be able to compete with prices, highlighting consumers are always money conscious, and the range of inventory held by warehouses such as Amazon; evidence suggests there are many ways the high street can improve; focusing on experience, costumer knowledge and specialism.

**Consumer Behaviour-** Zamazalová (2008) talks about internal and external factors influencing consumer behaviour. Among the external factors, the marketing macro environment is mentioned, which influences the implementation and development of marketing activities that are aimed at target customers. The environment is constantly changing very fast. External factors that influence consumer behaviour create the following groups of

factors: social factors (further divided into demographic and cultural factors), technical and technological factors, economic factors, political and legal factors (legislative framework) and natural factors. This turbulent situation has huge impact on everyday consumers' life. The pandemic of COVID – 19 has significantly dramatically changed both the businesses acting and consumers behaving (Donthu and Gustafsson, 2020; Pantano et al., 2020).

**Impulse Buying-** Vyas (2015), Consumers subconsciously assign subjective values to package based on their color, shape and basic materials. Thus different packaging elements have functional implications on users' mind. Also, different demographic variables like gender, age group, professional involvement and educational status influence the response in packaging. Packing helps consumer to choose, get an impression about the product and repurchase the product. It influences consumer response towards the product, lead to impulsive buying and differentiate the brand. Packaging strategies exert an influence on time taken for purchase, brand promotion and

Saraswat and et al. (2012), middle income group in Noida city, India are more likely to do impulsive buying because of economic reasons as promotional offers help in getting monetary benefits. Different dynamics of advertisement like advertisement of product in print and visual media, advertisement by celebrities, advertisement using 3-D effect, hoarding and pamphlets of product and event organized by the organization positively affect majority of respondents into impulse buying. This reflects a pivotal relationship between respondents' impulse buying behaviors and impact of advertising campaign used in practice to enhance impulse purchase decisions.

**Planned Purchasing Behavior-** The Theory of Reasoned Action propounded by Ajzen and Fishbein (1975, 1980) paved the path for the Theory of Planned Behaviour by Ajzen (1991). The Theory of Planned Behaviour has been used in this study for examining the purchasing behaviour towards environmentally sustainable products. The theory of planned behavior enables us with a complete framework for exploring the factors which influence the decision to engage in behaviour related to environmental issues such as recycling (Boldero, 1995; Chan, 1998) and the same can be applied in systematically understanding different factors affecting the purchase behaviour for environmentally sustainable products.

According to the Theory of Reasoned Action (TRA), intention of undertaking or not undertaking the behaviour is the direct predecessor to the behaviour. The intention under discussion is often a result of actions undertaken by individual to evaluate the favorable or unfavorable performance of the behaviour. In many cases, it enunciates disposition of the attitude and the subjective norm wherein the subjective norm is basically the perception formed by the individual about undertaking or not undertaking that behaviour due to the social pressure. One prominent assumption of TRA is that behaviour under consideration is volitional in nature i.e. person can decide whether he or she performs that behaviour or not (Ajzen, 1991).

**Factors influencing purchasing intention-** Purchase intention are the preference of consumer to buy the product or service. In another words, purchase intention has another aspect that the consumer will purchase a product after evaluation. Many factors affect the consumer's intention while selecting the product and the ultimate decision depends on consumers' intention with large external factors (Keller, 2001).

Numerous factors have an active impact on consumers & intention and motivation to consume a product or service. The most common motivation drivers are motives such as risk, loyalty, trust, or convenience, but already trivial factors can impact the intention (Suki, 2001). The design of a website can have an enormous influence on consumer purchase intention. Consumers tend to buy products from websites that have a colorful and bright layout as these enhance consumers & moods and increase purchase intention (Pelet & Papadopoulou, 2012).

## Research Methodology

The research methodology used for this study is Explanatory Research, Correlational Research and Quantitative Research that is based on primary data which was collected through questionnaire method. The questionnaire was distributed amongst the people of Bhopal. Around 250 questionnaires were circulated by using online platform (Whatsapp and G-mail) out of which 100 questionnaire were received. As per the replies were received, the sample size consist of 100 sample on which whole research has been conducted. The quantitative research method was found most appropriate for this research.

### Sample Characteristics

A total of 100 respondent participated in the questionnaire. 52% of all respondent were female and 48% of all were male. Table 1 below shows the frequency distribution of gender among the participants.

Gender	Frequency	Percentage
Female	52	52
Male	48	48
<b>Total</b>	<b>100</b>	<b>100</b>

Table 1 Gender of the Respondent

Table-2 sample includes all age groups, in this 44% or respondent are of age 20-25. The other age group is less significant as 15-20 are 20%, 25-30 are 24%, 30-35 are 6%, 35-40 are 2%, 40-45 are 2% and 45-50 are 2%. Table 2 shows the age distribution.

Age	Frequency	Percentage
15-20	20	20
20-25	44	44
25-30	24	24
30-35	6	6
35-40	2	2
40-45	2	2
45-50	2	2
<b>Total</b>	<b>100</b>	<b>100</b>

Table 2 Age distribution of the respondents

Table-3 sample includes the occupation of the respondent. 32% out of total respondent are working in some kind of job. 10% owns business, 54% are students and 4% are house makers.

Occupation	Frequency	Percentage
Job	32	32
Business	10	10
Student	54	54
House Makers	4	4
<b>Total</b>	<b>100</b>	<b>100</b>

Table 3 Occupation of the respondents.

Table- 4 shows the frequency of the most frequently used app during pandemic. By the observation least used app percentile is 2 that is jio mart and most used app percentile is 64 that is ondoor. So by this we can say that the most frequently used app was ondoor. Mean calculated is 25 and standard deviation is 29.59730.



Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
VAR00002	4	2.00	64.00	25.0000	29.59730
Valid (listwise)	N 4				

Table-4 Most frequently used app.

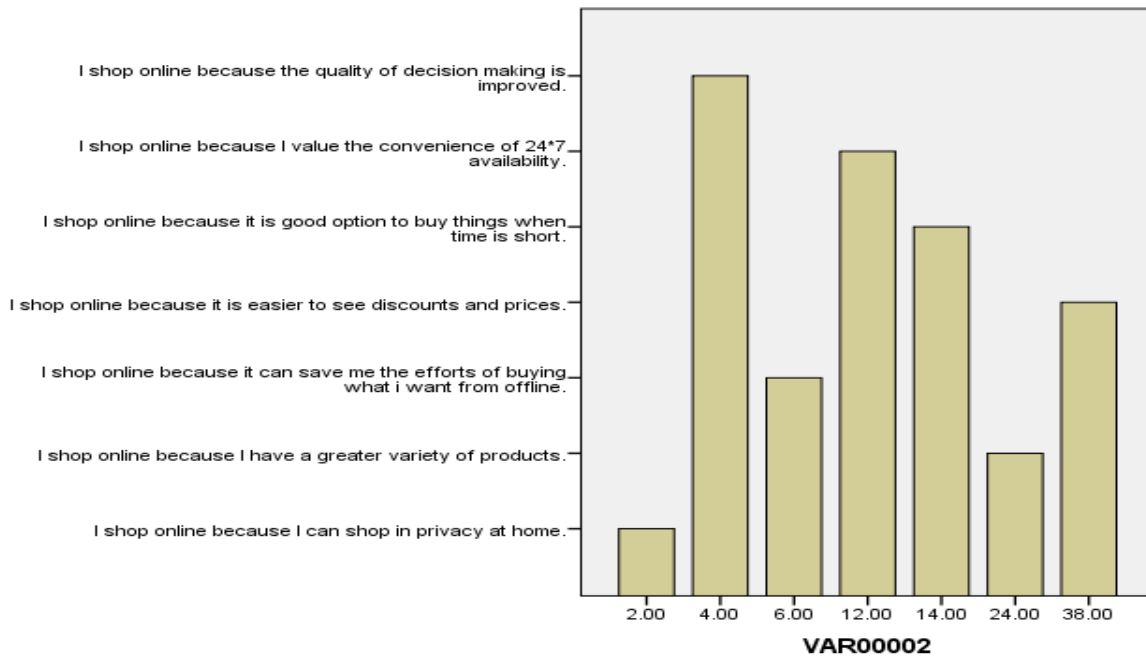
Table-5 represents the frequency of buying the product. The most purchased product out of all is groceries and least purchased products were health & wellness and cosmetics. The mean calculated is 23.0 and standard deviation is 19.07878.

One-Sample Statistics					
	N	Mean	Std. Deviation	Std. Error Mean	
VAR00002	4	23.0000	19.07878	9.53939	

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
VAR00002	2.411	3	.095	23.00000	-7.3586	53.3586

Table-5 Most frequently purchased products.

Table-6 and Graph-1 represents why the respondent chooses online shopping more on offline shopping during pandemic. Most of the respondent chooses online shopping because the quality of decision making gets improved and the least number of respondents choose online shopping because they can shop online in privacy at home. Mean calculated is 14.2857, Median 12.0, standard deviation 12.82854, Range 36.0, Skewness 1.186 and kurtosis .870.



Graph- 1 Reason for choosing online platform.

		Statistic	Std. Error	
VAR00002	Mean	14.2857	4.84873	
	95% Confidence Interval for Mean	Lower Bound	2.4213	
		Upper Bound	26.1501	
	5% Trimmed Mean	13.6508		
	Median	12.0000		
	Variance	164.571		
	Std. Deviation	12.82854		
	Minimum	2.00		
	Maximum	38.00		
	Range	36.00		
	Interquartile Range	20.00		
	Skewness	1.186	.794	
	Kurtosis	.870	1.587	

Table-6 Reason for choosing online platform.

Table-7 Represent the age group, the age group which very frequently used online shopping with percentile of 44 is 20-25 and the age group which purchased the least from online shopping with percentile of 2 was 35-40. 40-45 and 45-50.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
No. of Respondent	7	2.0	44.0	14.286	15.9762
Valid (listwise)	N 7				

Table-7 Age group of the respondent.

### Conclusion

The results of the study makes a significant contribution to the knowledge by providing empirical evidence of the factors that are affecting social media contribution during and after pandemic, not only from a technological perspective, but also by including environmental and organizational contexts through a validated measurement that include various statistical tools. The empirical findings of this research deepen our understanding of people intention to buy products online during the pandemic by assessing different factors associated with it. Finally, the findings offer a useful insight to practitioners by acknowledging the significant factors that encourage people to shop online.

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