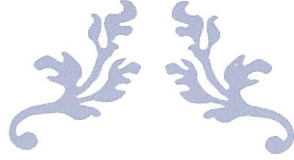




भारतीय समुद्री विश्वविद्यालय INDIAN MARITIME UNIVERSITY

(A Central University, Government of India)
Established by an Act of Parliament in 2008



Impacts of Covid – 19 Pandemic on Consumer Preference Towards There Buying Behavior in Ecommerce”



Under the guidance of

Toorban Mitra,

Faculty MBA

Indian Maritime University- Kolkata Campus

Submitted by:

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Declaration

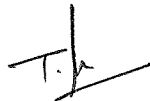
I, Priyash Kumar Sinha, hereby certify that the report which is prepared and presented in the project entitled "***Impacts of Covid – 19 Pandemic on preference of the consumer towards buying behavior in Ecommerce***", is a bonafide research work done and submitted by me, under the guidance of **Toorban Mitra**, Faculty MBA (ITLM).

The project is submitted for partial fulfillment of the reward of the degree of MASTER OF BUSINESS ADMINISTRATION in International Transportation & Logistics Management from the Indian Maritime University-Kolkata Campus.

I further declare that the work reported in this project has not been submitted or will not be submitted, either in part or in full, for the award of any degree or diploma, in this institute or any other institute, in any university.

Place: Kolkata

Date:11/04/23


Supervisor

Signature ✓
Priyash Kumar Sinha

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Thank You

Priyash Kumar Sinha

ABSTRACT

This research study examines the impact of social media on consumer behavior in ecommerce. With the increasing use of social media, consumers have more access to information, reviews, and recommendations about products and services, which can influence their purchasing decisions.

The study uses a survey of online shoppers and interview. The survey collects data on consumers' social media use, purchasing behavior, and attitudes towards ecommerce.

Previous studies indicate that social media has a significant impact on consumer behavior in ecommerce. Consumers use social media to research products, read reviews, and get recommendations from friends and influencers. The study also identifies several factors that affect the impact of social media on consumer behavior, including the credibility of the information shared on social media, the trustworthiness of the sources, and the perceived value of the products. This study highlights the significant boost in Ecommerce platforms due to these contributing factors in Post pandemic phase. And effect of lockdown on buying behavior of consumer.

The present study aims at finding the followings: -

- Whether there are differences among gender with regards to different factors of buying through ecommerce.
- Whether there are differences among occupation with regards to different factors of buying through ecommerce.
- Whether all the factor of ecommerce buying are behaving in a similar way.
- To find weather covid – 19 pandemic impacts personal preferences towards buying behavior & how such preference impacts different factors of customers buying.

INTRODUCTION

SOCIAL MEDIA

Social media refers to online platforms and tools that allow people to create, share, and exchange information, ideas, and content with each other. These platforms enable users to connect with others and form virtual communities, often based on shared interests or experiences. Social media includes a wide range of applications and services such as social networking sites like Facebook, LinkedIn, and Twitter; media sharing sites like YouTube and Instagram; microblogging sites like Tumblr and Reddit and messaging apps like WhatsApp and Snapchat. Social media has transformed the way people communicate and interact with each other, with billions of people around the world now using social media to stay in touch with friends and family, consume news and entertainment, share their own content, and connect with others who share their interests.

Social media has had a significant impact on consumer behaviour in ecommerce. It has made it easier for consumers to discover products, access information, and connect with brands. As a result, ecommerce brands that leverage social media effectively can improve their reach, engagement, and sales.

Social media is an effective tool for building product awareness, as a large section of the audience gets to know about the brand through the content distributed on social media. Social proof, on the other hand, is a powerful force that influences the buying decisions of consumers as people tend to imitate the behaviour of people around them. When consumers see promotions, discounts, and deals on social media, it influences their buying behaviour. Lastly, social media influencers have a significant impact on the buying decisions of consumers.

The study will also aim to examine how social media will affect the final consumer behaviour among individuals who mostly use social media websites. It will analyse how social media affects the buying decisions of the general public and the factors that motivate them to shop through social media platforms. The study will also shed light on the impact of social media on consumer behaviour and help businesses understand how to leverage this platform to reach their target audience effectively.

3. **FORUM:** Forums, also known as online discussion boards, are websites or platforms that allow people to discuss and exchange ideas on a specific topic or subject. Users can create threads or posts, which other users can read, respond to, or share. Forums can be moderated or unmoderated, and can be public or private.
4. **MICROBLOGS:** Microblogs are a type of social media platform that allow users to post short, quick updates or messages, typically limited to a certain number of characters. The most popular example of a microblog is Twitter, which limits posts to 280 characters.
5. **PHOTO SHARING:** Photo sharing is a type of social media platform that allows users to upload, store, and share their photos with others. The most popular examples of photo sharing platforms include Instagram, Flickr, and Snapchat.
6. **PRODUCTS/SERVICES REVIEW:** Products/services review is a type of social media platform where users can share their experiences and opinions about a particular product or service. These platforms allow users to leave feedback, ratings, and comments, which can be valuable information for other consumers looking to make a purchase.
7. **SOCIAL BOOKMARKING:** Social bookmarking is a type of social media platform where users can save and share links to web pages or online resources that they find interesting or useful. These bookmarks can be organized by tags or categories and can be shared with other users or kept private. The most popular social bookmarking platform is Pinterest.
8. **SOCIAL GAMING:** Social gaming refers to the practice of playing online games with other people through social media platforms, such as Facebook, Twitter, and mobile apps. Social gaming allows players to compete with or against each other, share their scores, invite friends to play, and generally engage in gaming-related activities through social media.
9. **SOCIAL NETWORKS:** Social networks are online platforms that allow people to connect, communicate, and share information with each other. The most popular social networks include Facebook, Twitter, Instagram, LinkedIn, and TikTok.

It is evident that social media has become an integral part of our lives and has a significant impact on consumer behavior. The four ways in which social media influences consumer behavior are building product awareness, social proof, promotions and deals, and social media influencers. These factors play a crucial role in influencing the buying decisions of potential customers.

of platforms like Facebook, Twitter, Instagram, and WhatsApp.

Social media is not limited to urban areas only in India. Connecting people in rural areas, who may not have access to traditional media channels, has been significantly aided by social media. People have been mobilized for social causes and social issues have been brought to light through the use of social media. In India, the #MeToo movement gained momentum in 2018 as women shared their experiences of sexual harassment and assault on social media.

The emergence of social media in India has significantly impacted the way people communicate and connect with each other, and has also become a powerful tool for social and political activism.

EVOLUTION OF SOCIAL MEDIA IN INDIA

Social media has undergone rapid and significant evolution in India. In India, the increase in social media users can be attributed to the availability of low-cost smartphones and high-speed internet. Social media's growth in India was really paved by Facebook's launch in 2006, despite the earlier popularity of Orkut, Hi5, and MySpace in the mid-2000s. Social media possibilities were further expanded with the introduction of Twitter and WhatsApp in 2010 and 2012, respectively. Young people quickly embraced Instagram and Pinterest after their launch in India in 2012 and 2013, respectively and quickly gained popularity among young people. Regional language social media platforms like ShareChat, Helo, and Dailyhunt have also emerged in recent years. Social media has played a significant role in politics in India, with politicians and political parties using it to reach out to voters and influence public opinion. To sum up with, the evolution of social media in India has had a profound impact on the way people in India communicate and connect with each other, and its impact is likely to continue to grow in the years to come.

ADVANTAGES OF SOCIAL MEDIA

- **Useful for educational purposes:** social media allows you to reach a large audience and build your brand. You can share relevant information or content with this audience, which is helpful if you want people to follow you on social media. This can help promote your business or product, which will help you increase sales.
- **Build your brand:** social media helps you build your brand by interacting with others and sharing interesting facts about yourself. Sharing content on social media can help you gain followers who will then be interested in what you have to say. It also helps build trust between the viewer and the content creator because they already know them because of their interactions on social media platforms such as Twitter or Facebook.

CURRENT STRATEGIES BY WHICH SOCIAL MEDIA IS INFLUENCING CONSUMER BEHAVIOUR

Social media has revolutionized the way consumers interact with ecommerce brands, and it has had a significant impact on consumer behaviour. Here are Some ways in which **social media has influenced consumer behaviour in ecommerce:**

- 1. Product discovery:** Social media platforms like Instagram and Pinterest have become popular places for consumers to discover new products and brands. Consumers can browse through curated collections, product tags, and influencer endorsements, making it easier to discover products they may not have found otherwise.
- 2. Social proof:** social media has also provided consumers with a new form of social proof. When consumers see their friends and family members using and endorsing a product, they are more likely to trust the brand and make a purchase.
- 3. Reviews and ratings:** Social media platforms have also made it easier for consumers to access reviews and ratings of products. This information helps consumers make informed purchasing decisions, and it can also influence their perception of a brand's reputation.
- 4. Customer service:** social media has also become an important channel for customer service. Consumers can use social media to ask questions, report issues, and receive support from brands. This has made it easier for brands to connect with their customers and build stronger relationships.
- 5. Influencer marketing:** Social media influencers have become a powerful force in ecommerce. Influencers have large followings on social media, and they can sway consumer behaviour by endorsing products and brands. This has led to an increase in influencer marketing campaigns and a shift in the way brands market their products.

THE RELIABILITY OF SOCIAL MEDIA

The reliability of social media for ecommerce can depend on various factors, such as the platform, the audience, and the type of product or service being sold. Generally, social media can be a useful tool for ecommerce businesses to reach a wider audience, engage with customers, and increase sales. However, there are some potential risks and limitations to consider.

Social media for ecommerce is its ability to target specific audiences based on demographics, interests, and behaviours. Platforms like Facebook, Instagram,

As social media continues to evolve, businesses will need to adapt and leverage these platforms effectively to stay relevant and engage with their audience.

SELLER'S PERSPECTIVE FOR SELLING ONLINE

Social media has become an integral part of modern-day marketing, and many sellers rely on it as a primary source of business. However, dependence on social media as a seller can have both positive and negative consequences.

Positive consequences:

- **Increased Reach:** Social media platforms allow sellers to reach a vast audience quickly and easily. This increased reach can translate to higher sales and revenue.
- **Cost-Effective:** Social media platforms are relatively inexpensive compared to traditional advertising channels. This cost-effectiveness enables small businesses and independent sellers to compete with more established brands.
- **Customer Engagement:** Social media platforms facilitate direct communication between sellers and customers, fostering a sense of community and brand loyalty.
- **Flexibility:** Social media platforms offer sellers flexibility in terms of creating and customizing their content. They can experiment with different approaches and quickly pivot if a particular strategy is not working.

Negative consequences:

- **Algorithm Changes:** Social media platforms are notorious for frequent algorithm changes that can affect a seller's visibility and reach. Sudden algorithm changes can disrupt a seller's marketing strategy, resulting in reduced sales and revenue.
- **Dependence on Third-Party Platforms:** Social media platforms are third-party platforms, and sellers have little control over their operations. Dependence on third-party platforms can result in data privacy concerns and other risks that can affect a seller's business.
- **Time-Consuming:** Maintaining an active social media presence can be time-consuming. Sellers may need to devote a considerable amount of time to create and curate content, respond to customer queries, and

- **Product information:** Detailed and accurate product information, including images, videos, and descriptions, helps customers make informed buying decisions. This information should be easily accessible on the website.
- **Clear policies:** Clear policies related to shipping, returns, and refunds help customers understand what to expect in case of any issues. This clarity can improve customer satisfaction and trust.
- **Timely delivery:** Timely delivery of products is critical for ensuring customer satisfaction. E-commerce businesses must ensure that they provide accurate delivery timelines and keep customers informed about any delays or issues.
- **Customer support:** Responsive and helpful customer support is crucial for addressing customer queries and resolving any issues that may arise. Businesses should provide multiple channels of customer support, including email, chat, and phone.
- **Payment options:** Providing multiple payment options can improve customer satisfaction. Customers appreciate having the option to pay using various methods, including credit cards, debit cards, net banking, and digital wallets.
- **Feedback:** Regularly collecting customer feedback can help businesses identify areas of improvement and make necessary changes to improve the overall customer experience.

In conclusion, ensuring customer satisfaction while buying online involves several factors that businesses must consider. Providing a user-friendly website, detailed product information, clear policies, timely delivery, responsive customer support, multiple payment options, and collecting customer feedback are crucial for improving customer satisfaction and building long-term customer relationships.

RISK OF RELYING ON SOCIAL MEDIA

Social media is often filled with misinformation, rumors, and fake news, which can be misleading and harmful. Relying on social media for information without verifying the accuracy of the content can lead to wrong decisions.

- **Privacy concerns:** Social media platforms collect vast amounts of personal data that can be used for targeted advertising, but it can also be misused, sold or leaked without user's permission. It can also lead to identity theft or cyberbullying.

SOCIAL MEDIA MARKETING TECHNIQUES

Social media marketing techniques are strategies and tactics used by businesses to promote their products or services on social media platforms. Here are some common techniques used in social media marketing:

- 1. Targeting:** Social media platforms allow businesses to target specific demographics, interests, behaviours, and locations. This makes it easier to reach the target audience with relevant and personalized content. Targeting can help businesses save money on advertising costs and improve the effectiveness of their social media marketing campaigns.
- 2. COBRAs:** COBRAs stand for "consumer-generated brand-related activities." These are social media interactions that are initiated by consumers rather than the brand. Examples include user-generated content, reviews, and recommendations. COBRAs can be valuable for businesses because they are seen as more authentic and trustworthy than brand-generated content.
- 3. Electronic Word of Mouth (eWOM):** eWOM refers to the sharing of information and opinions about products, services, or brands on social media platforms. It can be positive or negative and can have a significant impact on a brand's reputation and sales. eWOM can be amplified by influencers, social media contests, and customer engagement strategies.
- 4. Influencer marketing:** Influencer marketing involves partnering with social media influencers who have a large following and can promote a product or service to their audience. Influencers can be paid or receive free products in exchange for promoting a brand.

The study of consumer behaviour revolves around these offerings and aims to understand how individuals, groups, or organizations make decisions about consuming them. This includes understanding factors like the motivations, attitudes, and preferences that influence consumer behaviour, as well as the cultural, social, and psychological factors that affect buying decisions.

- **Consumer Behavior involves more than just Buying:** Consumer behavior includes not only the purchase or acquisition of an offer, but also the subsequent stages of use and disposal. Understanding consumer behavior throughout the consumption process is essential for businesses and organizations to develop effective marketing strategies, improve product design and innovation, and build long-term customer relationships.

The use stage of the consumption process is particularly important as it has symbolic and psychological implications for consumers. The way consumers use products and services reflects their personal identities and values and can influence future purchasing decisions.

- **Consumer Behavior is a Dynamic Process:** Consumer behavior is a dynamic process that is constantly evolving and changing over time. There are several factors that contribute to this dynamic nature of consumer behavior, including: Changing consumer needs and preferences, Technological advancement, Economic and social factors, Marketing and advertising, Personal and situational factors.
- **Consumer behavior involves interactions between many people:** Consumer behavior can occur within the context of a group, such as a family, social network, or workplace, and it involves multiple individuals with different roles and responsibilities. Understanding how group dynamics and social influences affect consumer behavior is essential for businesses and organizations to create effective marketing strategies and build long-term customer relationships.
- **Consumer Behavior involves Many Decisions:** consumer behavior involves analyzing several factors that influence why, when, where, how, how much, and how often consumers will buy, use, or dispose of a product or service.
 - ✓ **Why:** Understanding why consumers choose to acquire, use, or dispose of a product or service is essential for businesses to create effective marketing strategies
 - ✓ **What:** Businesses need to understand what specific products or services consumers are looking for, how they differ from competing offerings, and how they can be improved to better meet consumers.

5. Impulse Buying Behaviour: This type of consumer behaviour occurs when consumers make unplanned purchases without prior consideration or evaluation. Impulse buying is often driven by emotions or a sudden desire for a product.

6. Socially Influenced Buying Behaviour: This type of consumer behaviour is seen when consumers are influenced by their social environment, such as friends, family, or reference groups. Socially influenced buying behaviour can be either positive or negative, depending on the type of influence.

IMPORTANCE OF CONSUMER BEHAVIOUR

Consumer behaviour is a crucial aspect of any business or organization, as it provides valuable insights into the needs, preferences, and behaviour of customers. Understanding consumer behaviour helps businesses develop products and services that meet their target audience's needs and preferences, which can drive sales growth and increase customer satisfaction and loyalty. It also helps businesses develop marketing strategies that resonate with their target audience, which can improve the effectiveness of advertising and promotional campaigns. By studying consumer behaviour, businesses can identify unmet needs and develop products or services that better meet those needs, giving them a competitive advantage in the market. Additionally, understanding consumer behaviour can help businesses build stronger relationships with their customers, leading to increased customer loyalty and repeat business. Ultimately, consumer behaviour research and analysis can have a significant impact on a business's overall performance, driving growth, profitability, and long-term success.

BUYING PROCESS OF CONSUMERS

The consumer buying process typically involves several stages that a consumer goes through before making a purchase decision. These stages can be broken down into the following five steps:

- 1. Problem Recognition:** This is the first stage of the consumer buying process, where the consumer recognizes a problem or need that requires a solution. This may be triggered by internal factors (e.g., hunger, thirst) or external factors (e.g., an advertisement, suggestion from a friend).
- 2. Information Search:** In this stage, the consumer searches for information about the product or service that can potentially solve their problem. The information can be gathered from a variety of sources, including personal experience, online reviews, advertisements,

5. **Crisis Management:** In the event of a crisis or negative event, having a good relationship with consumers can help a company to recover. Consumers who have a positive relationship with a company are more likely to give the company the benefit of the doubt and forgive mistakes.

GROWTH OF ECOMMERCE POST LOCKDOWN

The COVID-19 pandemic and subsequent lockdowns in India have had a significant impact on the growth of e-commerce in the country. With people staying at home and physical stores being closed, consumers turned to online shopping for their needs.

According to a report by Statista, the e-commerce market in India is expected to grow at a compound annual growth rate (CAGR) of 20.4% between 2021 and 2025. The report also suggests that the Indian e-commerce market will reach a value of USD 111.4 billion by 2025.

The pandemic has also accelerated the adoption of online shopping in India. A report by Bain & Company estimates that the number of online shoppers in India is expected to grow from 160 million in 2020 to 350 million by 2025. The report also suggests that the average online spend per user is expected to increase from USD 285 in 2020 to USD 448 by 2025.

The growth of e-commerce in India is being driven by several factors, including the increasing availability of high-speed internet, the proliferation of smartphones, and the growing convenience of online shopping. Additionally, the Indian government's push towards a digital economy has also contributed to the growth of e-commerce in the country.

DATA OF 2020

FACTOR	ACTIVE USER	% OF GROWTH FROM 2019
Population	1.37 billion	+1.0%
Mobile phone connections	1.06 billion	-1.4%
Internet users	687.6 million	+23%
Active social media users	490 million	+48%

(Source: Hootsuite)

Literature Review

Safia et al., (2018)

The impact of social media characteristics on e-commerce usage in developing countries, finding that social media has a positive and significant impact on e-commerce buying behavior. The study identifies several variables, such as e-word of mouth, product visibility, and direct communication with customer care representatives, that significantly affect e-commerce use behaviors.

The study also shows that social media characteristics mediate the relationship between trust and willingness to buy online and e-commerce use behavior. To sum up with, the study provides empirical support for the role of social media in driving e-commerce use behavior in developing countries, particularly among young people.

Mittal et al., (2013)

the factors that affect consumers' online shopping behaviours and focuses on the influence of the internet on these behaviours. The study finds that information search is crucial in helping customers find suitable products or services, and retailers should improve their information support to increase efficiency.

The study also finds that customers are concerned about reputation, payment security, and after-sales service. And hence, the study suggests that online retailers should carefully consider these factors and utilize appropriate marketing communications to support customers' purchase decision-making processes and improve their performance.

Pihl, Fjelkner, Gustavsson, and Johansson et al., (2006)

Highlights that a common reason why consumers do not purchase online is due to a lack of trust. The report emphasizes the importance of promoting trust and confidence on the internet and suggests that companies need to learn how to manage consumer trust in e-commerce.

Yuan et al., (2012)

For Chinese consumers Taking Double 11 and American Black Friday as reference analyse how these events tap into consumer needs and choices, and how e-commerce platforms use them to develop marketing strategies. The research aims to promote the development of e-commerce platforms in the future, and contribute to their construction and growth.

The model investigated the role of trust and its impact on intention to buy. Trust is seen to be a key factor to increase the intention to buy and through the support of SCCs, social presence can be enriched. In addition, a web site's perceived usefulness by consumers is likely to increase the trust and intention to buy.

The present study adopts TAM constructs and proposes a model which shows that both trust and perceived usefulness are likely to influence consumer behaviour. The research discusses how trust can be challenged in a social commerce environment by the use of SCCs. It also describes the potential role of each SCC on increasing the level of trust in an e-commerce environment.

NOWSIN, HOSSAIN and BALA et al., (2020)

For Bangladesh indicate that social media can be an effective tool for e-commerce companies in Bangladesh to increase their customer acquisition and improve consumer satisfaction. The study has also identified specific strategies for these companies to increase their revenue and improve their online value proposition using the Model of Online Value Proposition (OVP).

However, the study has faced some limitations, including time and budget constraints and reluctance from some interviewees to provide accurate information. Despite these limitations, the study has provided valuable insights for e-commerce companies in Bangladesh and has highlighted opportunities for future research in using smartphone apps for branded e-commerce.

Thus, the study has demonstrated the potential of social media and digital platforms for e-commerce companies to improve their business and attract more customers in Bangladesh.

Prome et al., (2013)

For Bangladesh, in her finding she states that impact of social media on the context of nationwide digital transformation in Bangladesh was explored, and it was found that social media plays a significant role in influencing consumer behaviour.

Consumers are highly influenced by trends and influencers on social media, and they feel closer to the company when interacting with business platforms on social media. Companies can also get direct feedback from consumers through social media, which can help them improve their products or services.

The study found that digital marketing is successful in persuading more individuals to make online purchases. Social media provides a platform for

WOM, social media ads, and level of trust are positively correlated with consumer decision making. However, the number of social media accounts used by consumers was found to be not a significant factor in this process.

Also, the study highlights that most consumers use social media for entertainment purposes rather than searching for products and services. This suggests that companies need to create engaging content that not only entertains but also informs and educates consumers about their products and services.

Thus, the study emphasizes the importance of building trust with consumers through social media marketing. This can be achieved by creating high-quality content, engaging with consumers, and using social proof (e.g., reviews and recommendations) to showcase the benefits of the company's products and services. By doing so, companies can positively influence the consumer decision making process and accelerate it.

Duangruthai and Voramontri et al., (2019)

Has concluded that social media has had a significant impact on the purchase decision process and consumer behaviour. The use of social media has made the decision-making process easier, more enjoyable, and has increased trust and confidence in consumers. Additionally, social media users tend to have greater satisfaction during the initial stages of information search and alternative evaluation.

Furthermore, the study also shows that social media has not significantly improved consumer satisfaction during the purchase decision stage or post-purchase evaluation.

This suggests that brick-and-mortar stores have not lost their significance in the purchase decision process. Nonetheless, businesses can leverage social media to improve their product offerings, customer relationship management, and profitability.

Finally, it is crucial for marketers to understand how digital and social media are used in the purchase decision process and to utilize this information to improve their marketing strategies.

By listening to and participating in online conversations, businesses can gain valuable insights into consumer behaviour, preferences, and opinions, which they can use to enhance their marketing efforts and better serve their customers.

This underscores the growing importance of social media in contemporary society, and highlights the potential reach and impact of social media platforms for businesses looking to engage with consumers.

Gursakal et al., (2009)

The impact of media society and the amount of time consumers spend on the internet and social media on consumer behaviour. In recent times, consumption patterns have undergone a transformation, with traditional methods such as magazines, interviews, and catalogues being replaced by online search, email, and social media sharing. The increasing influence of social media has led to consumers spending more time on the internet, while withdrawing from traditional search methods.

Social media platforms have become a vital space for promoting products, advertising opportunities, and gathering consumer feedback. As a result, businesses are shifting their attention to these online platforms to reach their target audience. This change in consumer behaviour is driving companies to adapt their marketing strategies to suit the digital world and create a strong online presence.

Cvijikj et al., (2010)

This study focuses on the impact of Facebook on consumers' decision-making processes. Consumers often rely on the opinions of others when making purchasing decisions, and this study evaluates the power of Facebook in influencing those decisions. The researchers developed a model Facebook application for sharing opinions with friends and creating repositories of items.

The study analysed an internet survey of 33 participants, consisting of 20 questions divided into three parts. The first group of questions focused on participant demographics, such as gender and age. The second set of questions focused on the participant's consumer behaviour, and the last set centered on the concept of Facebook and the model application used in the study.

The results indicate that consumers consider their friends to be the most reliable source of information when compared to other sources. The study also found that a friend's opinion on a product plays a more significant role than whether or not the friend actually owns the product.

Finally, this study suggests that Facebook and social media have a significant influence on consumers' decision-making processes. Consumers rely heavily on the opinions of others when making purchasing decisions, and Facebook provides a platform for sharing those opinions and gathering information

Research Gap

Most of the researches discuss the positive impact of social media on customer behaviours for various countries depending upon the factor relevant to those particular countries suggesting various business the ways of improvement and gaining customer trust by suggesting methods suitable for them but very few studies established the impacts of covid – 19 pandemic on preference of the consumer towards buying behavior. Also, impact of gender & occupation on buying behavior has not been discussed in a detailed context.

Research Methodology

Research methodology is a process used to collect information and data for the purpose of making decisions. The methodology may include publication research, interviews, surveys and other research techniques.

Data Collection: The data is collected from both primary and secondary sources.

Sample Population: The population of the study is general public.

Sample Size: The sample size of the study is 55

Sampling Technique: The technique used for selecting the sample is non-random or non-probability sampling techniques.

Primary Data: The source of primary data is through questionnaire based on the objectives.

Secondary Data: The secondary data were collected from books, journals, websites and other published sources.

HYPOTHESIS:

- 1. H1:** There is significant difference between male and female with regards to different factors of buying through ecommerce.
- 2. H2:** There is a significant difference for different occupation with regards to different factors of buying through ecommerce.
- 3. H3:** All the factor of ecommerce buying are behaving in a similar way.
- 4. H4:** Covid – 19 pandemic impacts personal preferences towards buying behavior & such preference impacts different factors customers buying.

Limitations of the study

- Respondents bias towards the questions.
- The study is conducted within limited time.
- Lack of face-to-face interaction with respondents.

DISCUSSIONS AND FINDINGS

1. The result of the test showed that the significance level is less than 0.05 for the psychological factor, but the other factors (word of mouth, personal, trust, COVID-19, social) did not show a significant difference between genders. With regards to psychological factor there is a significant difference between male and female because the significance level is less than 0.05 for psychological factor. However, for the other factors that did not show a significant difference between genders.

This also means there is a psychological difference in personal preferences between male and female which influence their buying decision in e-commerce.

2. The result of the test showed that the significance level for all the factors is above 0.05, so from that we can conclude that there is no significant difference with regards to occupation on different factors which influence consumer preferences to buy online.

This also means people with different occupation have no impact on their personal preferences when they buy online.

3. The result of correlation table shows that all correlations are significant i.e., less than 0.5

If one factor because of social media is influenced the other things are also influenced i.e., if social factor increases it will have positive influence on all other factors.

From the correlation we can conclude that all the factors of e-commerce buying are behaving in a similar manner and are dependent on each other.

4. From regression we can see that personal preference is significantly impacting all other factors.

Also, it is evident by fig 1.1 that there is a significant impact of covid - 19 on personal preference of the customers towards their buying through E-commerce.

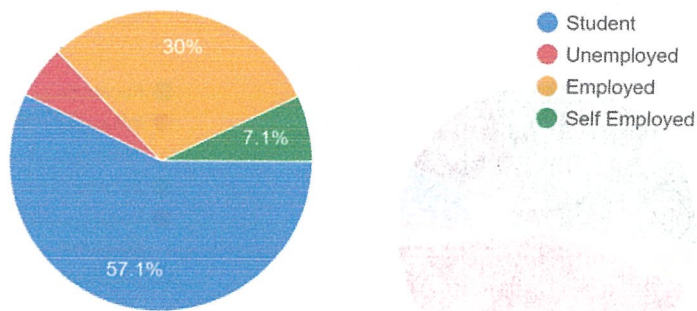
Moreover, from the previous result of hypotheses we can conclude that Covid - 19 have significant influence on personal preferences which in turn influence all other buying factors in e-commerce.

Interpretation

Out of 70 responses 30 % are female i.e., 21 and 70% are male i.e., 49

3. Occupational Status

Occupational Status
70 responses

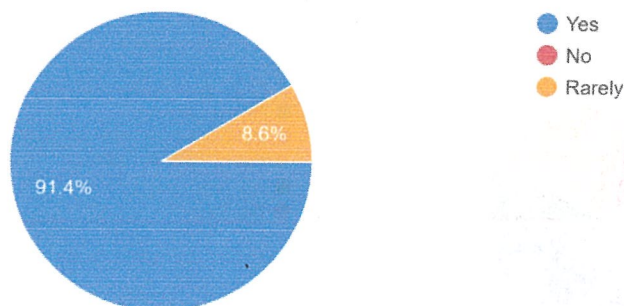


INTERPRETATION

Out of 70 respondents 40 are students 21 are employed and rest are self-employed.

4. Usage of social media

Do you use social media?
70 responses

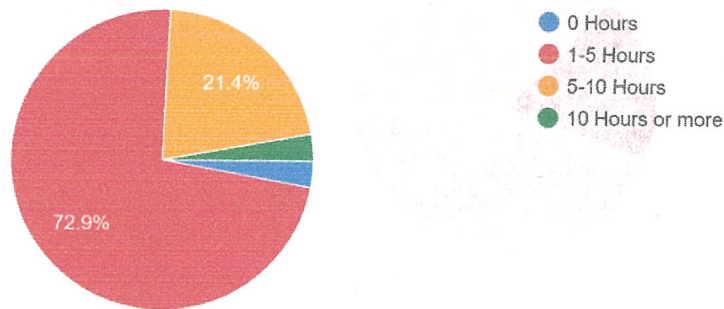


Interpretation

Most of the respondents use Flipkart and amazon for purchasing online , Flipkart and amazon use Instagram as an advertising partner from which we can conclude how Indian nationals gets influenced by social media platforms to buy online.

7. Time spent on social media

Time you spent on social media per day
70 responses

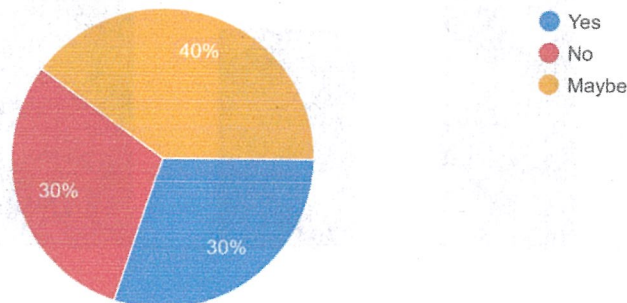


INTERPRETATION

Most of the respondent spend 1-5 hours daily on social media which shows social media can have a huge impact on consumer psychology.

8. Trust on social media

Do you trust social media?
70 responses



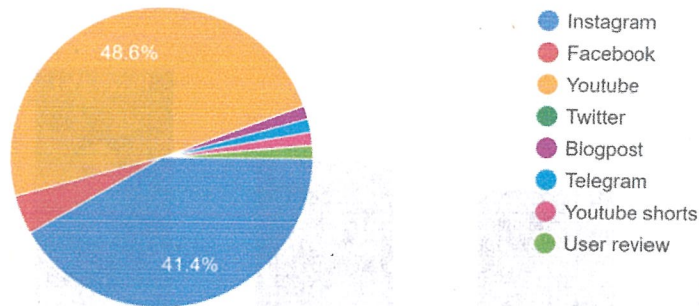
INTERPRETATION

If we consider 3 on the scale as the person whose purchase is influenced by social media then 65.6% of the respondents feels that their purchase is influenced by social media.

11. Type of platform that influence purchase

Which type of social media influence your purchase decision?

70 responses



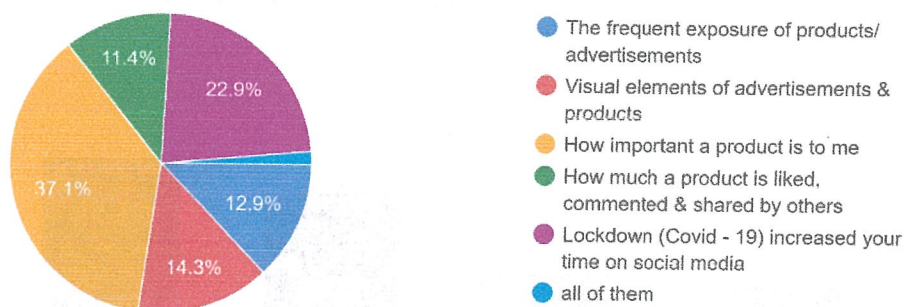
INTERPRETATION

Most of the customers are influenced by YouTube and Instagram (By watching shorts / videos).

12. Factors that drive attention towards social media

In your opinion which of these factors drives your attention more in social media?

70 responses

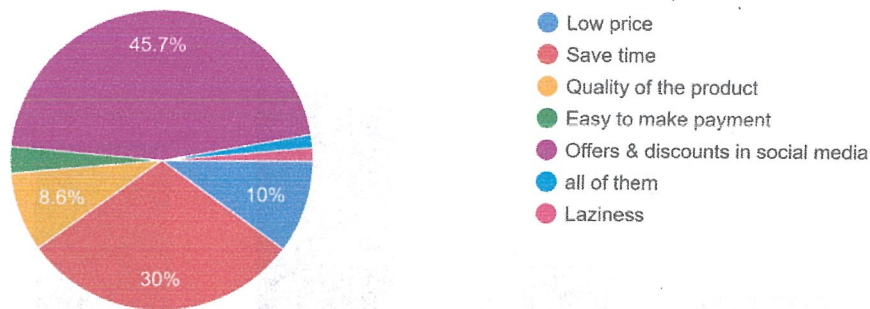


INTERPRETATION

If we consider 3 on the scale as the person who started purchasing online after covid – 19 then 80% of the respondent shifted to online platform for purchasing post lockdown.

15. Factor that motivates people to shop through social media

In your opinion which of these factors motivate you to shop through social media platforms
70 responses

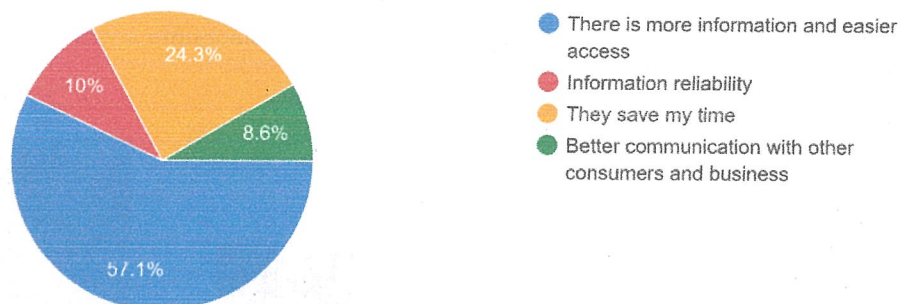


INTERPRETATION

Most of the people feels that offers and discounts on social media is the main factor which motivate them to buy online while some feels it save times to buy online.

16. Advantages of social media compared to traditional media

In your opinion what are the advantages of social media compared to traditional media
70 responses



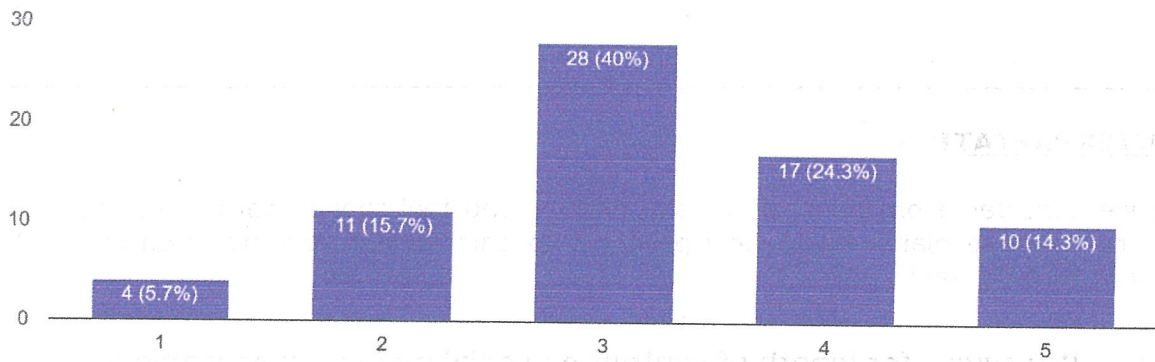
INTERPRETATION

If we consider 3 on the scale as the person who get influenced by discounts and promotions then we can say almost 92.9% respondent gets influenced by discounts and promotions.

19. Use of information on social media in case of uncertainties regarding a purchase

On scale of 5 how much do you feel that you use information available on social media if you have uncertainties regarding a purchase

70 responses



INTERPRETATION

If we consider 3 on the scale as the person who agree with that information available on social media is used in case of uncertainties regarding a purchase. Then 78.6% feel that information is available on social media if they have uncertainties regarding a purchase.

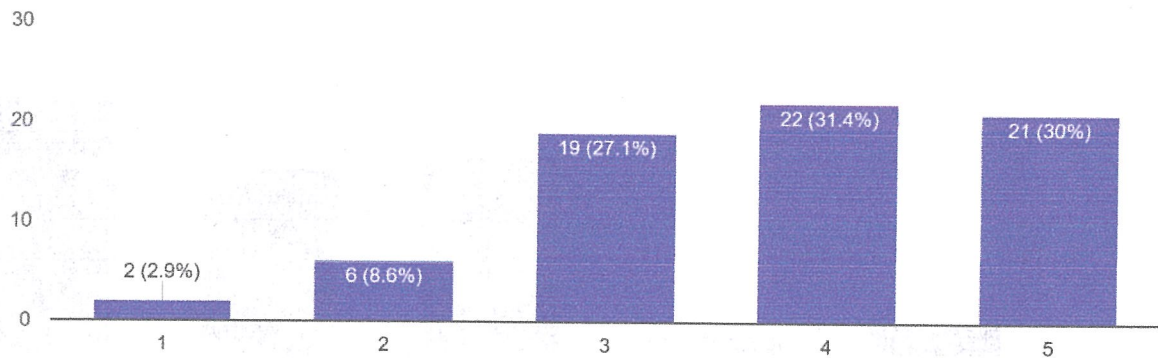
INTERPRETATION

If we consider 3 on the scale as the person who feel frustrated by length of content then 90% of respondents gets frustrated with lengthy advertisement content.

22. Impact of extra personalization in advertisement on respondents

On scale of 5, how much Does extra personalization in an advertisement make you feel creeped out?

70 responses



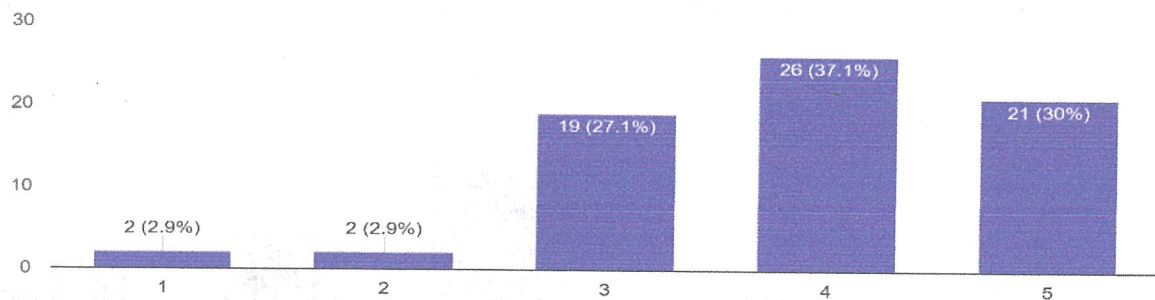
INTERPRETATION

If we consider 3 on the scale as the person who feel extra personalization makes them uncomfortable then 88.5 % respondents get uncomfortable with extra personalization.

23. Impact of visual appeal of the advertisement on consumer

On scale of 5, how much do you feel Is visual appeal an important aspect in a social media advertisement?

70 responses



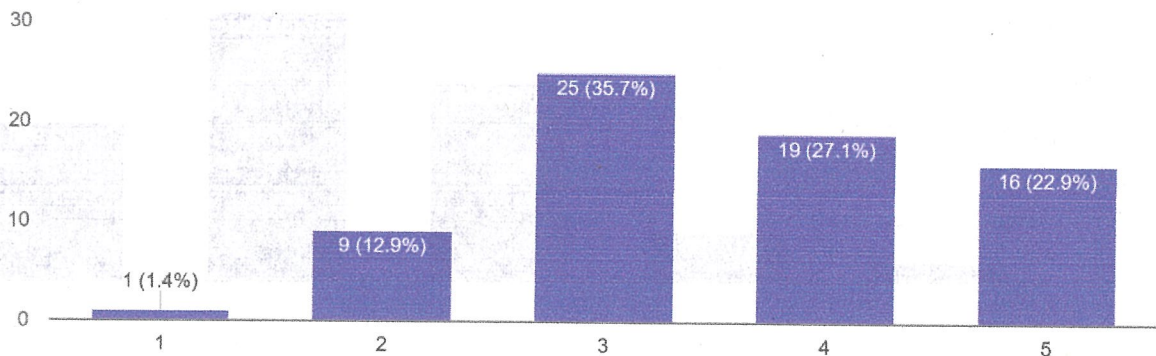
INTERPRETATION

If we consider 3 on the scale as the person who get influenced by celebrity endorsing on a social media platform then 75.7 % respondent find product reliable that are endorsed by a celebrity.

26. Covid – 19 pandemic relationships with purchasing behaviour in ecommerce

On scale of 5, how much Do you feel COVID-19 pandemic impacted your relationship with social media and your purchasing behaviour in ecommerce?

70 responses



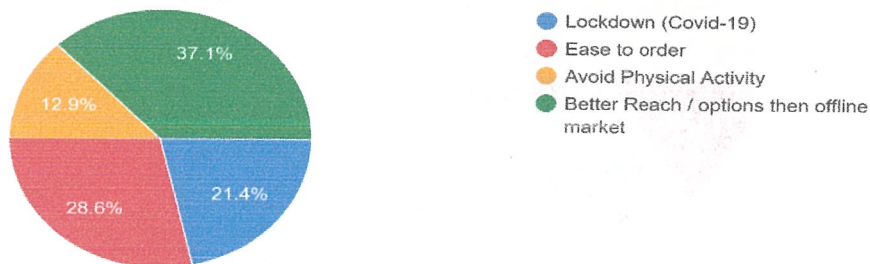
INTERPRETATION

If we consider 3 on the scale as the person who feel the impact of covid – 19 pandemic on their purchasing behaviour then 85.7% respondents agree that covid – 19 has influenced the behaviour in ecommerce.

27. Motivation behind the purchase of product on social media

What motivated you to purchase a product on social-media?

70 responses

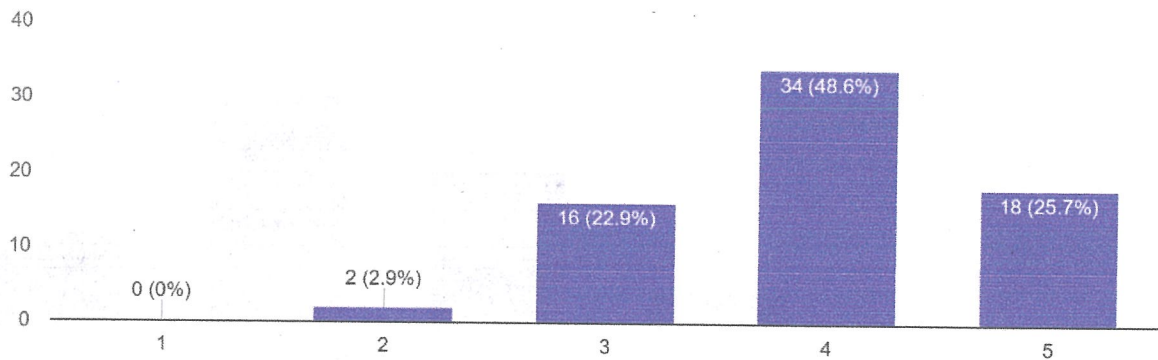


INTERPRETATION

Most of the respondent pays online and find paying online reliable However, cash on delivery is also the 2nd most preferred way of the respondents as it gives surety of the goods.

30. Ease and Security while paying online

On scale of 5, Rate the payment process ease and security while paying online
70 responses

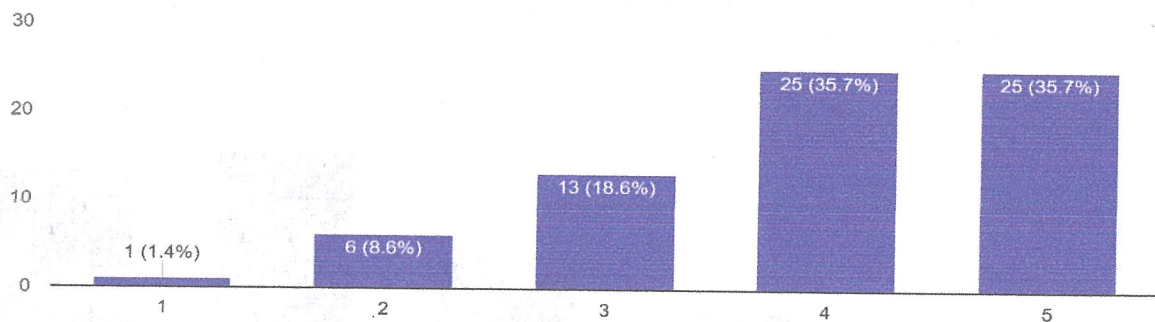


INTERPRETATION

Most of the respondent feel secured while paying online

31. Presence of brand on social media

On scale of 5 How much do you think having a social media presence is essential for a brand?
70 responses



INTERPRETATION

Most of the respondent feels that social media increased knowledge regarding different products and services.

References:

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