

A Study of the Impact of Covid- 19 pandemic on the Psychology of Buyers using E- Commerce Platform in Indian Metropolitan Cities

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Abstract

E-Commerce behavior and psychological impact on buyers during the pandemic, specially focusing Covid-19, was conducted to analyze consumers' attitudes towards online buying habits and identify changes in it. E-Commerce's present scenario towards its customers is purely business-oriented. The crisis changed the buying patterns due to panic psychology, which will increase E-Commerce activities. This article aims to find the consumer spending behavior of E-Commerce platform, especially in metropolitan cities, during lockdown using primary and secondary data. The studies and findings are presented in this paper. This primary data-based study revealed that there is a significant difference in E-Commerce activities and panic psychological behavior.

Keywords: COVID-19, Crisis, Lock Down, Psychological Panic Behavior.

Introduction

The 21st century is a witness to an era of digitalization. This mechanism is maximum utilized by the consumers as well as sellers. Now everything is available online, from gadgets to grocery, clothing to furniture. The pandemic situation encourages consumers to depend more on online shopping to avoid it. Break the chain of Covid -19. History proves that we are targeted by natural calamities like war and economic crisis. This crisis teaches humanity to adapt and adjust to new sources of livelihood. Pandemic situations disturb the daily flow of the common person and challenge accomplishing specific basic needs. The pandemic has created faster adoption of digital channels by both buyers and sellers in metro cities. The significantly enhanced availability of value-priced merchandise has led to distinct consumer preferences. Still, thanks to the E-Commerce Platforms such as Flip kart, Amazon, and Snap deals, one can find everything. Digitization is a more personalized dominion now. The metro cities are more dependent and comfortable to adopt new buying systems. Now, slowly, it is extending even to semi-urban cities and towns too.

To attract buyers and enhance Ecommerce activities, Ecommerce Companies are upgrading their policies according to consumer requirements like EMI options, return-exchange policy, quick delivery, etc. India reported its first corona case in January 2020 in Kerala. The Indian government announced a nationwide lockdown from March 25th, 2020, which hampering socio-cultural and economic activities to control the pandemic outbreak. India witnessed the rise of unemployment, poverty, miseries in the life of an ordinary person. Life became more uncertain due to unpredicted deaths and pains. Innocent people couldn't stabilize their psychological balance because of the collapse of the economy and family and daily needs sustainability. It was a nightmare to imagine the complete shutdown of mobility and availability of goods and services. Crisis, whatever kind it is, shatters the social, economic, and political life of people. The rise in unemployment, price levels, and lack of means to earn will bring drastic changes in people's financial activities. Lack of mobility and availability of goods and services will worsen the situation.

Review of Literature

Nielsen carried out an inquiry amid Walk 2020 when Covid-19 happened. More than 50 percent of clients decreased their recurrence of going to physical stores, 80 percent diminished their events of out-of-home utilization, and 39 percent bought more habitually from online shopping

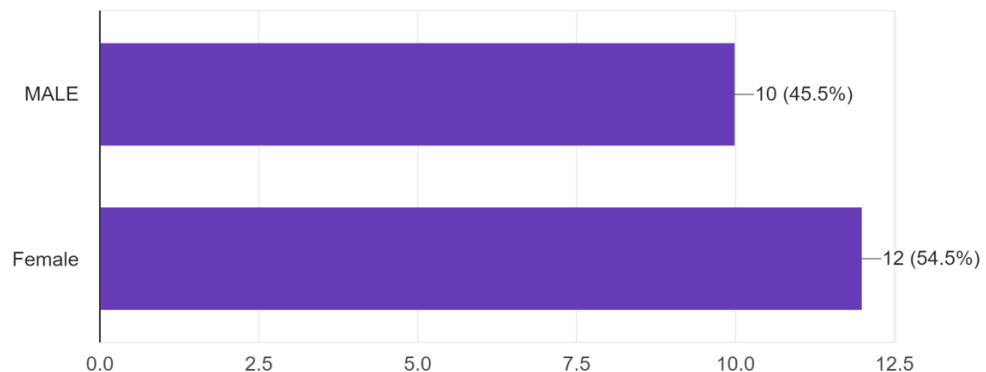
channels. The sort of merchandise being looked at and acquired has changed radically since the outbreak of Covid-19. Cleanliness merchandise (76 percent), travel plans (63 percent, even though 22 percent of it was canceled), home-cooking, and home-eating(63 Percent), which are moreover more frequently devoured. One of the discernible issues is that around 64 percent of Vietnamese are arranged to keep up their modern propensities which are utilizing nourishment, conveyance, or acquiring products online after the widespread of Covid 19 Hawley & Huynh).

Many previous studies have mentioned some good aspects that online shopping brings to consumers. Hence, customers' experience when using the Internet to shop is believed to be impacted by the different benefits that customers could perceive because those benefits have not been completely reflected in their experience of traditional purchasing (Forsythe et al.). This article inherits and develops 5 variables about received services from several previous studies, including Awareness of Utility, Awareness of Ease of Use, Awareness of Marketing Policy, Awareness of Price and Cost, and Affection of Society.As Yap and Chen (2020) report, the escalation of the COVID- 19 pandemic has resulted in the raiding of shops for products such as hand sanitizers, medicines, masks and PPEs, and food and household goods. One can see images of stores in Singapore, facing a sudden and heavy demand for toilet paper and noodles (South China Morning Post, 2020). armed robbery in Hong Kong for toilet rolls (BBC, 2020), and frenzy buying events even in countries where the infection rate in the early stage of the pandemic was minimal (Cochrane, 2020). Media reports from Australia, the United States, China, the United Kingdom, and India have shown how panic buying has caused chaos and herd behavior (e.g., Dexter & Sakkal, 2020). Panic buying also occurs in contexts beyond pandemics and crises. For example, in December 2020, the British government appealed

Findings and Analysis

2.GENDER

22 responses



to its citizens to abstain from panic shopping due to the Brexit EU trade deals (Anderson, 2020).Zwanka J Russell, Buff Cheryl Analyzed the conceptual framework of the consumer behavioral shifts to be caused by the COVID 19 pandemic. They observed that preparedness of consumers to this crisis, the following categories become a priority: Medical supplies, rubbing alcohol, Antibacterial wipes, first aid kits, antiseptics, cold and flu remedies, powdered milk, dried beans, canned meat, chickpeas, rice, Tuna, Black beans, biscuit mix, pasta. It is conceivable that the COVID 19 cohort will return to the practice of pantry loading and maintaining on the inventory of medical supplies and stable shelf provisions, having seen inventory disruptions during the pandemic 2020.

Objective of the Study

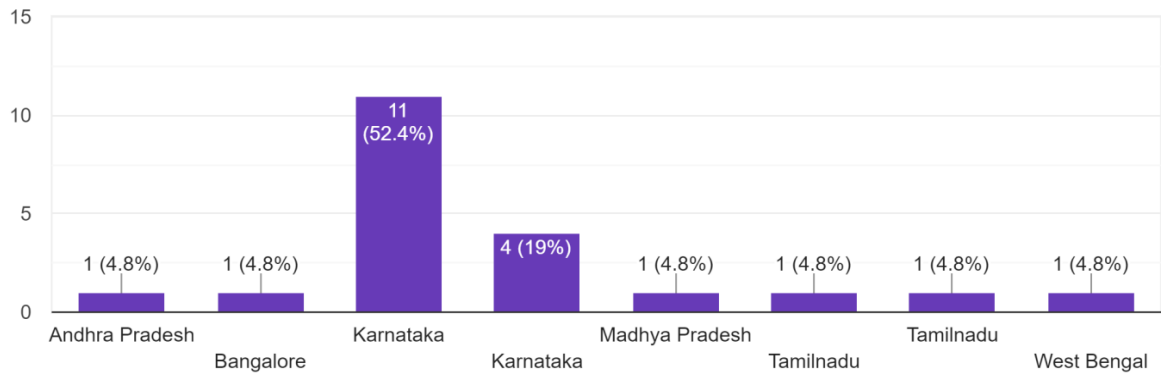
1. To study the buying patterns using E-commerce.
2. Consumer psychological behavior towards buying goods in metropolitan cities during the pandemic lockdown.

Methodology

The study focuses on how the lockdown and Covid 19 affected the buying behaviors and psychological effects on buyers to go out and buy daily needs in a panic situation. The primary research questions focused on how and why ordinary people depended majorly on online shopping and the reasons. The questions were designed in such a way to find out the Impact of Covid- 19 pandemic on the psychology of E-Commerce buyers in Indian Metropolis cities. A predesigned questionnaire was used to collect the data by the researcher through an online survey using Google forms. Primary data is collected from respondents of various professions and regions. And even the research depended on secondary data like newspapers, articles and few public opinions and tried to understand their psychological pressures. The collected data was analyzed using simple percentages. For easy understanding of results, pie diagrams are used.

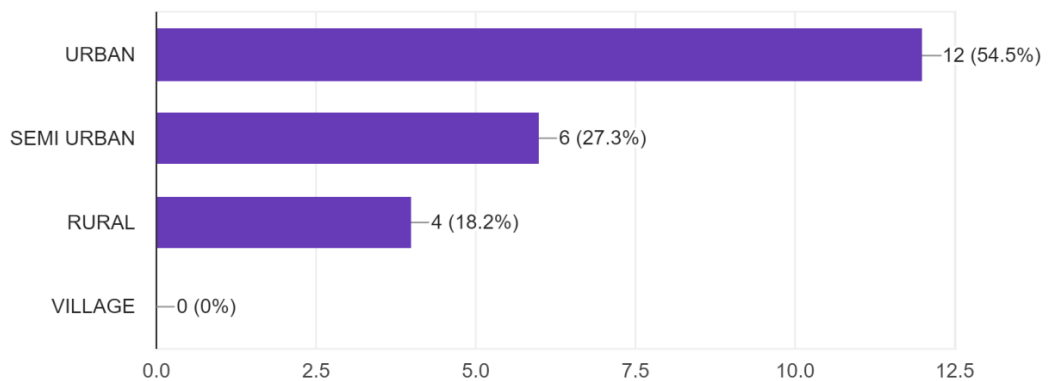
3. STATE

21 responses



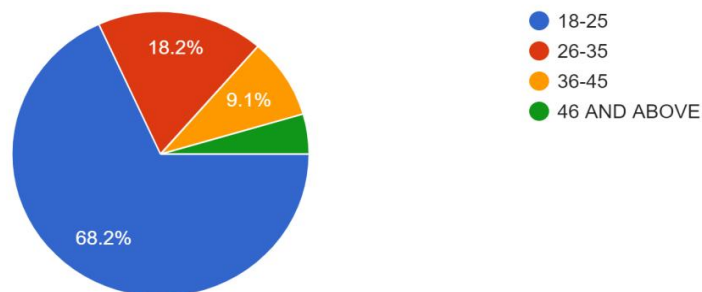
4. CITY TYPE

22 responses



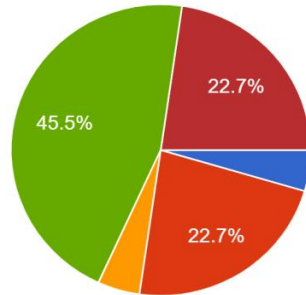
5. AGE GROUP OF CONSUMER

22 responses



6. OCCUPASSION

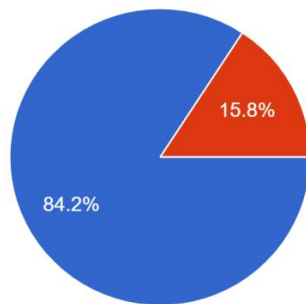
22 responses



- BUSINESS
- EDUCATIONALIST
- AGRICULTURE
- HOME MAKER
- LAWER
- GOVERNAMENT OFFICIAL
- NGO
- STUDENTS
- IT PROFESSIONAL

7.MONTHLY INCOME

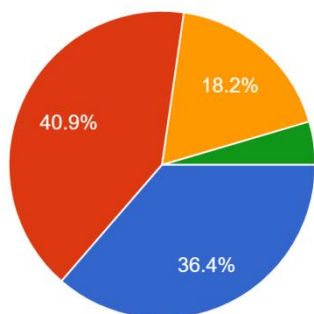
19 responses



- LESS THAN 50 THOUSAD
- ABOVE 50 THOUSAD

8. HOW OFTEN YOU BUY AND ORDER ONLINE

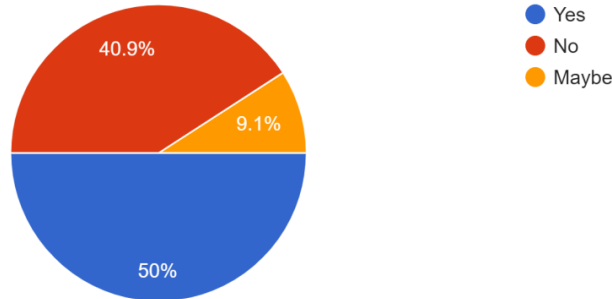
22 responses



- VERY OFTEN
- NOT VERY REGULAR
- RARE
- NOT AT ALL

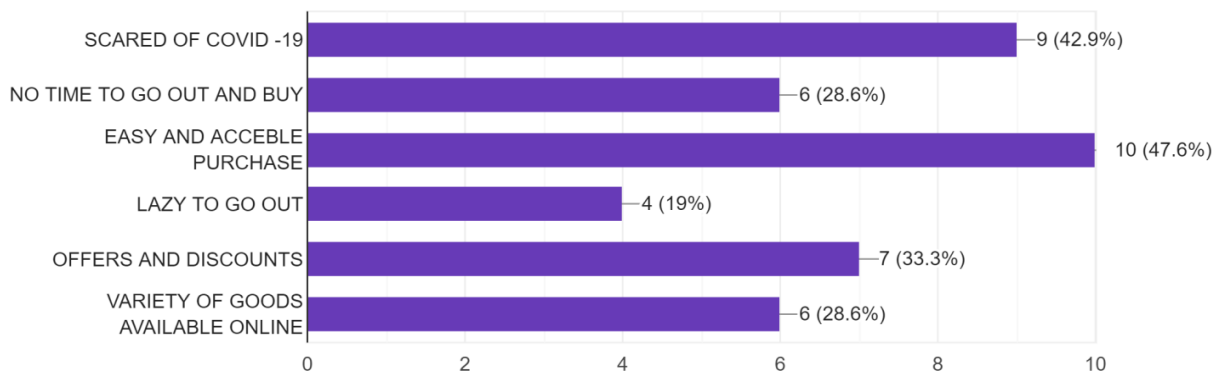
9. IS COVID 19 MAKING YOU TO BUY ONLINE

22 responses



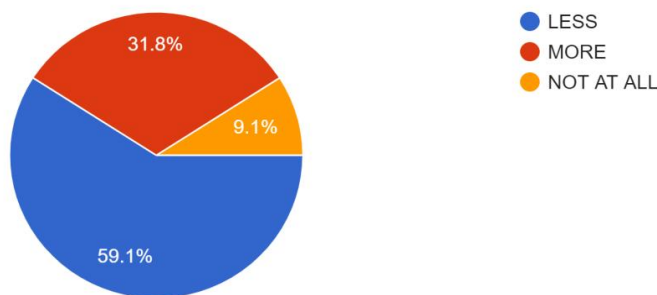
10. WHY YOU WANT TO BUY ONLINE

21 responses



11. HOW MUCH YOU TRUST ONLINE PRODUCTS

22 responses



Analysis

As data charts and graphs represent, females responded more than males from different parts of Indian cities. 45 percent of students responded the majority from urban with 54.5 percent and semi-urban reponse 27.3 percent cities. 68.2 percent are age group between 18 to 25. 19 (84.2%) of the responses said they have less than 50,000

income per month. 36 percent of respondents say that they online regularly. 50 percent of responses say that they are buying only and encourage Ecommerce due to Covid -19 (42.9%) even the reactions of 59.1 percent says they don't trust online material.

Conclusion

The Study identifies with signify effects on E-Commerce activities during a pandemic and

psychological impact on consumers. The responses faced difficulties with finding good and proper consumption goods and services during the lockdown. The consumers' spending remained approximately the same on food grains, vegetables, and dairy products during and after the lockdown. Respondents feel that due to pandemic psychological balance was difficult due to work from home, scared of the virus, lockdown and police charges and financial crisis. The topic of panic buying is gaining worldwide popularity with an increasing. To conclude the Study on the Impact of Covid- 19 pandemics on the psychology of E-Commerce buyers in Indian Metropolis cities, panic buying behavior is it is rather 'borderless'.

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