

# **The Impact of Covid-19 on Online Shopping of Consumers and the Factors Influencing Online Purchase Intention**

*Manasa Gowda N.\* and G. Alex Rajesh\*\**

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## **ABSTRACT**

*The COVID-19 pandemic has impacted the lifestyle and motivation of so many individuals all across the world and their purchasing habits have shifted as well. The study determines the impact of the pandemic on online shopping. The study has also identified the most important factor influencing online consumer shopping behavior. The main objective of the study was to investigate the effect of covid-19 on online shopping; to analyze the problems faced during covid-19 and also to study the factors influencing the online purchase intention. The study was conducted on the people of Bangalore; sample size for the study was 100. The study found that the main significant factor for online shopping is Time and Convenience followed by wide range of products, better price, Discounts, deals and offers. E-commerce platform allowed users to have a wide range of products at their convenience and also it helped them in doing that from the comfort of the place where they are.*

**Keywords:** *Purchase intention; Online shopping; Consumers; Consumer behavior; Covid-19.*

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## **1.0 Introduction**

COVID-19 has been a dangerous virus which is being spread; the first Covid case has been reported in the Wuhan. These viral diseases infection can spread easily by the discharge from the saliva droplets of the person who is infectious and also by the sneezing or the cough by any person who is already being infected. As on the year 2021, in the India there is availability of vaccines to stop the spread of covid 19 virus. Most of these vaccines are much more effectively working against the cure of the COVID-19 disease

Introduction to the world economy in general and international trade in particular have experienced significant losses as a result of the coronavirus Covid 19 epidemic, which is still ongoing. Multiple factors have exacerbated the precarious scenario in which firms and end consumers have found themselves. Consumers have increased their purchases on the online internet marketplace due to the global lockout, social distance, and other precautions taken to limit the spread of the COVID-19 virus, among other considerations. During the lockdown and quarantine period, the corporate landscape underwent fast change.

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*\*Corresponding author; PhD Research Scholar, Department of Management, Bharathiar University, Coimbatore, Tamil Nadu, India (E-mail: manasan.gowda13@gmail.com)*

*\*\*Principal, Department of Management, Sri Venkateswara Institute of IT and Management, Coimbatore, Tamil Nadu, India (E-mail: drgalexrajesh@gmail.com)*

The COVID-19 pandemic has impacted the lifestyle and motivation of so many individuals all across the world; their purchasing habits have shifted as well. The current study aims to analyze this shift in consumer behavior. In achieving this objective, the study determines the impact of the pandemic on online shopping across industries, due to pandemic situation raised from the spread of COVID 19 virus has made to identify the priority of the online digital consumers. The study has also identified the most important factor influencing online consumer shopping behaviors based on the multi stages survey.

The study aims to test proposed approaches to assess the purchasing behaviors of the online consumer, which can contribute to the identifications of the trend and patterns of the online digital shopping. Hence, it can also be the components of a comprehensive toolkit in the designing of the e-commerce strategies, used both in the state levels and for the individual company.

### **1.1 Need and relevance of the study**

To understand the growth of e-commerce due to consumer change in behavior towards online shopping and to know the factors that influence for this change in behavior. When traditional shopping becomes difficult or even terrifying, people are increasingly inclined to shop online.

## **2.0 Literature Review**

Gu *et al.*, (2021) the study was conducted in ten fastest E-commerce growing nations, it has been found that during pandemic there is a high impact on awareness and experience among consumers.

Nichabha *et al.*, (2021). The study was conducted to understand the factors influencing online purchase intention. The study has found that “perceived usefulness” had a high impact purchase intention.

Di Crosta *et al.*, (2021) the study was conducted on understanding consumer behavior towards necessity and non-necessity products, the consumer spending level on necessity products were high in comparison with non-necessity products.

Fatema & Siddiqui (2021). The study was conducted to know the factors influencing online buying behavior during covid19 pandemic. The study considered eight factors to understand its influence on online shopping. The research found that there is a positive effect on online consumer behavior between quality and features, price, durability and performance, reliability and trust, E-service, security, time, service quality and ease of use.

Prebreza & Shala (2021) the study was conducted to understand the impact of various factors on online shopping behavior. Hypothesis has been framed to test the relationship between factors and online shopping behavior; the study revealed that there is a positive relationship between quality and price, socialism on online shopping behavior.

Pham *et al.*, (2020) the study has found that the covid19 pandemic shows a moderating role in making consumers to buy online.

Aggarwal & Kapoor (2020) The study conducted to understand the effect of Covid-19 on online shopping behavior, it was a descriptive study and the study has found that covid19 pandemic made consumers to rely more on online shopping. Demand for FMCG goods increased during pandemic.

### 3.0 Research Methodology

This is the method of a conducting the study of a research paper in a way of systematic manner, the research and the study becomes easy and the result orient, if the study is correctly planned and structured. The current study is descriptive and exploratory.

#### 3.1 Objectives

- To investigate the effect of COVID 19 on online shopping.
- To analyze the problems faced during COVID 19.
- To study the factors influencing online purchase intention.

#### 3.2 Data collection

The data is collected from primary sources via questionnaire which is shared among the customers who are shopping online in Bangalore city.

#### 3.3 Scope of the study

- The research is focused on online buying.
- The data is collected from the consumers in Bangalore

#### 3.4 Sampling

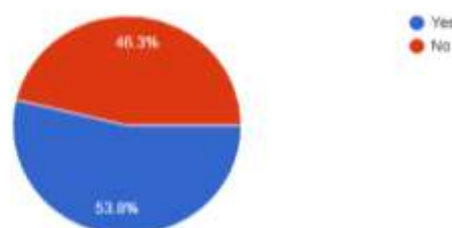
Sampling Technique	Convenience Sampling
Sample Unit	Online Shopping Customers in Bangalore
Sample Size	100

*Source: Primary data)*

### 4.0 Data Analysis

#### 4.1 Challenges and stock availability

**Figure 4.1: Showing Stock Availability**

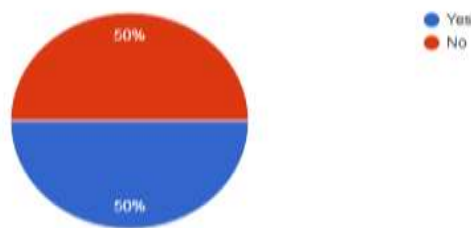


*Source: Primary data*

From the above chart it is clear that out of 100 respondents, 53.3% of consumers found it easy in finding what they need in stock whereas 46.3% of the respondents found it hard in finding stocks.

#### 4.2 Predicament on availability

**Figure 4.2: Showing Predicament on Availability**



Source: Primary data

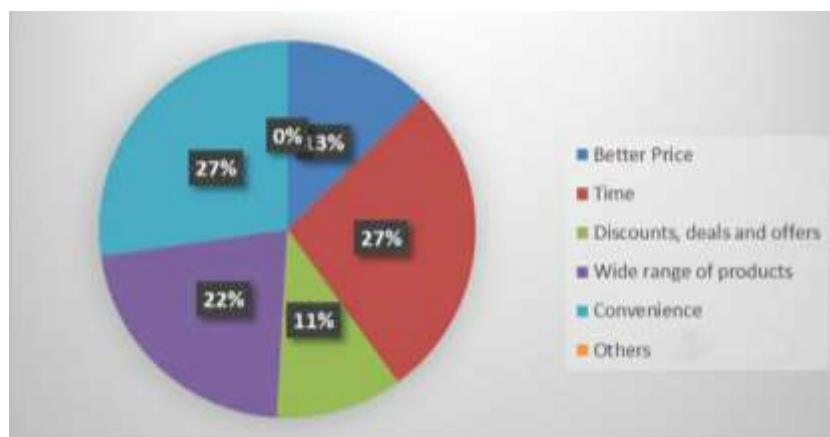
The study shows that 50% of the respondents found it hard to in getting what they were looking for whereas the rest 50% from 100 respondents which comes to 50 people found what they were looking for.

#### 4.3 Challenges faced in return policies of goods

The study shows that 59% of the respondents out of 100 people found hard for the return policies of goods during Covid pandemic situation; whereas the rest of people which comes around 41% of the respondents told it was not hard for the returning policies of goods.

#### 4.4 Factors influencing online shopping

**Figure 4.3: Showing Factors Influencing Online Shopping**



Source: Primary data

From the study, it can be inferred that the main significant factor for online shopping is time and convenience followed by wide range of products, better price, discounts, deals and offers

## **5.0 Conclusion**

It was best time for e commerce industry as the consumers felt this was the best option to do shopping over traditional practices. The Covid 19 norms and restrictions especially the lockdown made the drastic shift of the consumers from regular buying to online purchasing and there was a positive impact of pandemic on online buying.

The consumers felt it was much easy for them; they enjoyed shopping online as it saved lot of time and the need of the consumers was able to meet as there were no restrictions of hours of searching it on online. It seemed that the online business has grown very high in this short period of time.

Electronic purchasing will be a bright spot in India in the next years. In India, following COVID-19, attitudes regarding E-buying are improving. It will be extremely beneficial in preventing the spread of Corona from person to person. The Covid-19 epidemic has prompted more active online buying by consumers; today, E-shopping is a better source in this Corona virus situation, and E-retailers sell products that are generally purchased in supermarkets. This shows that even if there are some factors which pull the customers back from online shopping, in this pandemic situation it is more convenient for everyone to shop online rather than going out. Online shopping is easier and all the things come to your fingertips. The study helped in understanding the online shopping behavior from which to prepare a timely response in the future. The whole study shows how convenient e-commerce platform was during the lockdown and how easy was it for the customers to get what they wanted. E-commerce platform allowed users to have a wide range of products at their convenience and also it helped them in doing that from the comfort of their house of the place where they are. So, we can conclude this on the note that online shopping is more convenient and easier at any time for anyone.

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