Covid-19 Awareness and Its Effect on Consumer Perceived Benefits on Online Shopping, Bangalore

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Abstract

The Covid-19 eruption has transformed out a prospect for a latest perceptible growth in online shopping in Bangalore. Hence, this paper intends to learn how online shoppers respond to their purchasing behavior during Covid-19 although in relations of perceived benefits view. Built on reports from reputed consulting firms and community data sharing platforms, it was noted that, as on April 2021, Bangalore households were planning to depend on home deliveries as their preferred choice purchase channel, with approximately 34% being via e-commerce sites and 16% being from local households indicating a substantial increase from 21% in February 2021 and 33% in March 2021. This resulted in a sudden, yet substantial spike in orders in the case of many e-grocers. This growth spurt was also observed in the case of apparel brands. Statements from a senior executive of a top apparel brand supported this view, which quoted, "We used to typically see around 10–15% of total sales from online platforms. This has shot up to around 30–40%." According to the executive, this growth rate was expected to stay up-to about 25% despite fluctuations in demand. The research studies the role of COVID-19 which fluctuates in association with the user's benefits creating awareness for the expenditure. The outcome of COVID-19 regulates the position of the user's mindful of benefits, thus stimulating the shoppers about online shopping. Though, the liking towards the society is fetching the consumer their uncertain behavior related to online shopping. Meanwhile, the response towards the COVID-19 pandemic and promotional activity thus has no implication on the online shopping significantly while the COVID-19 pandemic is a fight with past studies. These results can provide to understand the consumer behaviour broadly which helps enterprises deal with comparable condition healthy appraisals in direction with the management of the business efficiently in forthcoming days.

1. Introduction

Obviously, it would be stated that online shopping would be rising as a contemporary frequency for Bangalore consumers in the current years, powered by extraordinary internet diffusion. Bangalore is now spending more duration towards the online and spending more online. Between the consumers through the means of the internet ahead to 98% of consumers which helps to procure their consumers through means of the internet ahead to 98% of consumers take purchased their possessions concluded digital platforms. According to the report, Mumbai with 16.4 Mn internet users is the top city with most internet users, followed by Delhi with 12.15 Mn internet users, and Kolkata with 6.27 Mn internet users. Bangalore with 5.99 Mn internet users and Chennai with 5.58 Mn internet users are fourth and fifth respectively.

Approximately 50% of respondents of a current study suggested that they were relying on prepared digital platforms, conveniences such as home-based delivery to FMCG goods. Market investigate stabilizing Infoholic, likewise discovered that the extent of user access to trade websites in Bangalore got 71% of entirely Internet users measured.

The current development of online spending takes explanation about enormous studies. Rendering to earlier studies, online shopping performance is just not rendered by the demographic features of customs such as age, gender, and profession, nevertheless too alleged benefit factors. In 2020, Bangalore trades and industries have been facing encounters, similar to several additional cities, instigated by Covid-19, which is a wide-ranging that blowouts rapidly over usual human contact and arose in Bangalore everywhere the end of 2020 as a consequence, COVID-19 which influences not only over-all performances nevertheless spending and out-of-home consumption. Bangalore consumers flinch knowing the reimbursements of online shopping, particularly throughout the pandemic historical. According to a current review on in what way Covid-19 impacts on Bangalore consumers, 25% of respondents supposed that they have augmented their online shopping and consumption is their out-of-home consumption instances

2. Factors that Tend to Influence the Awareness

2.1. Website Design/App Design

The most important phase is all about structuring a web application. It aims on the considerable look and feel of the web application. This model incorporates numerous various characteristics aspects, involving user interface design, usability, context production, and graphic design.

2.2. Customer Service

Customer service is the facility which benefits the customers prior to, throughout, and subsequently to procurement of the product. This experience accomplishes of such collaborations which is conditional to employees who can change themselves to the nature of the company.

2.3. Product Quality

The product quality shows the whole of the integrity of a product. Quality of design: where the product intend as per the

consumers' needs and high-quality requirements. Quality conformance: the polished products must adapt to the product design specifications.

2.4. No Contact Delivery

Safety badges were given out for those who observed to have very high standards of hygiene. As a best practice this was given away by most of the restaurants which have such structures as in temperature control, masks, sanitation after 4 h, and safe packaging.

Platforms like Swiggy and Zomato suggest their customers like no contact delivery. This helps them make sure that the customers do not come on contact with the delivery partner.

2.5. Order Process

The system in connection with the collecting, wrapping, and supply of the packed items to a distribution delivery service is the key for order performance. The function of order process is relatively known as "distribution Centres."

2.6. Pricing

This method is empowering companies either one accepts the cost that fits prices or argument products or services that created price most essentially. Through clear methodology the evaluating policies and strategies, most of the organizations can gain many profits and protect their market share. Establishing these prices is the primary responsibility of marketing and finance managers in that price which is, most significant role in their success.

Payment Methods

- Credit/debit card payments: payments via cards are one of the most widely used and popular methods not only in India but on the international level.
- Prepaid card payments:
- Bank transfers.
- E-Wallets.
- Cash.
- Mobile payments:
- Ecommerce payment gateway

Objectives

1. To understand the perception of consumers towards online shopping during Covid-19 pandemic.
2. To understand the factors that influence a consumer towards online shopping.
3. To analyze the impact of various perceived risk on consumer online purchase intentions.
4. To recommend valuable suggestions to promote online marketing on the basis of this study.

2.7. Statement of the Problem

The COVID-19 pandemic has enhanced the change in the direction of a further digital world. The modifications we create now will have long-term consequences as the global economy commences to mend.

2.8. Sources of Information

Primary sources: The first-hand information which has been gathered from the respondents through the self-constructed questionnaire and the personal interaction.

Secondary sources: Secondary source of information was collected from published records, internet sites, reference books, magazines.

Sample unit: For studying consumer perceived benefits towards online shopping samples were randomly chosen from Bangalore city.

Sample size: 133 Respondents randomly have been certainly chosen from Bangalore city.

2.9. Statistical Tools

Percentage analysis with tables and graphs has been used to analyse and collect the data from the respondents.

Garrett tables have been used to rank the factors.

2.10. Sampling Frame

March 2019 till Date.

2.11. Limitations of the Study

Information is gathered only from urban population

Variables identified in this study may not be sufficient, constraint due to COVID-19

Time constraint for the detailed study

3. Review of Literature

Veena and Namrata Rani (2019) have identified the reasons for online shopping, the risk involved in online shopping, and consumer attitude towards online shopping and their satisfaction. The researchers have noted that due to ease of access of internet, and convenience, buyers are moving towards online shopping in Bangalore. Despite noting drawbacks such as online scams, and low customer satisfaction levels, the authors recommend that creative strategies adopted by businesses to overcome these drawbacks can lead to higher levels of customer satisfaction and improved customer retention rates.

Singh and Kaur (2017) have revealed that the younger generation is inclining towards online purchases due to revolutions in technology and their ability to leverage the technology for their well-being. Despite many challenges associated with online shopping, the authors note that, preference for online shopping increases with an increase in technological advancements

Koch et al. (2020) have investigated the online shopping motives of Generations Y and Z during Covid-19 shutdown in 2020. The authors are of the opinion that normative determinants such as media reports influence consumer purchase decision, whereas close social networks do not influence too deep. Furthermore, hedonic motivation is noted to be a better predictor of purchase decisions of consumers. The researchers also recommended measures to e-commerce platforms to address consumer purchase motives and also harness normative influences.

Lodni et al. (2021) have aimed to determine new challenges that arise for retailers and analyze the customer satisfaction level concerning e-grocery services provided during pandemic in Germany. This study revealed that the key challenge for the online retailer was the availability of products and also suggested that the levels of customer satisfaction were pretty low. The researchers suggested that the retailers should emphasize more on availability and delivery of products to increase customer satisfaction levels and build a loyal customer base for the post-pandemic era.

TABLE 1. Gender and age group of respondents.

Age	Respondents	Gender	Respondents	Income per month	Respondents
Below 20 years	50	Male	75	Less than Rs. 100,000	56
21–30 years	23	Female	58	Rs. 100,000–200,000	25
31–40 years	10	Others	0	Rs. 200,000–300,000	24
41–50 years	26			Rs. 300,000–400,000	14
51–60 years	15			Rs. 400,000–500,000	9
Above 60 years	9			Above Rs. 500,000	5
Total	**133**	**Total**	**133**	**Total**	**133**

TABLE 2. Education and occupation of respondents.

Education	Respondents	Occupation	Respondents
Less than a high school	12	Student	40
High school diploma or equivalent degree	19	Service	10
No degree	16	Business	32
Bachelor's degree	56	Employee	36
Master's degree	30	Other	15
Total	**133**	**Total**	**133**

TABLE 3. Frequency of online shopping.

How often do you prefer online shopping?	Respondents
Weekly	56
Once in two weeks	48
Once in a month	29
Total	**133**

Analysis: From Table 3, we can analyze 56 respondents prefer online shopping weekly, 48 respondents prefer once on two weeks, and 29 respondents once in a month.

Interpretation: From the above chart, we can infer that most of the respondents prefer online shopping weekly.

4. Percentage Position and Corresponding Garett Value

TABLE 4. Percentage position and Garett value.

Rank	Percentage Position		Garrett's Table Value
1	100(1–0.5)/7	7.14	78
2	100(2–0.5)/7	21.43	66
3	100(3–0.5)/7	35.71	57
4	100(4–0.5)/7	50.00	50
5	100(5–0.5)/7	64.28	42
6	100(6–0.5)/7	78.57	34
7	100(7–0.5)/7	92.85	21

Seven factors namely Pricing, Product Quality, No Contact Delivery, Website/App Design, Order Process, Payment Methods, and Customer Service were identified for the purpose of studying the most popularly consumed category of snacks. The

respondents were asked to rank the items as per their consumption. Garrett Ranking Technique was applied to analyse and arrives at the most popularly consumed category of snacks in the order. Under Garrett Ranking Technique, the Percentage Position was calculated using the formula as given hereunder:

$$\text{Percent Position} = \frac{100(R_{ij} - 0.5)}{N_j}$$

Where R_{ij} = Rank given for ith variable by the jth respondent. N_j = Number of variables ranked by the respondents.

The respondents were asked to rank the seven items identified for the purpose of this study as 1, 2, 3, 4, 5, 6, and 7, in order to know their preferences in selection of items as their much-preferred snacks. The calculated percentage positions for the ranks 1, 2, 3, 4, 5, 6, and 7 and their corresponding Garrett's table values are given in Table 4.

Table 4 shows the percentage positions for the ranks 1, 2, 3, 4, 5, 6, and 7 and their corresponding Garrett's Table values. For Rank 1, the calculated percentage position is 7.14, the Table value is 78.

5. Ranking of Factors

TABLE 5. Ranking of factors.

Attribute/ Score	Total	Mean	Rank
1	6648	49.98	4
2	6312	47.45	7
3	6842	51.44	2
4	6716	50.49	3
5	6450	48.49	5
6	6956	52.3	1
7	6360	47.81	6

Table 5 shows the number of respondents ranking the key factors. This table also shows the total scores, the mean scores,

and the ranks obtained. Accordingly, Table 10 highlights the rankings of all the factors.

6. Ranking of Attributes

Sl. No	Attribute	Rank
1	Pricing	I
2	Product quality	II
3	No contact delivery	III
4	Website/app design	IV
5	Order process	V
6	Payment methods	VI
7	Customer service	VII

Inference: Thus, we can infer from the above table that pricing is the most important factor customers look for and the same has been ranked I. However, it has to be noted that product quality has been ranked II followed by no contact delivery at III, website/app design at IV, order process at V, payment methods at VI, and finally customer service at VII.

TABLE 6. Measures used to reduce risk in online shopping.

Measures used to reduce risk in online shopping	Respondents
Use strong password	15
Beware of fake website	26
Save the evidence then logout	23
Use credit card instead of debit card	69
Total	**133**

Analysis: From Table 6, 15 respondents look for using strong password, 26 respondents beware of fake website, 23 respondents save the evidence then logout, and 69 respondents use their credit card instead of debit card.

Interpretation: From the above graph, we infer that the use of credit card instead

of debit card is the main measure which is used to reduce risk in online shopping.

TABLE 7. Customer satisfaction levels – online shopping.

Satisfaction level about online shopping	Respondents
Highly satisfied	23
Satisfied	62
Neutral	22
Dissatisfied	15
Highly dissatisfied	11
Total	**133**

Analysis: From Table 7, we analyse that 23 respondents are highly satisfied about online shopping, 62 respondents are satisfied, 22 are neutral, 15 are dissatisfied, and 11 are highly dissatisfied.

Interpretation: From the above graph, we infer that most of them are satisfied about online shopping.

TABLE 8. Preferred platform for online shopping.

Preferred platform for online shopping	Respondents
Amazon	28
Flipkart	26
Snap deal	20
Myntra	9
Big basket	5
Grofers	4
Jio mart	6
NetMeds	8
Pharmeasy	7
Apollo pharmacy	7
Swiggy	4
Zomato	9
Total	**133**

Analysis: From Table 8, 28 respondents prefer Amazon, 26 respondents prefer Flip kart, 20 respondents prefer Snap deal, and 9 respondents prefer Myntra for their online shopping.

Interpretation: From the above graph, we infer that most preferred Platform for online shopping is Amazon.

TABLE 9. What do you generally purchase online?

What do you generally purchase online	Respondents
Groceries	28
Mobile/laptops/accessories	35
Fruits and vegetables	38
Apparels	12
Cosmetics	13
Electronic goods/home appliances	4
Books	3
Total	**133**

TABLE 10. Preferred payment methods – online shopping.

| Payment method preferred for online shopping	Respondents
Credit/debit card	46
UPI	28
Net banking/mobile banking	34
E-wallets	10
POD	15
Total	**133**

Analysis: From Table 10, we analyze those 46 respondents use credit card instead of debit card, 28 respondents prefer UPI, 34 Respondents use Net Banking, 10 respondents prefer E-wallets, and 15 respondents prefer POD.

Interpretation: From the above graph, we infer that most of the respondents prefer credit card instead of debit card as their payment method for online shopping.
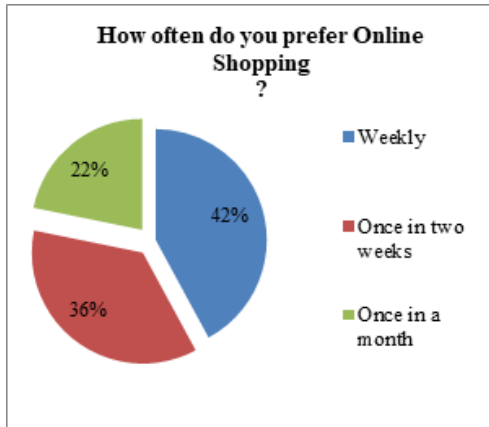
Findings

- Most of the respondents prefer online shopping weekly.
- Garrett has been used to rank the attributes which influence the online shopping.

FIGURE 1. % Of active online shoppers since Covid-19 outbreak.
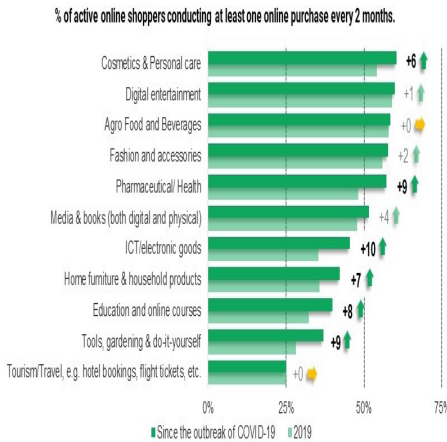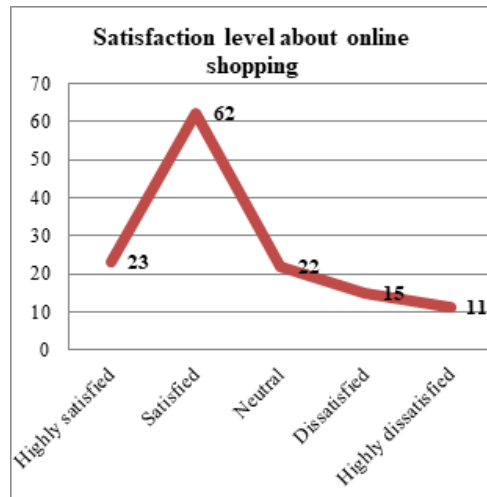

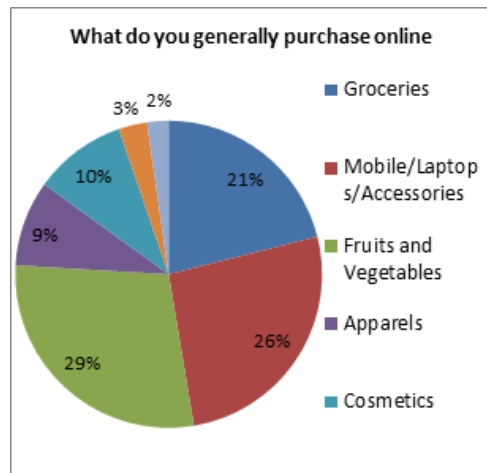**FIGURE 2.** Frequency of online shopping.

FIGURE 3. Measures used to reduce risk in online shopping.

FIGURE 4. Customer satisfaction levels – online shopping.

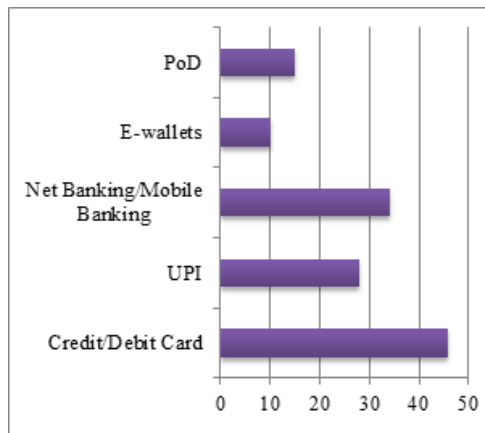**FIGURE 5.** What do you generally purchase online?

- Usage of credit card instead of debit card is the measure used to reduce risk in online shopping.
- Most of them are satisfied about online shopping.
- Fruits, vegetables, and groceries are mostly purchased online.
- Amazon is the most preferred platform in online shopping.
  Suggestions

FIGURE 6. Preferred payment methods.

- Business people should come up with creative strategies to overcome customer retention.
- Create awareness among customers about benefits of online shopping.
- Based on social media interaction, businesses can consider rewards for loyal customers.

- E-commerce players should employ appropriate measures to minimize risks and gain customer confidence.

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