



IMPACT OF DIGITAL MARKETING TOWARDS ONLINE SHOPPING DURING PANDEMIC SITUATION

Sanjay Kumar Barik

Ph.D Research Scholar, California Public University, Delaware, United States of America

Cite This Article: Sanjay Kumar Barik, "Impact of Digital Marketing towards Online Shopping During Pandemic Situation", International Journal of Current Research and

Modern Education, Volume 6, Issue 2, Page Number 13-19, 2021.

Copy Right: © IJCRME, 2021 (All Rights Reserved). This is an Open Access Article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Abstract:

The study started with the aim to find out the various problems involved towards online shopping with the users. The ladder of engagement has shown the approaches to connect with the customers of online shopping. The study has additionally unconcealed that so as to utilize the digital selling in an effective way; the businesses are needed to style an efficient platform. The effectiveness of a social media platform has been discussed. The primary data is properly collected through well structured questionnaire. The secondary data has been collected using journals, articles and websites. Percentage analysis and descriptive statistics is used for analysis.

Introduction:

The World Wide Web (www) has grown incredibly since its inception in 1990 and by 1991 it opened for marketable use. As of 2016, customers can shop online using a range of electronic devices – desktop computers, laptops, tablets, smart phones etc; Online shopping is a form of electronic commerce which allows customers or consumers to directly buy goods and services from a seller over the internet using a web browser, in real time. Consumer finds a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine (eg: Flipkart, Amazon, Snapdeal etc), which displays the same product's availability and pricing at different e retailers. In the era of globalization, electronic or online marketing is a great revolution. Online shopping offers the best price, access to a large variety or range of products and completely easy shopping. The development of online shopping has opened the doors to provide a competitive advantage amongst manufacturing firms. Online shopping has grown in popularity over the years as people find it suitable to shop from the comfort of their home or workplace, whenever they want without having to travel to the shop. This is seen as a great convenience which not only saves the time and cost of travel but also helps to avoid traffic congestions and strain. Moreover, online shopping experience provides competitive pricing, access to choices in buying a product from different manufacturers, view photos and images of the product with information about product specifications, ease of payment and home delivery of products.

Online shopping has gained importance in the modern business environment. Over the last decade maximum business organizations are running with this technological change. Online shopping or marketing is the use of technology for better marketing performance. And retailers are devising strategies to meet the demand of online shoppers; they are busy studying customer satisfaction and behaviour in the field of online shopping, to understand the consumer attitudes towards online shopping.

Customer satisfaction is the outcome felt by buyers who have some expectations of the process of buying or service delivery and the product that they are about to buy. Customers are satisfied when their expectations are met and delighted when their expectations are exceeded. Customer satisfaction has a vital role in sustaining and improving hold on the market. As opposed to the past, today's customers face a plenitude of products in every category and plenty of options for purchasing too. As a result, the customers have high and rising expectation of quality of product and service. In the face of their vast choices, the customer will gravitate to the offerings that best meet their individual needs and expectation. They will buy based on their perceived value.

Satisfied customers remain loyal longer, buy more and talk favourably about the company. A satisfied customer will also be less sensitive towards the fluctuating prices and are less likely to switch away from their current suppliers. We should also consider the fact that "the cost of attracting a new customer may be five times the cost of keeping the current customer happy." Hence the companies are intending in developing stronger bonds and loyalty with their customers. It is not surprising that today's winning companies are those that succeed best in satisfying and delighting their target customers. They pay extreme attention to quality and service to meet and even exceed their customer expectations. They compete vigorously and co-operate smartly with their strategy partners in their supply and distribution chain. They pursue efficiently and yet are responsible and flexible in how they operate.

The advent of the pandemic COVID 19 (Coronavirus Disease 2019) and the lockdown that ensued, has made people rely incrementally on online shopping. "The pandemic has accelerated the shift towards a more digital world and triggered changes in online shopping behaviours that are likely to have lasting effects" (United Nations Conference on Trade and Development; October 2020) The survey, entitled "COVID-19 and E-

commerce”, examined how the pandemic has changed the way consumers use e-commerce and digital solutions. It covered Brazil, China, Germany, Italy, the Republic of Korea, Russian Federation, South Africa, Switzerland and Turkey. Consumers in emerging economies have made the greatest shift to online shopping, the survey shows. It shows that online purchases have increased by 6 to 10 percentage points across most product categories. The shift that happened in online shopping during the pandemic is that people started buying essential household items and medicines. This was observed in India too. Acceleration of online shopping globally underscores the urgency of ensuring all countries can seize the opportunities offered by digitalization as the world moves from pandemic response to recovery.

Online shopping is here to stay and reliance on it will only increase as companies continue to explore ways of ensuring customer satisfaction. This study is hence significant in understanding customer satisfaction towards online shopping.

Need of the Study:

This study is important to understand online customer purchase behaviour and what factors impact it with special focus on the impact of COVID pandemic on the same. This study is important as it enables to:

- Understand customer purchase behaviour and what influences it.
- Estimate an average customer’s monthly expenditure towards online shopping.
- Provides an insight into retaining customer satisfaction and loyalty.

Objectives of the Study:

- To record the respondent’s perception towards online shopping.
- To investigate the major factors that impact customer satisfaction towards online purchase with special focus on the COVID pandemic scenario.
- To understand the motivating factors that increase purchase.
- To find out factors that influence the customer to switch service networks.
- To know the customer satisfaction with the service network.
- To estimate the customer’s monthly expenditure on online shopping.
- To know whether seller’s performance matches with the customers’ expectations.

Scope of the Study:

The study covers the companies who have only e-existence for processing transactions. The sample size is limited to enable collection of detailed and accurate information from respondents about their online purchase behaviour. 95 respondents in the age group of 16 – 50 years participated in the study. The study used selective sampling method. Duration of data collection is 2 months. The scope is limited to the current time frame only as the attitude and expectation of the people change according to the time and situation. This has been so evident during the COVID pandemic.

Research Methodology:

- Type of Research: Descriptive research has been implemented with the study.

Data Collection:

- Primary data: The primary data has been collected using questionnaire.
- Secondary data: The secondary data has been collected using journals, articles and websites.

Tools Used for the Study:

- Percentage analysis and descriptive statistics.

Limitations of the Study:

- The sample size of the study is limited to 90.
- The sample area is limited to Odisha.
- There may be a bias towards primary data collected from the respondents.

Analysis and Interpretation:

Demographic Variables	Particulars	Frequency	Percent
Age	16-25 Years	32	35.6
	25-35 Years	26	28.9
	35-50 Years	24	26.7
	50 or above	8	8.9
	Total	90	100
Gender	Male	46	51.1
	Female	44	48.9
	Total	90	100
Educational Qualification	Undergraduate	27	30
	Postgraduate	24	26.7
	Professional	16	17.8
	Uneducated	6	6.7

	Higher Secondary	12	13.3
	High school	5	5.6
Occupation	Salaried professional	18	20
	Business /Self employed	38	42.2
	Student	15	16.7
	Homemaker	11	12.2
	Others - specify	8	8.9
Income range	Less than 2 lakhs per annum	23	25.6
	2-5 lakhs per annum	44	48.9
	5-8 lakhs per annum	12	13.3
	8-10 lakhs per annum	8	8.9
	More than 10 lakhs per annum	3	3.3
	Total	90	100
Size of family	1-2 Members	27	30
	3-4 Members	42	46.7
	5-6 Members	16	17.8
	Above 7 Members	5	5.6

It indicates that 35.6% the age group below 16-25 years, 28.9% belong to the age group between 25-35 years, 26.7% the age group between 35-50 years, and 8.9% belong more than 50 years of age. 51.1% male respondents and 48.9% are female. 30.0% have completed their under graduation, 26.7% have completed their post-graduation, 17.8% have completed their professional degree, 6.7% are uneducated, 13.3% completed have completed their higher secondary and 5.6% have completed their completed their high school. 20.0% salaried professional, 42.2% are doing business and are self-employed, 16.7% are students, 12.2% are homemakers, and 8.9% are from other occupation back ground. 25.6% are earning less than 2 lakhs per annum, 48.9% are earning between 2-5 lakhs per annum, 13.3% are earning between 5-8 lakhs per annum, 8.9% are earning between 8-10 lakhs per annum, and 3.3% are earning more than 10 lakhs per annum. 30.0% are having between 1-2 members, 46.7% are having between 3-4 members, 17.8% are having between 5-6 members and 5.6% are having more than 7 members in their family.

Frequency of Shopping Through E-Commerce Websites:

S.No		Frequency	Percent
1	Every day	44	48.9
2	Weekly (number of times)	25	27.8
3	Monthly (number of times)	15	16.7
4	Only on occasions - specify	6	6.7
	Total	90	100

It indicates that 48.9% are shopping every day, 27.8% are shopping weekly, 16.7% are shopping monthly, and 6.7% are shopping only on occasions.

Source of Knowledge towards E-Commerce Websites:

S.No		Frequency	Percent
1	Friends	35	38.9
2	Television	18	20
3	Newspapers and magazines	2	2.2
4	Advertisement on websites	33	36.7
5	Others if any please specify	2	2.2
	Total	90	100

It indicates that 38.9% are gaining knowledge about e-commerce through friends, 20.0% are gaining through television, 2.2% are gaining through newspapers and magazines, 36.7% are gaining through advertisement on websites and 2.2% are gaining through other sources. .

Product Varieties Generally Preferred to Buy Online:

S.No	Particulars	Frequency	Percent
1	Clothing	37	41.1
2	Cosmetics	10	11.1
3	Laptops and accessories	14	15.6
4	Cameras	13	14.4
5	Books	5	5.6
6	Medicines	2	2.2
7	Food products	3	3.3

8	Sports and fitness	6	6.7
Total		90	100

It indicates that 41.1% are preferring clothing product a lot, 11.1% are preferring cosmetic product a lot, 15.6% are preferring laptops and accessories, 14.4% are preferring cameras, 5.6% are preferring books, 2.2% are preferring medicines, 6.7% are preferring sports and fitness and 3.3% are preferring food products

User Friendliness for Product Comparison with Websites:

Company	Particulars	Frequency	Percent
Amazon	Poor	23	25.6
	Moderate	28	31.1
	Neutral	12	13.3
	Good	21	23.3
	Excellent	6	6.7
	Total	90	100
Flipkart	Poor	12	13.3
	Moderate	12	13.3
	Neutral	12	13.3
	Good	45	50
	Excellent	9	10
	Total	90	100
Snap Deal	Poor	23	25.6
	Moderate	25	27.8
	Neutral	12	13.3
	Good	21	23.3
	Excellent	9	10
	Total	90	100
Myntra	Poor	34	37.8
	Moderate	21	23.3
	Neutral	12	13.3
	Good	17	18.9
	Excellent	6	6.7
	Total	90	100
Others	Poor	23	25.6
	Moderate	22	24.4
	Neutral	12	13.3
	Good	21	23.3
	Excellent	12	13.3
	Total	90	100

It indicates that 25.6% said as poor, 31.1% said as moderate, 13.3% are neutral, 23.3% said as good, and 6.7% said as excellent for user friendliness of Amazon websites for product comparison. 13.3% said as poor, 13.3% said as moderate, 13.3% are neutral, 50% said as good and 10% said as excellent for user friendliness of Flipkart websites for product comparison. 25.6% said as poor, 27.8% said as moderate, 13.3% are neutral, 23.3% said as good and 10% said as excellent for user friendliness of Snap deal websites for product comparison. 37.8% said as poor, 23.3% said as moderate, 13.3% are neutral, 18.9% said as good and 6.7% said as excellent for user friendliness of Myntra websites for product comparison. 25.6% said as poor, 24.4% said as moderate, 13.3% are neutral, 23.3% said as good and 13.3% said as excellent for user friendliness of other e-commerce websites for product comparison.

Speed of Website:

Company	Particulars	Frequency	Percent
Amazon	Poor	16	17.8
	Moderate	13	14.4
	Neutral	15	16.7
	Good	22	24.4
	Excellent	24	26.7
	Total	90	100
Flipkart	Poor	13	14.4
	Moderate	23	25.6

	Neutral	14	15.6
	Good	19	21.1
	Excellent	21	23.3
	Total	90	100
Snap Deal	Poor	15	16.7
	Moderate	16	17.8
	Neutral	17	18.9
	Good	15	16.7
	Excellent	27	30
	Total	90	100
Myntra	Poor	31	34.4
	Moderate	19	21.1
	Neutral	3	3.3
	Good	11	12.2
	Excellent	26	28.9
	Total	90	100
Others	Poor	33	36.7
	Moderate	13	14.4
	Neutral	6	6.7
	Good	12	13.3
	Excellent	26	28.9
	Total	90	100

It indicates that 17.8% said as poor, 14.4% said as moderate, 16.7% are neutral, 24.4% said as good, and 26.7% said as excellent for user friendliness of Amazon websites for speed of web site. 14.4% said as poor, 25.6% said as moderate, 15.6% are neutral, 21.1% said as good and 23.3% said as excellent for user friendliness of Flipkart websites for speed of web site. 16.7% said as poor, 17.8% said as moderate, 18.9% are neutral, 16.7% said as good and 30% said as excellent for user friendliness of Snap deal websites for speed of web site. 34.4% said as poor, 21.1% said as moderate, 3.3% are neutral, 12.2% said as good and 28.9% said as excellent for user friendliness of Myntra websites for speed of web site. 36.7% said as poor, 14.4% said as moderate, 6.7% are neutral, 13.3% said as good and 28.9% said as excellent for user friendliness of other e-commerce websites for speed of web site.

COVID Pandemic Increasing Online Purchase of the Respondents:

S.No		Frequency	Percent
1	Yes	61	67.8
2	No	29	32.2
Total		90	100

It indicates that 67.8% agree towards COVID pandemic increasing their online purchase and 32.2% said that the COVID pandemic is not increasing their online purchase.

Inference – the majority 67.8% are COVID agree towards COVID pandemic increasing their online purchase.

E-Commerce Site Preferred During COVID Pandemic by the Respondents:

S.No		Frequency	Percent
1	Flipkart	35	38.9
2	Amazon	29	32.2
3	Snapdeal	10	11.1
4	Myntra	10	11.1
5	Others specify if any	6	6.7
Total		90	100

It indicates that 38.9% preferred Flipkart during COVID pandemic, 32.2% said as Amazon, 11.1% said as Snapdeal and Myntra and 6.7% said as other E-commerce sites.

Inference – Maximum of the respondents 38.9% said that they are preferring amazon site a lot during COVID pandemic situation.

Factors Binding the Respondents and Ensuring their Loyalty in Them to a Particular Online Brand:

S.No		Frequency	Percent
1	Good service (quality of product delivered)	29	32.2
2	Competitive pricing	25	27.8
3	Variety of product options	18	20

4	Ease and security of payment	17	18.9
5	Any other – please specify	1	1.1
Total		90	100

It indicates that 32.2% said as good service (quality of product delivered), 27.8% are competitive pricing, 20.0% said as variety of product options, 18.9% said as ease and security of payment and 1.1% said as other factors.

Inference – maximum of the respondents 32.2% said as good service for factors binding them and ensuring their loyalty in them to a particular online brand.

Findings:

- It is revealed that 35.6% of the respondents are from the age group between 16-25 years.
- It is disclosed that 51.1% majority of the gender respondents are male respondents
- It is identified that majority 30.0% of the respondents taken for the study have completed their undergraduate level.
- It is revealed that majority of the respondents 42.2% are doing business and is self-employed.
- It is known that majority 25.6% of the respondents income range is less than 2 lakhs per annum
- It is known that majority 46.7% of the respondents are having between 3-4 members in their family.
- It is revealed that 48.9% of the respondents are shopping every day through e-commerce websites.
- It is identified that 38.9% are gaining knowledge about e-commerce through friends.
- It is known that 30% are preferring Myntra website a lot.
- It is identified that 41.1% are preferring to purchase clothing product through online.
- It is revealed that 31.1% said as moderate user friendliness of websites for product comparison.
- It is identified that majority 32.2% said as good for user friendliness of websites for price comparison.
- It is revealed that user friendliness towards product, prices and payment options of Flipkart was good when compared to other e-commerce websites taken for the study.
- It is identified that user friendliness towards speed of web site of Amazon was good when compared to other e-commerce websites taken for the study.
- It is known that 34.4% are neutral towards perception on speed of website.
- It is revealed that 30.0% said as that they are moderately preferring e-commerce websites for the convenience.

Suggestions:

After analysing the data and scrutinized findings there are suggestions as follows:

- With so many devices and so many different screen sizes the companies need a design that will look great across all platforms. While their design may look wonderful on a large computer screen, that same design might be clunky and hard to use on a cell phone screen. A responsive design will be beautiful and easy to use on all platforms.
- The companies can give customers a perfect bundles that experts pick out is something that customers really enjoy. It gives them the perfect idea of what to buy. They also feel like they are saving time by having everything they want already packaged together.
- The customers need to easily be able to find what they want. The search options should be obvious and well organized. The categories should lead to the discovery of new and great products that the customer may not have thought of.
- Their checkout should be clean and simple. Once a customer starts on that track, advertisements, other product options, and anything that can lead them to click away from that page should be gone. The customer should know how many steps they have to complete to purchase and have a clear path to move forward.
- Customer service is very important. The companies need to be easy to reach when a user has a question or concern. The faster their concerns can be addressed the more likely they are to buy. Live chat is an easy way to make yourself accessible.

Conclusion:

It is concluded that customer service is very important. The companies need to be easy to reach when a user has a question or concern. The faster their concerns can be addressed the more likely they are to buy. Live chat is an easy way to make yourself accessible.

References:

1. Akter, M., & Sultana, N. (2020). Digital marketing communication and consumer buying decision process in pandemic standpoint (Covid-19): an empirical study of Bangladeshi customers' in branded cosmetics perspective. *Open Journal of Business and Management*, 8(06), 2696.
2. Ali, B. (2020). Impact of COVID-19 on consumer buying behavior toward online shopping in Iraq. *BJ* (2020). Impact of COVID-19 on consumer buying behavior toward online shopping in Iraq. *Economic Studies Journal*, 18(42), 267-280.

3. Ali, S., Khalid, N., Javed, H. M. U., & Islam, D. M. (2021). Consumer adoption of online food delivery ordering (OFDO) services in Pakistan: the impact of the COVID-19 pandemic situation. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(1), 10.
4. El Junusi, R. (2020). Digital marketing during the pandemic period; A study of islamic perspective. *Journal of Digital Marketing and Halal Industry*, 2(1), 15-28.
5. Kim, R. Y. (2020). The impact of COVID-19 on consumers: Preparing for digital sales. *IEEE Engineering Management Review*, 48(3), 212-218.
6. Nagasudha, R., Shruthi, C., & Raj, K. (2020). Article on role of digital marketing during covid-19 pandemic in india. *Journal Home Page: <https://mcom.sfgc.ac.in/online-journal> ISSN, 2581, 6748.*
7. Nofal, M. I., Al-Adwan, A. S., Yaseen, H., & Alsheikh, G. A. A. (2020). Digital marketing effect to intention to domestic tourism during COVID-19 in Jordan. *Periodicals of Engineering and Natural Sciences (PEN)*, 8(4), 2471-2483.
8. Sharma, A., & Jhamb, D. (2020). Changing Consumer Behaviours Towards Online Shopping-An Impact Of Covid 19. *Academy of Marketing Studies Journal*, 24(3), 1-10.
9. Vapiwala, F. (2020). Digital Marketing-A Saviour for Businesses in Times of a Pandemic. *International Journal of Research in Engineering, Science and Management*, 3(9), 159-161.