

The Allegation of Intention of Online Buyers for Retail Shopping after Pandemic Crisis

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Abstract

The study determines the social distancing and going contactless like things made a surge in the online purchasing of the ecommerce platforms, due to less effort more choices leisure time and efficient discount offers made it pleasure to the buyers and made an exceptional strength to the external implication factors like strengthening economic during pandemic, the satisfactory results were leads to the increasing internal implication factors like recommendation by relatives friends and nice online reviews. The most important factors comes was hedonic implications which were due to more leisure time, boredom killer, and much interesting for the online purchasers.

Keywords: online shopping, e commerce, hedonic motivation,.

Introduction

With the boom on e commerce the perception and choices of buyers in India were changes from cash purchase to online purchase. The survey shows that they were found online shopping more entertaining and exciting than window shopping due to less effort and time saving. Initial survey shows that now a day's youngsters and adults were prefer online shopping due to availability of selection and shopping anywhere, anytime. The return policy of the e commerce companies also attracts the attention of buyers. If we consider the payment options the mode of payment is really important and mode setter in terms of financial assessment of e commerce company. In typical settings, a causal link between the mode of payment (e.g. cash versus card) and shopper behavior is difficult to establish, as these decisions are possibly jointly determined; for instance, a customer may choose COD for smaller purchases but might not prefer for larger purchases.

Already the shock from the demonetization provides rare exogenous variation in online shoppers' payment choices that can be used to measure the effect of the mode of payment on purchase outcomes, such as basket sizes and the frequency of product returns and now the second

transformational hit strikes the e retailers and e-customers as COVID.

On the strike of the most untamed crisis in 2019, will change the whole scenario of the retail management and originate a new terminology for the customers “Going Contactless”. Secretary-General of the United Nations, António Guterres, described the COVID-19 pandemic as “a global health crisis unlike any in the 75-year history of the United Nations—one that is spreading human suffering, infecting the global economy and upending people’s lives”.

To slow the rapid spread of the virus, most countries dramatically restricted social life. These restrictions ranged from bans on large events and the closure of schools and universities to a temporary shutdown of the economy. In countries that imposed a shutdown, most retail stores and services had to close. Simultaneously, consumers faced growing levels of economic uncertainty because of rising unemployment and short-term work. Due to the closure of stationary retail stores, online shopping has become the only means for consumers to satisfy their consumption needs.

E-commerce has been predominant during the COVID-19 pandemic, and retailers have put much Effort into building, improving, and promoting their online stores. Some small retailers that did not manage online stores before the shutdown developed temporary solutions to sell their products online, e.g., by posting products on social media sites and by offering product pick-up or delivery services. Others have offered discounts for their online channels and started promotion campaigns on social media.

Data collection

We obtain data consisting of more than two and a half million transactions from a leading online apparel retailer in India. Our period of study covers a span of six weeks between and after the lockdown. The panel structure of the data allows us to identify which customers are likely to have switched payment methods because of the demonetization, and to measure the impact of the change on their behavior.

We find that customers who switch to digital payments conduct as many transactions as those who continue using cash; however, they spend more on each transaction and are less likely to return their purchases. Our analysis of the data suggests that increased transaction sizes derive both from an increase in the number of items in each transaction as well an increase in the average price of products sold. Furthermore, differences in both the prices of products sold and the rate of product return are broadly consistent across product categories.

Survey parameters:

For the see the impact of the COVID on the customer temperament which were consecutively affect a company's turnover during pandemic, we select 5 tempamental factors which were suppose to held significant during the study. These parameters were

1. **Behavioural implications (BI)**
 - I always prefer to buy online in normal days
 - I prefer to but online due to lockdown
 - I prefer to buy online because I have no other options
2. **Perceivment implications (PI)**
 - Buying online is easiest way to shopping
 - Buying online is efficient way to shopping
 - Buying online is improving my purchasing
3. **Internal implications (II)**
 - I was addicted to buy online before pandemic also
 - My friends suggest me to shop online due to best offer in pandemic
 - Online reviews shows that online shopping id much efficient and cost worthy in pandemic
4. **External implications (EI)**
 - Online shopping support economy in pandemic crisis
 - Current opinions published on social media about the economic situation encourage me to buy clothes online
 - Considering the current situation, online shopping is only way to support contact less
5. **Hedonic implications (HI)**
 - I enjoy buying clothes online
 - I am satisfied with online purchases of clothing
 - Buying clothes online is entertaining and exciting

Hypothesis setting:

On setting parameters for the survey we select 4 hypotheses for the study

H1). During this pandemic, consumer's hedonic implications intend to purchase online.

H2). During this pandemic, consumer's perceivence is positively related to their intentions to purchase online.

H3). During this pandemic, consumer's internal factors are positively related online purchase.

H4). During this pandemic, consumer's external factors are positively related to their intentions to purchase online.

Data analysis:

We performed the mean frequency and percentage to determine the trend across the data. we performed independent t-tests to assess the equality of means across groups. This test is appropriate for analyzing differences between two groups as an independent variable and a univariate dependent variable. We performed pooled t-tests for equal variances and unpooled t-tests (Welch test) for unequal variances across the groups.

Demographical Assessments:

Our sample composed 450 consumers randomly across India. Due to pandemic all the survey were done by e form. Table 1 summarizes the respondent's socio-demographic profiles. The majority are men (62%), which means that the gender ratio differs slightly from the target population. The ages of the participants range from 18 to 42. Thus, the sample represents well the target group of generations Y and Z investigated in previous studies. The mean age of the respondents is 27 years. In total, 48% are students and 37% are employees.

Two-thirds have a lower to medium level of income, namely, less than 30,000 net per month. Most of the respondents live with family members (35%), alone (25%), or with a partner (25%); only 13% have children. The vast majority (75%) live in urban areas with more than 20,000 inhabitants. All of the participants regularly purchase products online. Seventy-six percent of the respondents purchase clothing online at least once every three months. The majority of the respondents regularly purchase clothing from general online platforms (74%), online platforms for clothing (72%), and online stores of fashion brands (56%)

Socio-demographic Variables	Description	Frequency	Percentage
Gender	Male	169	37.5
	Female	279	61.9
Age	18–25 years (youngsters)	232	51.4
	26–42 years (adults)	219	48.6
Income (per month)	Less than 10,000	239	53.0
	10,000–20,000	106	23.5
	20,000–30,000	71	15.7
	30,000–40,000	22	4.9
	40,000–50,000	10	2.2
	More than 50,000	3	0.7
Frequency of online shopping	Once a year	3	0.7
	Once every 6 months	20	4.4

	Once every 3 months	72	16.0
	Once a month	204	45.2
	Once a week	132	29.3
	Several times a week	20	4.4

To further investigate the determinants of consumers' purchase intentions, we performed independent sample t-tests. As the importance of the motives under investigation may differ depending on individuals' personal circumstances, we used different socio-demographic data as grouping variables. First, we compared the determinants of purchase intentions between individuals. Second, we investigated gender differences. Third, we analyzed differences between individuals belonging to generations Youngsters and adults. Finally, we compared professionally active and inactive individuals. The t-tests indicated that individuals regarding gender differences, women show a higher level of hedonic motivation than men do, while men exhibit stronger internal subjective norms.

	Women	Men	t-Value	P (>ItI)
Behavioural implicationa	3.147	3.117	0.168	0.876
Perceived implications	4.519	4.781	-1.810	0.071
Internal implications	2.984	3.269	-2.040	0.042
External implications	2.304	2.485	-1.405	0.161
Hedonic implications	3.647	3.189	0.168	0.007

We found that generation adult's individuals show higher levels of hedonic motivation than those of generation Youngsters. We did not find significant differences between professionally active and inactive individuals. In addition to our investigation of the determinants of purchase behavior, we conducted mean comparisons for online purchase intentions. However, the t-tests did not yield significant results.

	Youngsters	Adults	t-Value	P (>ItI)
Behavioural implicationa	3.136	3.134	0.001	0.991
Perceived implications	4.616	4.752	-0.956	0.323
Internal implications	3.108	3.145	0.652	0.501
External implications	2.443	2.363	0.458	0.652
Hedonic implications	3.184	3.635	-2.051	0.041

The table represents the confirmatory factor analysis of the various perspective implications reported by the buyers through the online survey. Where CR = construct reliability, AVE = average variance extracted, VIF = variance inflation factor,

Table 3. Confirmatory factor analysis.

Factor	Loading	Cronbach's α	CR	AVE	VIF
Behavioral implications		0.930	0.930	0.817	
BI1	0.952				
BI2	0.928				
BI3	0.827				
Perceived implications		0.830	0.834	0.627	1.508
PI1	0.756				
PI2	0.789				
PI3	0.830				
Internal implications		0.890	0.897	0.746	1.808
II1	0.821				
II2	0.827				
II3	0.939				
External implications		0.920	0.922	0.799	1.733
EI1	0.926				
EI2	0.867				
EI3	0.880				
Hedonic implications		0.915	0.918	0.790	1.720
HI1	0.941				
HI2	0.818				
HI3	0.902				

Interpretation of Results:

Our study investigates normative, utilitarian, and hedonic motivations in the context of the online clothing purchases made by generation Y and Z consumers during the COVID-19 pandemic. We find that external subjective norms are positively related to behavioral intention, while internal subjective norms do not show a significant influence on behavioral intentions. These findings indicate that during the COVID-19 crisis, media reports and expert opinions have an influence on consumers' intentions to buy clothing online, whereas an individual's own social network does not exert such an influence, i.e., during a crisis, external pressures seem to outweigh those of one's close social network. This result is also supported that during crises, consumers' expectations and behaviors are substantially influenced by the media. Previous research has underlined that young consumers are very active users of social media. Our finding that the influence of the media is stronger among consumers of Youngsters generations and adults than that of their own social networks could also be explained by the fact that their social networks might particularly consist of people of the same age. As these individuals have also never experienced a major crisis before, these consumers seem to rely on media reports to guide their behavior. The COVID-19 crisis is a

novel and constantly changing situation; thus, the consequences faced by the economy may vary on a daily basis. People may rely more on information from experts and media reports than on information from friends and family, as these experts provide timely information regarding the economic situation.

Furthermore, we find that the importance of hedonic motivation predominates that of utilitarian motivation in regard to their respective relationships to purchase intentions. This finding can be explained by limited opportunities available to engage in leisure activities during the lockdown. Consumers seem to shop online for enjoyment purposes and to consider online shopping a distraction or leisure activity. This concept is supported a positive relationship between online shopping and motivational variables such as arousal and pleasure. Since all schools, universities, and recreational facilities were closed during the shutdown, adults generation consumers had few opportunities to enjoy their free time, which might explain the higher importance of hedonic motives for these individuals compared to those of Youngsters generation.

Conclusions

Due to the COVID-19 pandemic, existing behaviors and structures are being questioned. As crises can trigger fundamental economic and societal changes, companies need to understand consumer behavior at this particular time. The trends established during this crisis may remain stable into the future, inflicting serious consequences on brick-and-mortar stores due to a rapid increase in e-commerce. We assume that during the current crisis, customers are spending more time online, and we find that hedonic motives exert the strongest influence on generation Y and Z consumers' behavioral intentions to shop online. Furthermore, we find that external normative pressures influence individuals' purchase intentions, while a close social network consisting of family and friends does not. Our study suggests that companies can induce purchasing behavior by strategically harnessing normative influences and that sophisticated online platforms and transparent communication are of great importance during this crisis.

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