

**IMPACT OF ONLINE SHOPPING AMONG THE TEACHING FACULTIES - POST THE COVID RESTRICTIONS IN TAMIL NADU STATE**

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**Abstract:**

The COVID-19 pandemic has forever changed many people to utilise online shopping .The survey, entitled “**IMPACT OF ONLINE SHOPPING AMONG THE TEACHING FACULTIES POST THE COVID RESTRICTIONS IN TAMIL NADU STATE**”, studied how the pandemic has affected how people shop online and employ digital solutions to meet their demands. This study covers the entire state of Tamilnadu and this survey was conducted for the period during August 2021 to December 2021.

Some 51% indicated they now shop online more often because of the epidemic, while also citing it as the major source of news, health information, and digital entertainment. There are so many online service providers do exist and providing their very best to their online customers. This research mainly tries to discover the impact of online shopping during post pandemic situation and the satisfaction level provided by various online service providers. This study also provides the service providers some suggestions also still to improve in their services.

Consumers in emerging markets have shifted the most to e - shopping, and they are very much used to it now of their practise.

“The COVID-19 pandemic has accelerated the shift towards a more digital world. The changes we make now will have lasting effects as the world economy begins to recover,” said UNCTAD Secretary-General Mukhisa Kituyi.

As the globe proceeds from pandemic response to recovery, the need to ensure that all countries can benefit from digitization is highlighted by the worldwide acceleration of internet purchases, he added.

**Key words:Online, shopping, Covid, E-Commerce, service provider, Service, Customers.**

**Introduction:**

In the last several decades, people's lives have changed dramatically. Individuals are made to feel uneasy and waste time when they visit crowded markets. Since it saves you so much time, online shopping may be a lifesaver. In the context of online shopping, a customer may buy goods and services directly from a seller without the need for an intermediary service provider. From the comfort of their own homes, customers may explore and purchase at online stores using a computer or an Android mobile device. Because so many people have access to the internet both at work and at the front desk, buying online is possible every day of the week, 24 hours a day. Internet purchasing is quite convenient for them because of this. When it comes to Christmas shopping, the convenience of not having to stand in long lines or hunt for a certain item is one of the many benefits of going online.You may find a wide variety of items on the internet. Because of this, the researcher is particularly curious on what kinds of products people like. As a consequence, we were able to get in touch with 138 people and learn more about their online shopping habits.

Online shopping is growing more and more popular for a multitude of reasons. It's no secret that things like increasing gas costs, traffic congestion, and the general dissatisfaction with conventional merchants like malls and other traditional retailers are contributing to the growing popularity of online shopping. By reading the reviews posted by past customers, consumers may learn everything they need to know about a

certain product. If you're looking to purchase anything, you don't have to rely on word-of-mouth recommendations from loved ones anymore since there are a plethora of product reviews accessible online from actual customers.

Also, many online service providing companies has also emerged during a decade. Companies like Amazon, Flipkart, Ebay, Walmart, Alibaba, Target, Bestbuy, Groupon, Ikea and still many are providing their online shopping services to online customers in a very efficient manner.

#### **Review of Literature:**

1. **Hoffman and Novak** the number two is an example of this (1996) Internet marketing stands apart from other forms of advertising due to its emphasis on user participation. Because of the Internet's improved potential for direct connection between consumers and suppliers of products and services, online customers today have more leverage and bargaining power than those who shop in brick-and-mortar establishments.
2. For the first time in history, buyers were able to compare and assess products and services without being hounded by salespeople thanks to the Internet. (**Geissler & Zinkhan, 1998**). Customers and merchants alike profit from internet shopping since it reduces transaction fees. Internet retailers, on the other hand, have significant disadvantages as compared to traditional brick-and-mortar businesses. Online shoppers have no idea what they're getting when they buy anything from a merchant because of the virtual nature of the internet (seeing, touching, tasting, smelling, and hearing). Because there is no face-to-face interaction between customers and online retailers, they may develop a low level of trust and a high level of fear. This difficulty may be alleviated by technological solutions, such as the online recommendation agent. Negotiation agent Xiao and Benbasat's (2007; Xiao and Benbasat, 2003) (Huang and Sycara, 2002; Huang and Lin, 2007).
3. **Schiffman and his colleagues (2001)** Traditionally, the notion of consumer purchasing decision-making may be represented as a continuum that ranges from regular problem-solving behaviours to more extended problem-solving behaviours.
4. It is possible to compare the consumer's confidence in an online company with their trust in the shop itself. Thus, the most important variables for building customer confidence in online purchase were trust, certification organisations and the use of public key encryption infrastructure, according to Hoffman et al. [1999]. Internet company trust is necessary but not sufficient for online purchasing behaviours, according to Kini and Choobineh [1998]. In order to make an online purchase, the customer needs have trust in the transaction channel as well.
5. Technology allows online consumers to obtain product and service data from all around the globe, as well as sources other than the product provider. Customers are seeking more power, less labour, and more efficiency when purchasing because of a shortage of time, a limited ability to process information, and an explosion of information on the internet. Web companies must set up an efficient system that allows customers to rapidly identify what they need, learn more about it, and make a purchase decision swiftly in order to meet the needs of consumers who want control and convenience [Baty and Lee, 1995].
- 6 . 5. Information technology gives online customers unprecedented access to product and service information from all over the world and from a variety of sources other than the product vendor. Customers have demanded more power, less effort, and more efficacy when purchasing as a result of the addition of reduced time available for shopping, restricted information-processing capability, and the explosion of information on the web [Jarvenpaa and Todd, 1997]. Web businesses must develop an efficient system that allows customers to easily identify what they need, learn more about it, and make a purchase decision fast in order to react to their desire for control and convenience [Baty and Lee, 1995].Mathwicketal., (2002) , "If online shopping meets this ideal by enabling
7. the consumer to accomplish the shopping task he or she has set out
8. to perform , then consumers will judge the Internet shopping
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**Objectives of the Study:**

1. To analyse the satisfaction level of online shopping among the teaching faculty in Tamilnadu state.
2. To know the most satisfied online shopping platform across the teaching faculties.
3. Also, to find out the prominent payment method used by the respondent.
4. To give pragmatic suggestions.

**Need of the study:**

Due to the pandemic situation, and because of lockdowns and maintenance of social distancing people are not showing interest to go for direct shopping.

Also because of the technological development, usage of internet by people and Digitalization, so many online shopping company has come into the picture and providing online shopping facilities to customers. In this context, the researcher wants to study about the impact of online shopping during post Covid period and also likes to know the satisfaction level provided by various online shopping platform during the post Covid situation.

**Scope of the study:**

In the researcher's point of view this study has a wider scope. This study mainly focus on the online shopping impact, quality of services provided by service providing company. At the outset, wherein which the service providers can come to know about their leverages and their non leverages by which they can improve their service still more better to serve the community. This study will be useful for all type of online service providers.

**Methodology:**

The Researcher has used convenient sampling technique as online shopping is adaptable by all the consumers. The following are the tools used to analyse the data.

1. One way Anova – It is used to determine the effect of one nominal variable and a dependent variable. To analyse the satisfaction level of online shopping among the teaching faculties across their age groups and gender this tool was used.
2. Multiple response analysis was used to know the prominent online shopping sites use by the respondents.
3. Descriptive statistics to know the frequently used payment gateway for online shopping.

**Hypothesis:**

**H<sub>01</sub>:** There is no differences in the satisfaction level on online shopping among the respondent's across the age group.

**H<sub>02</sub>:** There is no differences in the satisfaction level on online shopping among the respondent's on the basis of the Gender.

**One way Anova: Table 1. Age and satisfaction**

ANOVA

SL

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.822	3	.607	.663	.576
Within Groups	122.649	134	.915		
Total	124.471	137			

**Table 1.1: Levene Test**

**Test of Homogeneity of Variances**

SL

Levene Statistic	df1	df2	Sig.
1.936	3	134	.127

**Inference:** It is clear that from the above table that the P value > 0.05. Hence, it is not significant. Hence we accept the null hypothesis. It's safe to conclude that the respondents' levels of satisfaction aren't influenced by their age.

**The Levene test of homogeneity**, also insists on accepting null hypothesis.

**Table 2. Gender and satisfaction**

vcANOVA

SL

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.059	1	.059	.064	.800
Within Groups	124.412	136	.915		
Total	124.471	137			

**Table 2.1: Levene Test**

**Test of Homogeneity of Variances**

SL

Levene Statistic	df1	df2	Sig.
1.372	1	136	.244

**Inference:** It is clear that from the above table that the P value > 0.05. Hence, it is not significant. Hence we accept the null hypothesis. And can be inferred that, there is no difference in satisfaction level of the respondents on the basis of their Gender.

The Levene test of homogeneity, also insists on accepting null hypothesis.

**Table 3 Multiple Response Analysis**

**bsites Frequencies**

		Responses		Percent of Cases
		N	Percent	
bsites <sup>a</sup>	Amazon	61	11.5%	51.7%
	walmart	53	10.0%	44.9%
	Ebay	59	11.1%	50.0%
	Alibaba	53	10.0%	44.9%
	Target	50	9.4%	42.4%
	Bestbuy	45	8.5%	38.1%
	Flipcart	84	15.8%	71.2%
	Groupon	40	7.5%	33.9%
	ikea	51	9.6%	43.2%
	others	36	6.8%	30.5%
Total		532	100.0%	450.8%

a. Dichotomy group tabulated at value 2.

**Inference:**

By this analysis, the researcher can come to know the choices preferred by the respondents. It is clear that majority (71.2%) of the respondents do prefer Flipcart, the study also shows that (51.7%) of the respondents are using the Amazon platform. Third, Followed by Ebay (50%), the fourth option of the respondents is with walmart (44.9%) and Alibaba (44.9%) followed by ikea (43.2%) in the fifth position and Target (42.4%) usage by respondents, followed by Bestby (38.1%) of the usage, Followed by Groupon and final other choices also used by the respondents (30.5%)

**Table 4 Descriptive Statistics:**

**Mode of payment**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Debit card	66	46.2	47.8
	Credit card	12	8.4	56.5
	Google check out	23	16.1	73.2
	Others	37	25.9	100.0

Total	138	96.5	100.0
Missing System	5	3.5	
Total	143	100.0	

**Inferences:**

From the above table, it is clear that most of the respondents (**46.2%**) are making payment for online shopping via Debit card, followed by 25.9% of the respondents are paying out of other modes like cash payment etc, followed by 16.1% of the respondents are paying via google mode, followed by 8.4% of the people are using credit cards for their payments.

**Findings:** From the study the researcher can come to know that placing of an order for any product is easy in online by the respondents. It is found that majority of the respondents are male for online shopping mostly with PG qualification and working in IT sector. Most of the respondents are used to Flipkart platform followed by Amazon. Most of the respondents are ordering mobile and mobile accessories and cosmetics as their preferences. Frequently respondents are ordering monthly twice for online shopping, The vast majority of respondents are really pleased with the ease with which they were able to place their order, as well as their services and savings. Hypothesis was developed to know whether any difference lies in the satisfaction level on online shopping among the respondents across the age groups, one way Anova was applied for the same. It was inferred that Low F value and High P value, the difference is not significant enough to comment on it. To conclude, we have no choice but to admit that there is no difference in satisfaction levels across groups. Levene test also conducted to test the significance. Since the P value is more than the significant range it was inferred that there is no difference in the satisfaction.

**Policy Implications:**

Following are the policy implications offered by the researcher.

- Online shopping is easy but it can be made more secure.
- More privacy should be implemented.
- Product displayed sometimes differs with the product supplied. It should be improved.
- Online shopping is yet to catch up in our towns. Internet penetration is not enough.

**Conclusion:** Online shopping is becoming trending now a days. This made easy because of the technological development and digitalization among the people. On the successful completion of the study, the researcher concludes that the most used online platform is Flipkart followed by Amazon. Respondents have given a good feedback about their service, price, offers given, varieties and so on. The majority of respondents are really pleased with the prices offered by these platforms. The study of "Impact of internet purchasing among the Teaching faculties - post the Covid restrictions in Tamilnadu state" was thoroughly examined by the researcher. It is believed that, despite the wide range of products available in the market, a big percentage of respondents prefer to buy mobile phones and accessories online, followed by cosmetics and apparel after the restriction period has passed.

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- ⊗ Product displayed sometimes differs with the product supplied. It should be improved.
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**CONCLUSION:**

The researcher made a thorough analysis over the Study of customer preference towards online shopping with reference to Nagercoil town. It is of the opinion that, though there are a number of products available in the market, large number of respondents mostly prefer to purchase Books through online shopping. Because variety of Books are available while searching online web stores.

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