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CONSUMER BEHAVIOUR TOWARDS ONLINE PURCHASE DURING COVID PANDEMIC WITH SPECIAL REFERENCE IN BENGALURU, KARNATAKA.

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Abstract:

The invention of the Internet has created paradigm shift of the common way human's shop. A patron is no longer certain to constraints such as opening times or particular locations, as is the case with brick-and-mortar stores. He can purchase merchandise and services at simply each time and anyplace. This has created a need to apprehend how the consumer perceives on line purchases. The objective of the study is to apprehend the client cognizance and preferences towards various products available online, to recognize the frequency of online buying and the quantity spent on a single buy and to apprehend the factors affecting online purchase. The find out about is empirical in nature and the primary data was gathered thru a structured questionnaire.

Keywords: Consumer Behaviour, Pandemic, E-commerce, Digital Marketing.

Introduction

Consumer Behaviour: Consumer behaviour refers to the research that examines how customers choose products, services, or organisations based on their requirements, wants, or budget. Understanding consumer behaviour is essential to analysing how potential customers would behave when presented with a new good or service. Finding untapped business prospects is also incredibly helpful for businesses.

Example: The shift in eating habits is a component of consumer behaviour that has significantly raised the demand for gluten-free goods. Businesses that saw this market gap created gluten-free products and capitalised on this market opportunity. On the other hand, businesses who were unsuccessful in tracking consumer behaviour were unable to fill this gap in the market and fell

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behind. Understanding customer behaviour enables proactive businesses to expand their market share by foreseeing changes in consumer preferences.

Definition of consumer behaviour: Consumer behaviour is the study of people's psychological, physical, and social behaviours as they acquire, use, and discard goods, services, concepts, and behaviours. In other words, the study of consumer behaviour focuses on how customers decide what to buy and the variables that either support or impact their choices.

- **Consumer behaviour during the COVID-19** First, the obvious: we are now more hesitant to shop in person as a result of the pandemic. People were less likely to visit stores that weren't necessary during 2020. Online purchases of necessities were also on the rise. In 2020, 71 percent of consumers made purchases online. Studies have even greater estimates for this number. The term "working from home," or WFH, entered our vernacular in 2020. People didn't want to be close to other people, which naturally means they didn't want to wait in lines at stores. According to a Qudini study on consumer behaviour, 42 percent of customers were more likely to avoid establishments due of long lines. Of course, safety wasn't the only issue. Concerns about their financial security also plagued the general public and customers. 38 percent of Europeans, on average, expressed concern about their ability to pay their obligations the next month. It goes without saying that this has affected our inclination to purchase: 42% of customers thought about delaying a significant purchase. In 2020, there was a general tendency toward more frugal spending. For example, 36% of consumers prioritised saving over purchasing. Value for money was listed as the top purchasing criterion by 63% of respondents. A discount offer, according to 87 percent of respondents, would "highly impact" their choice to make an online purchase. The objectives evolved along with the purchasing power. Many people made the decision to improve themselves rather than slack off when faced with the possibility of being confined to their homes for extended periods of time. Yoga equipment, for instance, increased by 154%.

- **Literature review**

According to Dwivedi et al., (2020), customer expectation from stores has changed post ecommerce and this has changed all the more quickly post the current Covid-19 emergency.Aside from Ease of Product Discovery, Availability of Product and more extensive arrangement, clients in the current circumstance will likewise look for more profound Product data and Contactless purchasing alternatives that incorporates contactless revelation, adaptable instalment, and adaptable conveyance also. We could all observe the "proper for a New Order" with retail being the change of retail into Omni channel world, but much to our dismay that this change will exponentially develop making it gigantically significant for Brands to enhance rapidly or Fall Apart. Spryness being the key, only the ones with "genuine Omni channel" will succeed.

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According to Olivia et al (2020), Even highly developed nations have not handled the COVID-19 emergency as successfully as the government has, which is why the lockdown that was implemented immediately is highly respected. In any event, it is now impossible to ignore businesses and organisations any longer. Plans, exemptions, and support from the legislation are essential requirements. The entire economy is still on the verge of serious collapse; either a catastrophic accident or a slightly cushioned accident landing is likely.

According to Elmore, B. J. (2021), food Delivery services may benefit the most if consumers persistently order food and beverages online starting with breakfast and continuing through lunch, snacks, and dinner. Businesses will benefit more from services like Saavn, Amazon Memberships, and Netflix as they use publicists to target viewers and audience members. Thus, traffic congestion should not be seen as a local pain; rather, retailers can transform it into a potential long-term opportunity.

According to Everard, A., & Galletta, D. F. (2005), The purpose of the study is to grasp and investigate consumers' perceptions on online buying. This analysis will be helpful for both new and existing e-advertisers to present their products based on how customers perceive them. To understand the buyer's tendency toward online shopping, this investigation used a comprehensive survey that was distributed by the respondents to gather information from 120 respondents using a non-likelihood inspecting strategy under helpful testing technique. The information was then verified using tools and techniques by rate analysis, Likert's scale investigation, and rank relationship. This investigation may have revealed that electrical devices are the most popular products purchased online, but that customers also demand prompt delivery of the predetermined request, friendly customer conditions on an online store. In this way, online buying offers a remarkable accommodation component.

According to Aneesh (2020), The world was evolving quickly. There was an increasing demand. However, it's possible that the pace has suddenly increased dramatically without our knowledge. Instead of arriving around 2030 as we all anticipated, it is already banging down the conventional partitions at our doors. Brands will need to adapt their strategy and approach in light of this New Order. Only those who are well-organized will survive. Only those who are "Really Omni channel" will succeed.

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According to Maimaiti, et al., (2018), Although e-commerce is currently a rapidly expanding economic sector in the country, the present public health crisis has brought attention to its important role in solving problems for individuals and perhaps saving lives. As the virus impacts several businesses, many have responded quickly to the urgent need and enhanced their internet reach in an effort to retain existing customers and attract new ones.

Objectives

1.To study the recent trends in consumer behaviour

2.To analyse the factors affecting the buying behaviour of consumers

Research Methodology

Primary data was collected from 80 people using a structured questionnaire.

Analysis

Table:1
Factor Analysis

Table:1.1

Communalities

	Initial	Extraction
Do you regularly order online	1.000	.644
How often do you purchase online	1.000	.688
Average times penton commerce websites	1.000	.714
Who influences your online purchase	1.000	.708
What basis do you purchase online	1.000	.761
What do you often purchase	1.000	.560
website often used	1.000	.760
Why do you use that website	1.000	.660
Fear of online purchase	1.000	.814
Digital marketing essential for ecommerce	1.000	.372
How much do you spend on online shopping	1.000	.614
overall experience with online shopping	1.000	.736
Concern or fear that hold you from shop in online	1.000	.551

Extraction Method: Principal Component Analysis.

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Table:1.2

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.147	16.514	16.514	2.147	16.514	16.514
2	1.570	12.074	28.588	1.570	12.074	28.588
3	1.415	10.888	39.476	1.415	10.888	39.476
4	1.251	9.626	49.102	1.251	9.626	49.102
5	1.127	8.669	57.771	1.127	8.669	57.771
6	1.072	8.243	66.014	1.072	8.243	66.014
7	.964	7.416	73.430			
8	.747	5.745	79.176			
9	.727	5.595	84.771			
10	.607	4.668	89.439			
11	.568	4.370	93.809			
12	.461	3.545	97.354			
13	.344	2.646	100.000			

Extraction Method: Principal Component Analysis.

Table:1.3

Matrix Component

	Component					
	1	2	3	4	5	6
Do you regularly order online	-.431	.494	.177	-.228	-.205	.297
How often do you purchase online	.400	-.375	-.362	-.122	.318	.375
Average time spent on ecommerce websites	.451	.084	.285	-.457	.460	-.048
Who influences your online purchase	.350	.361	.230	-.258	-.098	-.571
What basis do you purchase online	.124	.604	-.519	-.099	.100	.301
What do you often purchase	-.586	.239	-.002	.321	.177	.156
Website often used	.536	-.023	-.299	-.046	-.564	.252

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Why do you use that website	-.146	.404	-.361	.435	.177	-.353
Fear of online purchase	.043	-.104	.723	.384	.018	.363
Digital marketing essential for ecommerce	-.342	-.051	.034	-.375	.329	.052
How much do you spend on online shopping	.584	-.092	.016	.497	.027	-.128
Overall experience with online shopping	.498	.438	.114	.251	.432	.183
Concern or fear that hold you from shop in online	.318	.498	.305	-.077	-.277	.165

Extraction Method: Principal Component Analysis.
a. 6 components extracted.

Table:2

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	52	63.4	63.4	63.4
	2.00	30	36.6	36.6	100.0
	Total	82	100.0	100.0	

By this analysis we understand that the responses that we have received contain 63.4 male and 36.6 female

Table:3

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	39	47.6	47.6	47.6
	2.00	13	15.9	15.9	63.4
	3.00	10	12.2	12.2	75.6
	4.00	20	24.4	24.4	100.0
	Total	82	100.0	100.0	

By this analysis we understand that the income of most of the people i.e., 47.6% is less than Rs.5000 and 15.9% of people had an income between Rs.5000- Rs.10000, 12.2% of people had an income between Rs.1000- Rs.2000 and 20% of them had an income above Rs.20000, this might be because the questionnaire has mostly been circulated between students.

Table: 4

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	61	74.4	74.4	74.4

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	2.00	21	25.6	25.6	100.0
	Total	82	100.0	100.0	

By this analysis we understand that the occupation of most of the respondents i.e., 74.4% are students and the remaining 25.6% are employed or self-employed people.

Table: 5

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Gender	82	1.00	2.00	1.3659	.48463
occupation	82	1.00	2.00	1.2561	.43916
income	82	1.00	4.00	2.1341	1.25474
Valid N (listwise)	82				

Conclusion:

People all throughout the Bangalore have been significantly impacted as psychologically and behaviourally by the COVID-19 pandemic. Due to these significant changes in customer purchasing patterns, consumer services companies must adapt their business models. According to our findings, the business models of consumer services companies are significantly impacted by changes in consumer purchasing behaviour. A novelty-centered business strategy is more likely to be inspired by changes in the buying items, purpose, and timing of customers, whereas changes in the purchase technique are more likely to be motivated by efficiency. When creating business models in response to unanticipated crises, consumer services companies might use our findings as a theoretical guide.

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