

DIMENSIONS OF COVID 19 IMPACTS ON ONLINE SHOPPING BEHAVIOUR OF CONSUMERS

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Abstract

The study examined the diverse impacts caused by COVID-19 on online shopping behaviour of consumers. In light of this, preliminary exploratory study was carried out with the purpose of gaining a fundamental comprehension of the aspects that play a significant role in deciding whether or not to engage in online purchasing. In this research, a structured questionnaire was used, and the responses were of a closed-ended type. Because there are an endless number of people shopping online, a method called non-probability sampling was utilized to collect data from the population. The judgmental sampling methodology is one of the many different non-probability sampling methods that have been utilized. For the purposes of the research, it is important to have access to a sample size of about 273 participants from Chennai. The study uses path modeling for examining the impacts caused by the online shopping behaviour towards e-commerce products. The study clearly explains that the COVID-19 has created significant shift towards the online shopping which is much convenient for the consumers. The consumer feels that the effects of COVID-19 has created vital impacts on the purchasing pattern which determines the online shopping behaviour and its evident from the opinions of consumers.

Keywords: Online Shopping Behaviour, COVID – 19, Online Consumers and Chennai

Introduction

Increases in both internet penetration and the health of the Indian market have contributed to the sector's meteoric rise in recent years. E-commerce and other forms of electronic automation have skyrocketed in popularity in India. India's rural communities are becoming more economically connected because to the rise of e-commerce. Since a growing number of Indians now have the ability to utilize the internet and other forms of digital technology, it's crucial that we establish a connection between the growth and impact of online shopping in the country's specific environment." As the amount of digital buyers increased, it was inevitable that internet adoption would also grow.

In order to have a greater influence on the Indian market, more internet penetration is essential, as is the widespread availability of smartphones and the proliferation of internet service providers. It is the act of a consumer making a direct financial transaction with a seller via the World Wide Web. Many clients use internet access from their residences and places of work,

which implies that online businesses are generally available around the clock. Therefore, it is quite convenient for them to purchase online. When you shop online, you have access to a plethora of options. Simply accessing online shops on their phones or computers, customers are able to shop from any location of their choosing, whether it their homes or places of employment, depending on what is most convenient for them. There is a huge variety of products available at a wide range of costs on online shopping websites. These websites cater to shoppers of all financial means and provide a wide selection of items.

During the pandemic, there was panic purchasing, which was witnessed as strong demand online and the liquidation of physical retail outlets. The whole process of the supply chain in the nation is disrupted as a result of time limits, restrictions on the free movement of vehicles, and lockdowns. The supply chain experienced significant disruption at each point. Retailers, on the other hand, struggled due to a lack of competent sourcing method, which had an effect on both their deliveries and their inventories. The other criteria is one of recordkeeping, which requires careful attention to be paid to a central vault. Retailers have to deal with the problem of recalibrating their stocks and adjusting their purchase strategies to lean more toward popular products. Additionally, they have to lead customers to areas that have active course offerings. Additionally, retailers should try to beat the shipping and movement timings of internet businesses. Customers are utilizing online purchasing at a rate that has never been seen before as a result of more extensive electronic business methods and lower movement time. Customers are constantly switching between in-person and online shopping, and they continue to shop at businesses that provide the most attractive payment plans.

Increase in the number of electronic game plans. The post-COVID, customers are looking for a more consistent connection right now, particularly in terms of omni-channel segmentation options and multichannel purchasing options. The ability of companies to engage with customers whenever, wherever, and whatever they like is a significant challenge. If b2b merchants want to provide a meaningful multi-channel buying experience for their customers, they need to provide something trustworthy that contributes to, regards, and the overall customer experience across all of the channels. In any way, coordinated advertising professionals are generally going toward enormous pressure in order to provide pleasant customer interactions in these rapidly moving occasions. One further reason why today's merchants are having such a hard time is their inability to gather information and adjust their associations based on the wants of their customers. Unfit and tough retail starts are now the greatest cause for worry for retailers in light of the various challenges they are currently facing. Complications in the production network, along with turbulence in the stock association, have led to either the production of deadstock or the absence of stock.

This again puts forth an association of purchasing items online that does not take into consideration the demands of the customer, which may lead to stressful purchase experiences. Other retail execution challenges include contradicting evaluations across channels, confusing foundations and show portions, super stock, and framework concerns, to name a few examples each. Promoters have an appreciation for their item, but they fail to have a grasp of their true

clients. As a result, they end up organizing an online shopping experience that focuses on the item rather than the preferences of their customers.

Review of Literature

*Sharma, A., & Jhamb, D. (2020)*¹

Since the introduction of work-from-home options prior to the closure, online purchasing has significantly increased. But this couldn't go on indefinitely. Internet advertising and shopping were severely impacted by the 21-day blockade in India. How much the Coronavirus scare will affect people's moods and purchases online wasn't immediately apparent. How the sale will influence individuals throughout the globe, both individually and professionally, over the coming weeks and months remains to be seen. The impacts of the global epidemic on anything from paper towels to baby items to pet food are addressed in this study. Social commerce, often known as advertising on the internet and social networking sites, has proven successful for certain companies. Forty-six percent of shoppers say they consult social media for advice and suggestions before making a purchase. Although the data suggests that online business and advertising will swiftly recover, the epidemic's losses and shift in the industry's paradigm should not be forgotten.

*Eger, L., Komárková, L., Egerová, D., & Mičík, M. (2021)*²

The study's goal is to provide data that may be used to assess how the COVID-19 pandemic has affected purchasing decisions. The findings demonstrate that consumers' habits changed significantly in the Czech context when the second wave of the COVID-19 epidemic got underway. Researchers in one nation polled internet customers across three generations to gauge how the pandemic had altered their spending habits and priorities. We use multiple regression analysis to show that customers' in-store and online spending habits around COVID-19 were affected by the fear appealing. The data reveal that there are parallels and differences in the shopping patterns of various generations. This research is helpful for academics and professionals, especially merchants and marketers, since it provides empirical support for and expands generation cohort theory in regards to changes in consumer behavior during the Covid-19 pandemic from a Central European perspective.

*Gu, S., et.al., (2021)*³

With the COVID-19 outbreak as a background, this study set out to give a systematic framework for examining the linkages between and the relative relevance of the variables prompting online consumers' purchasing behavior. A modified version of Cattell's questionnaire and correlation analysis were used as research methods. In order to better understand how online customers behave right before making a purchase, this study used a questionnaire-based methodology. Participants were purchasers from the top 10 e-commerce marketplaces worldwide.

¹ 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.

² Eger, L., Komárková, L., Egerová, D., & Mičík, M. (2021). *The effect of COVID-19 on consumer shopping behaviour: Generational cohort perspective*. Journal of Retailing and consumer services, 61, 102542.

³ Gu, S., Ślusarczyk, B., Hajizada, S., Kovalyova, I., & Sakhbieva, A. (2021). *Impact of the covid-19 pandemic on online consumer purchasing behavior*. Journal of Theoretical and Applied Electronic Commerce Research, 16(6), 2263-2281.

The suggested methodological toolbox to analyze online consumers' buying habits is the scientific contribution, since it reveals the most significant impacts on shoppers' choices and enables an examination of the evolving nature of their behavior across the research period. The results of this investigation shed insight on how customers' online shopping behaviors change during COVID-19 pandemics. The influence of the consumer has risen as their knowledge and expertise have increased. A behavioral change reflects consumers' growing sophistication while shopping online. This study revealed how the influence of the factors affecting online shoppers' behavior changed during the course of the epidemic. Research shows that consumers increasingly appreciate the ability to make quick selections while shopping online.

Ali, B. J. (2020)⁴

With more people having access to the internet, online shopping has exploded in popularity due to its ease of use, including secure transactions and quick delivery. Given the restrictions, online shopping is more appealing than ever, as shown by COVID-19. This study set out to learn how COVID-19's restrictions on long-lasting electronic goods purchases were handled by Iraqi customers. Secondary Samsung sales data and historical documents are analyzed to support the hypothesis that the epidemic may have encouraged Iraqi consumers to embrace technology, as seen by a spike in online purchases, and solidify Samsung's position as the market leader in consumer electronic durable products in the nation. Some economies have had trouble adjusting to internet shopping despite the worldwide effect of the pandemic on conventional retail sales. Nonetheless, many are adapting by supporting creative fixes. In light of the constraints imposed by COVID-19, it is possible that Iraqi consumers have become more tech-savvy and changed their consumption patterns as a result.

Moon, J., Choe, Y., & Song, H. (2021)⁵

The COVID-19 epidemic has decimated Korean society since the end of the year. Since the epidemic, a lot of individuals have started doing their usual things online, including shopping and making appointments. In light of the epidemic, this research looked at the characteristics of in-store buyers. After the COVID-19 epidemic subsided, participants were also asked how frequently they planned to use online and offline purchase channels so that researchers could examine the variables that drove their choice of channel. This research will help explain how customers' purchasing habits change in the wake of a catastrophic event like a pandemic.

Sayyida, S., Hartini, S., Gunawan, S., & Husin, S. N. (2021)⁶

The COVID-19 pandemic has repercussions on the business world. These days, consumers would rather engage with businesses and their peers in online forums than in person. Brick-and-mortar stores are the only places where customers may physically examine and perhaps purchase

⁴ *Ali, B. J. (2020). Impact of COVID-19 on consumer buying behavior toward online shopping in Iraq. Ali, BJ (2020). Impact of COVID-19 on consumer buying behavior toward online shopping in Iraq. Economic Studies Journal, 18(42), 267-280.*

⁵ *Moon, J., Choe, Y., & Song, H. (2021). Determinants of consumers' online/offline shopping behaviours during the COVID-19 pandemic. International journal of environmental research and public health, 18(4), 1593.*

⁶ *Sayyida, S., Hartini, S., Gunawan, S., & Husin, S. N. (2021). The impact of the COVID-19 pandemic on retail consumer behavior. Aptisi Transactions on Management (ATM), 5(1), 79-88.*

an item. The aim was to determine whether the COVID-19 pandemic has affected consumers' purchasing behavior. During the peak of the COVID-19 pandemic, webrooming and complete online buying were the most common purchasing strategies. Retail sales data from these countries show that despite e-commerce's fast expansion, it still makes up less than 30% of total retail sales. This research might help retailers adjust their strategies before the spread of the COVID-19 pandemic.

*Patil, B., & Patil, N. (2020)*⁷

The research tried to explore the influence of new coronavirus illness (COVID19) on the consumers purchasing behavior. In India during early stage of new coronavirus illness cases was higher reported by overseas tourists. The number of COVID-19-positive patients in India rose due to a rise in the number of people who traveled within the country by plane, train, and bus. The impact of a new coronavirus illness on the Indian market has been substantial. In this lockdown environment, consumers' habits have abruptly shifted. Early on, customers did not take the COVID-19 crisis seriously. The government of India has implemented preventive measures, and the media has raised the profile of the problem. There was hesitance, confusion, and caution throughout that period. After a statewide lockdown was announced, people rushed to stores to stock up on necessities. People's habits and perspectives have been profoundly altered by the news they've seen on TV and in other media. The public panicked as they hurried to the stores to get necessities before they ran out. Companies involved in online advertising stopped their operations during the shutdown to ensure the safety of their customers and employees. In that day, buyers were not as brand-aware as they are now.

*Sheth, J. (2020)*⁸

The COVID-19 outbreak, lockdown, and social distance rules have all disturbed with people's typical buying and spending activities. The modern consumer is a savvy and flexible creature. When consumers are unable to make it to the store for any reason, the store will come to them. The introduction of stringent new laws and processes is likely to affect how individuals shop for and obtain items and services, even if they are returning to their previous patterns. We may anticipate the creation of new forms of behavior at the nexus of employment, leisure, and education as a result of demographic shifts, technological developments, and creative coping techniques on the side of consumers.

*AL-Hawari, A. R. R. S., Balasa, A. P., & Slimi, Z. (2021)*⁹

Two CEOs of local e-grocery stores, one CEO of a logistical help providing firm, and three customers were interviewed to enhance the survey's analysis of prospective future operational moves in online foods in Oman. According to the numbers, many individuals stopped going to stores and instead bought all of their food and cleaning supplies online as a consequence

⁷ *Patil, B., & Patil, N. (2020). Impact of COVID-19 pandemic on consumer behaviour. Mukta Shabd Journal, 9(5), 3074-3085.*

⁸ *Sheth, J. (2020). Impact of Covid-19 on consumer behavior: Will the old habits return or die?. Journal of business research, 117, 280-283.*

⁹ *AL-Hawari, A. R. R. S., Balasa, A. P., & Slimi, Z. (2021). COVID-19 impact on online purchasing behaviour in Oman and the future of online groceries. European Journal of Business and Management Research, 6(4), 74-83.*

of the COVID-19 outbreak. It's difficult to foresee how electronic food transit movements would develop in Oman, given the existing state of the covid-19 and the way of life of Omani inhabitants. However, with more people using Covid-19, online grocery shopping in Oman has a bright future. The results showed that consumers' shopping habits had been affected by COVID-19. Respondents advocated for a rise in product quality at Omani electronic supermarkets as a means of attracting new customers. They called for a bigger distribution network that would cover all of Oman's important cities rather than just a chosen few.

Neger, M., & Uddin, B. (2020)¹⁰

This research looked specifically at how Bangladeshi consumers shopped online before to, during, and after the current COVID-19 epidemic. During the COVID-19 epidemic, studies examined several facets of online buying, including as products, prices, time savings, payments, security, administration, and even psychology. A total of 230 internet users in Bangladesh were polled between May 10 and June 10, 2020, using a standard questionnaire with five-point Likert scales. There was no attempt to guarantee a representative sample size. Descriptive statistics, in addition to reliability and multiple regression, were used to examine the data. During the COVID-19 epidemic in Bangladesh, we found a positive and statistically significant correlation between online shopping behavior and all factors except price and security. During the present COVID-19 outbreak in Bangladesh, this study is crucial for e-marketing organizations as it reveals the true strategy of online purchase among Bangladeshi clientele.

Research Gap

Global businesses and communities have been severely impacted by the COVID-19 epidemic. Many other sectors of society have also felt the effects of the epidemic. This unprecedented situation has had a major influence on business practices and consumer habits, and it has ramifications for consumers in a variety of ways. The surveys that were conducted following the initial wave of research suggested that customers all around the world are taking a fresh look at the brands and goods that are available to them. In the research that was carried out. Additionally, an evaluation of the influence of the impulse purchase behavior of consumers in India during this circumstance based on fear was carried out. Marketing segmentation is a crucial component in gaining an insight of consumers' purchase behaviors. A segmentation method that is based on cohorts of generations might be quite helpful. According to what was indicated, persons of the same age cohort have comparable beliefs, which in turn influence views, tastes, as well as buying patterns and behavior. In a similar vein, research suggests that the experiences, beliefs, fundamental principles, mindsets, and preferences of generational cohorts impact the behaviors of those cohorts. Therefore, compared to the previous surveys, the research gap is to investigate the effects that were caused by the COVID-19 on the buying behaviors of customers who do their shopping online.

Statement of the Problem

¹⁰ *Neger, M., & Uddin, B. (2020). Factors affecting consumers' internet shopping behavior during the COVID-19 pandemic: Evidence from Bangladesh. Chinese Business Review, 19(3), 91-104.*

When COVID-19 happened, it triggered a rush of people to acquire consumer goods via online shopping sites, which resulted in supply running dangerously short. This put people's lives in jeopardy. As a result of the COVID-19 epidemic, consumers' behaviors have shifted away from contact consumerism and toward non-contact consumerism. Even while pandemics do not occur very often, even a single instance of one may do an incalculable amount of harm. The domains of medicine and law are the most common places to find analyses and trends in research that are connected to illnesses and epidemics. This paradigm evolved once again when the COVID-19 epidemic started, which caused a rapid surge in people's desire to consume media and food online rather than in person. The administration of the country advises citizens to maintain a certain level of social distance in order to protect themselves. It demands one to abstain from engaging in activities that take place in the outside world, such as getting together with another person or even just leaving their house. The upshot has been a surge in online retail sales as an increasing number of shoppers choose to do their shopping from the comfort of their own homes. People's fears of infection have led them to stay inside, reduce their participation in public events, and isolate themselves socially, all of which have had a negative impact on traditional retail sales. After the revision of retail sector sales trend numbers, the reported reduction in sales from COVID-19 is the second largest. Because of that, we have some news to share. As a consequence, the goal of this study is to explore the ways in which consumers' purchasing patterns have altered as a result of the implementation of the COVID.

Research Questions

- What are the various impacts caused by COVID -19 on online shopping behaviour of consumers using e-commerce products?

Importance of the Study

Consumers have shown stockpiling behaviors that greatly differ from their typical buying behavior, and this has led to retailers experiencing considerable disruptions. An instant rise in the need for other means of distribution has occurred as a direct result of the lesser accessibility of shop premises, which, when paired with the increased health concerns of customers, has had a compounding effect. Unanticipated laws that impose social distance are having an additional significant influence on the buying method that people choose to use. For instance, throughout the COVID-19 pandemic crisis, the number of people shopping for groceries online has considerably grown, despite the fact that over the last decade it has shown steady but restricted development. Also, customers who are older and less technically skilled have begun to find and appreciate online shopping, and they are grateful for the increased security that technology provides. In addition to the growth of online shopping, the popularity of alternative distribution methods that do not need direct engagement with actual people may also increase. As people have started to adjust their behavior in response to the pandemic crisis, their reactions to the measures taken by companies have begun to shift. It is probable that firms that have a strong socially responsible positioning may thus be more exposed to punishment from customers if it is believed that they have broken the promises that they made about their positioning when the epidemic was ongoing. On the other hand, the desire for online shopping among consumers has expanded since it enables

customers to access a vast assortment of things and products from the comfort of their own homes, while also providing a high degree of convenience, safety, and door-to-door delivery services. In addition, customers who buy their goods online get greater value for their money than those who shop at conventional supermarkets, even though both types of establishments charge about the same prices. In addition, the pandemic inspired a large number of organizations and enterprises to transition their traditional offerings to online services. This eased online buying for clients and made shopping safer, more pleasant, and more flexible. Therefore, it made people safer by bringing their belongings to their houses and lowering the amount of time they spent out shopping. The trends could have altered the online shopping behaviour of consumers using the e-commerce products which frames the significance.

Objectives of the Study

- To examine the diverse impacts caused by COVID-19 on online shopping behaviour of consumers.

Research Methodology

In the midst of a pandemic, the approach that is provided in this study makes it possible to determine the likelihood that consumers would mimic the behaviors of others. However, the normalized parameters collected from the survey are unique to online shoppers who have not completed their purchases (yet) and may not be applicable to other kinds of customers. This is because the survey was only conducted with shoppers who had not completed their purchases. The characteristics that were chosen are reflective of an increase in the frequency of consumers making purchases online in general; however, the findings cannot be generalized to customers who have just made an online purchase. For the purpose of this study, participants were needed to choose their buying habits with respect to an online viewpoint in terms of visible aspects. In light of this, preliminary exploratory study was carried out with the purpose of gaining a fundamental comprehension of the aspects that play a significant role in deciding whether or not to engage in online purchasing. In this research, a structured questionnaire was used, and the responses were of a closed-ended type. The researchers have utilized a Likert scale with five points to encourage the participants' answers. The responder has circled the point that most closely represents how he or she would characterize the thing that is being graded. Because there are an endless number of people shopping online, a method called non-probability sampling was utilized to collect data from the population. The judgmental sampling methodology is one of the many different non-probability sampling methods that have been utilized. For the purposes of the research, it is important to have access to a sample size of about 273 participants from Chennai. The study uses path modeling for examining the impacts caused by the online shopping behaviour towards e-commerce products.

Analysis and Interpretations

The path model was used in order to investigate the impact that COVID-19 had on individuals' propensities in the research region to engage in online purchasing. The COVID-19 outbreak has had a substantial influence on consumers' propensity to purchase online, which in turn has had an effect on the items sold via e-commerce platforms all over the globe. The effects of COVID-19 are evaluated using the following elements and variables, with the views of customers whose

purchases are based on e-commerce items serving as the primary source of information. The following explains the coding process

- I. Shift to Online Shopping based on Ease of Shopping - SOSES**
 - a. Promoted Online Shopping - SOSES1
 - b. Shopping becomes less complicated - SOSES2
 - c. Provides significant comparison among products - SOSES3
 - d. Less need to travel and shop - SOSES4
- II. Understanding Expended Product Range and Utilities - UEPRU**
 - a. Range of varieties are higher - UERPU1
 - b. Utilities are varied and carries multiplicity - UERPU2
 - c. Price competition is analysed - UERPU3
 - d. Facilitates utilities of complementariness - UERPU4
- III. Promotes Safety and Economical Purchases - PSEP**
 - a. Safety of health - PSEP1
 - b. Economical in purchases reducing expenses - PSEP2
 - c. Comfort to purchase from home - PSEP3
 - d. Less impact of outside influences - PSEP4

Structural Equation Modelling

The factors that have been described up to this point are utilized to examine the features of effects of COVID- 19 on online buying behavior of consumers. After that, the study makes use of these elements in the process of constructing a model using structural equations and path factor modeling.

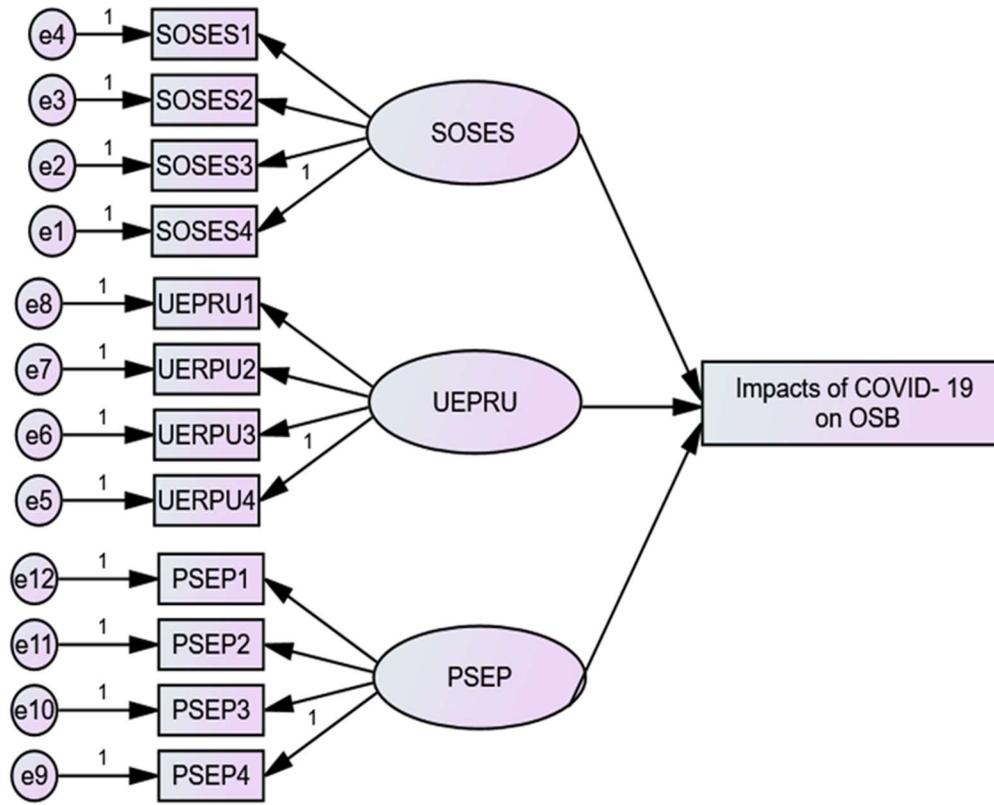


Chart -1

Tested Model - Dimensions of COVID 19 Impacts on Online Shopping Behaviour of Consumers

An assessment of the framework that detects gaps in the perceptions that customers have about the consequences that are accounted for impacts made by COVID-19 on the online consumer behavior of consumers is based on the model which was just framed. The modeling will provide a comprehensive examination of the factors that generate and impact consumers' behaviors about online purchasing according to these criteria. This study will be utilized to help guide future choices about the company. Because these customers are people who already possess a great lot of knowledge about the process, having their participation in the research will make it easier to comprehend what the repercussions of COVID -19 will be in accordance with the model's predictions. This will be the case because of the nature of these customers.

Table-1 – Number of Variables

S. No	Information	Counts
1.	Number of Variables in the Model	28
2.	Number of Exogenous Variables	13
3.	Number of Endogenous Variables	15
Sample Size		273

(Source: Primary Data)

Maximum Likelihood Model

The maximum likelihood technique provides an explanation of the link that exists among the elements and aspects that make up the online buying behavior based on COVID-19 by making use of regression weights. This explanation is provided by the maximum likelihood method. Referring to the matrix of highest probability is how this goal is ultimately realized. There is a strong connection that exists between huge associations that are a part of the many components that are a part of the research that wants to analyze the influence of behavior associated with online shopping. The study's objective is to look at the effect of online shopping behavior. The purpose of this study is to determine how much of an impact COVID-19 has on customers' behaviors regarding online buying. The conclusion of the impact analysis is created by utilizing the findings of study which are then weighted using regression.

**Table -2
Likelihood Estimates**

			Estimate	S.E.	C.R.	P
SOSES1	<---	SOSES	1.000			
SOSES2	<---	SOSES	0.948	.086	11.084	***
SOSES3	<---	SOSES	0.836	.087	9.589	***
SOSES4	<---	SOSES	0.522	.074	7.008	***
UEPRU1	<---	UEPRU	1.000			
UEPRU2	<---	UEPRU	0.822	.179	4.584	***
UEPRU3	<---	UEPRU	-0.002	.070	-.022	***
UEPRU4	<---	UEPRU	0.302	.076	3.981	***
PSEP1	<---	PSEP	1.000			
PSEP2	<---	PSEP	0.526	.097	5.437	***
PSEP3	<---	PSEP	0.233	.086	2.722	***
PSEP4	<---	PSEP	0.106	.094	1.125	***
Impact of COVID19 on OSB	<---	SOSES	0.120	.055	2.190	***
Impact of COVID19 on OSB	<---	UEPRU	0.050	.048	1.036	***
Impact of COVID19 on OSB	<---	PSEP	1.495	.106	14.047	***

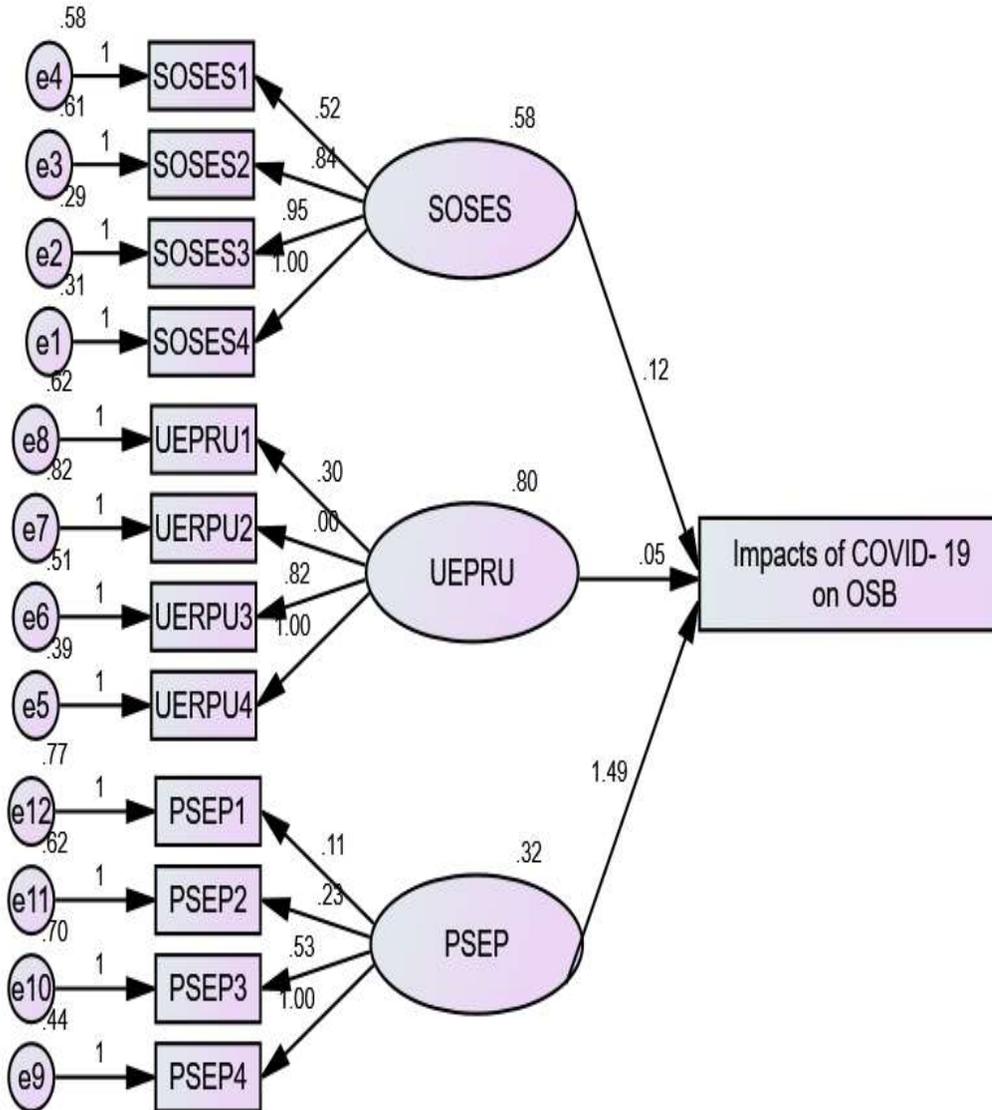
(***- indicates significance @ 1 % level and **- indicates significance @ 5 % level)

The COVID-19 impacts are explained by the above table which estimates the changes in online shopping behaviour of consumers in the area of study. The impacts of the COVID-19 are significant in the areas of *Shift to Online Shopping based on Ease of Shopping, Understanding Expanded Product Range and Utilities and Promotes Safety and Economical Purchases*. These

areas of online shopping behaviour are significantly impacted by the COVID-19 practices. The regression estimates can be used for calculating the impacts of COVID- 19 on respective changes in the factors of online shopping behaviour. The following further explains the model estimates.

Confirmatory Factor Modelling

This framed model investigates the effects that were induced by the COVID-19 on the online buying behavior of customers in the study area. The model that follows has been validated based on the factors that assess the route model.



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Goodness of Fit Indices

S.No	Indicators	Tested Value	Fit Value
1.	Chi-Square (CMIN)	3.862	5.000

2.	Goodness of Fit	0.922	>0.80
3.	Adjusted Goodness of Fit	0.859	>0.80
4.	Normed Fit Index	0.813	>0.80
5.	Comparative Fit Index	0.847	>0.80
6.	Root Mean Squared Residual	0.064	<0.080
7.	Standardised Root Mean Squared Residual	0.071	<0.090

The path model examines the impacts created by the COVID-19 on the online shopping behavior of consumers. The study clearly explains that the COVID-19 has created significant shift towards the online shopping which is much convenient for the consumers. The consumer feels that the effects of COVID- 19 has created vital impacts on the purchasing pattern which determines the online shopping behaviour and its evident from the opinions of consumers.

Discussions and Conclusion

In spite of the fact that the COVID-19 epidemic is expected to continue for an extended period of time, offline channels will need to investigate other strategies such as the closure of shops, the reduction of spaces, the reallocation of spaces to accommodate a variety of diverse uses, and other similar strategies. Offline retail channels should also build their survival strategies continually, such as generating entertainment for the space, creating new space designs by merging the technology of the fourth industrial revolution with the requirements of consumers, shifting the function of buying to the area of experiences, and so on. An examination of web traffic conducted following the coronavirus outbreak revealed an increase in the number of customers shopping at online supermarkets. This study suggested that internet customers are dedicated to doing their purchasing on a daily basis. Customers who shopped online as a result of COVID -19 showed more consistent purchase behavior as a direct result of the pandemic. There is a growing correlation between engaging in online buying behavior and characteristics of reflexive consumers. The investigation revealed that the researched variables have a link that has a tendency to become more robust.

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