

The Research On The Effects Of Social Drivers Of Consumers On Innovation Of Online Services Offered By E - Commerce Platforms

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ARTICLE INFO ABSTRACT

The marketing industry is currently being propelled by digitalization, and digital technologies have been utilized to identify the highest quality products and services to satisfy consumer demand. To enhance public accessibility and personalization, marketers are increasingly obligated to implement digital technologies. Due to the widespread prevalence of COVID-19, marketers are compelled to transition to online business in order to provide the highest quality services; furthermore, the significance of online mobile applications in guaranteeing the fulfillment of each consumer's requirements is growing. This incentivizes marketers to deliver suitable services without restrictions. The primary objective of this study is to investigate the impact of demographic determinants of consumer purchasing behavior on online grocery shopping behavior. Additionally, the study aims to assess consumers' perceptions regarding the quality and quantity of groceries purchased via the internet amidst the COVID-19 pandemic. This research article was compiled with the assistance of 157 respondents who purchased products via an online platform.

Keywords: Digital, COVID – 19, Internet, Grocery, Customization, Perception, Mobile applications, Technologies.

Introduction

Despite the rapid growth of the online purchasing industry in the virtual realm, the online grocery market has not experienced the same pattern of development as other e-commerce sectors, including electronics, books, clothing, and domestic appliances. Consumer accessibility and purchase intent were crucial determinants in the e-business industry's rapid expansion. In contrast, the food industry has undergone a complete transformation due to the growth of online grocery shopping and the establishment of client relationships. It provides the advantages of the product while simultaneously enhancing the accessibility of a business for customers desiring daily pampering. Prior to the outbreak of Covid-19 and the subsequent closure of malls and stores, the majority of individuals procured provisional items via internet marketing in the days and weeks preceding the outbreak. A content marketing strategy aims to produce materials that effectively engage the target audience. Customers develop an association with the brand in order to fulfill their needs. This study demonstrates that consumers can still acquire their preferred brand products via online channels despite the presence of a pandemic. When attempting to comprehend and address the needs of clients, demographic information is a crucial set of considerations. Characteristics such as age, sex, income, education, marital status, and mobility have the potential to exert a substantial influence on consumer behavior. Individuals with diverse financial capacities exhibit a preference for purchasing products of various categories and quality levels. Diverse socioeconomic segments consequently make purchases in diverse manners. Consequently, income might be a significant factor in determining the intended demographic. Many designer fashion stores, on the other hand, target consumers with higher incomes, whereas Kmart primarily serves those in the middle- and lower-income brackets.

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Objectives of the study

- 1. To know the demographic determinants of the consumers
- 2. To analyze the awareness among consumers about online grocery shopping websites or mobile application
- 3. To examine the opinion about the quantity and quality of the products or services offered through online shopping during COVID 19 pandemics compared to Pre pandemic.
- 4. To examine whether the demographic determinants affect the consumers' expectations towards quality or quantity

Review of literature

Adarsh Nampoothiri S & Pravitha N R (2021)

According to this article, consumers have a high positive review of internet buying. Moreover, it was discovered that young people frequently used the internet to learn about product reviews before purchasing.

Jihyo Moon et al (2021)

This article revealed that the protection Motivation Theory is more suitable in understanding consumer behavior under COVID – 19 conditions. Before COVID – 19, consumers utilized offline and online mode of shopping based on their convenience. However, in the persistence of COVID – 19, consumers are predicted to use online shopping channels actively in a short amount of time.

Dr. Jayasankara Prasad & Yadaganti Raghu (2018)

In this article, the authors claimed that the ease of doing grocery shopping online and the resulting time savings are important factors influencing online grocery purchasing behavior.

Pauzi et al (2017)

According to the study, Factors such as social influencers, enabling circumstances, physiological motives, risk perception, and brand trust were essential to online merchants in driving Malaysian customers to purchase groceries online.

Scope of the study

- The respondents for this study only from Chengalpattu districts
- The research tools adopted in this study were percentage analysis, correlation and regression analysis
- This study deals with the consumer perception towards the grocery purchase through online platforms
- The perception towards both quality and quantity only have been focused in this study

Innovative online services

In the realm of online commerce, innovative online services have revolutionized the purchasing experience, reshaping traditional retail practices and consumer behaviors. These services encompass a wide range of platforms and features designed to streamline the purchasing process, enhance customer satisfaction, and drive business growth.

E-commerce giants like Amazon, Alibaba, and eBay have paved the way for innovative online purchasing experiences by offering vast product selections, competitive pricing, and seamless transaction processes. These platforms leverage advanced algorithms and data analytics to provide personalized recommendations, tailored promotions, and targeted advertisements, thus creating a highly customized shopping experience for each user.

One of the most significant innovations in online purchasing has been the advent of mobile shopping apps. With the widespread adoption of smartphones and tablets, consumers can now browse, compare, and purchase products on-the-go, anytime and anywhere. Mobile apps offer features such as one-click ordering, barcode scanning, and voice search, making the purchasing process faster, easier, and more convenient than ever before.

Furthermore, social commerce platforms like Instagram, Facebook, and Pinterest have integrated purchasing functionalities directly into their interfaces, blurring the lines between social networking and online shopping. Users can discover and purchase products seamlessly while browsing their social feeds, thanks to features like shoppable posts, live shopping events, and influencer collaborations. This convergence of social interaction and commerce has transformed the way brands engage with consumers and drive sales online.

Another innovative trend in online purchasing is the rise of subscription-based services and membership programs. Companies like Amazon Prime, Netflix, and Spotify offer subscription packages that provide consumers with exclusive benefits such as free shipping, access to premium content, and personalized recommendations. By offering value-added services and incentives, these programs foster customer loyalty and encourage repeat purchases, ultimately driving long-term profitability for businesses.

Innovative online services towards purchase also include features like augmented reality (AR) and virtual reality (VR) shopping experiences, voice-activated assistants for hands-free shopping, and blockchain technology for secure transactions and supply chain transparency. As technology continues to evolve, so too will the ways in which we shop and interact with online retailers. By embracing innovation and embracing customer-centric approaches, businesses can stay ahead of the curve and deliver exceptional online purchasing experiences that delight and engage consumers.

Strategic Management towards online services

Strategic management of online services towards consumer purchasing behaviour involves a systematic approach to understanding, influencing, and optimizing the decisions consumers make when shopping online. This process typically involves several key steps:

- 1. Market Analysis: Conducting thorough research to identify consumer preferences, market trends, and competitive landscapes in the online space.
- 2. Customer Segmentation: Dividing the target market into distinct segments based on demographics, psychographics, and behaviour to tailor online services and offerings accordingly.
- 3. Personalization: Utilizing data analytics and machine learning algorithms to deliver personalized shopping experiences, including product recommendations, targeted promotions, and customized messaging.
- 4. User Experience Optimization: Continuously refining and optimizing the online shopping interface to ensure ease of navigation, fast loading times, intuitive design, and seamless checkout processes.
- 5. Omni-channel Integration: Integrating online services with offline channels (such as brick-and-mortar stores or mobile apps) to create a cohesive and interconnected shopping experience across multiple touchpoints.
- 6. Feedback and Iteration: Soliciting feedback from customers and analysing user behaviour data to identify areas for improvement and iterate on strategies to better align with consumer preferences and needs.

By strategically managing online services towards consumer purchasing behaviour, businesses can enhance customer satisfaction, foster brand loyalty, and ultimately drive sales and revenue growth in the competitive online marketplace.

Effects of Social drivers on Innovative online services

The social drivers of consumers play a pivotal role in shaping the innovation landscape of online services offered by e-commerce platforms. These drivers encompass various aspects of human behaviour, preferences, and societal trends, which profoundly influence the demand for innovative solutions and the direction of technological advancements. Here's how these social drivers impact e-commerce innovation:

- 1. **Changing Consumer Behaviour**: As consumer behaviour evolves with societal changes, such as increased digital adoption and shifting preferences for convenience, e-commerce platforms are compelled to innovate to meet these demands. For instance, the rise of mobile shopping has led to the development of mobile-responsive websites and dedicated apps, catering to the on-the-go lifestyle of modern consumers.
- 2. **Desire for Personalization**: Consumers increasingly seek personalized experiences tailored to their preferences and needs. This demand drives e-commerce platforms to innovate by implementing AI-driven recommendation systems, personalized marketing strategies, and customization options, enhancing user engagement and satisfaction.
- 3. **Social Influence and Trends**: social media and online communities exert significant influence on consumer preferences and purchasing decisions. E-commerce platforms leverage this by integrating social elements such as user reviews, social sharing features, and influencer marketing to foster trust, engagement, and virality, driving innovation in social commerce and community-driven shopping experiences.
- 4. Ethical and Environmental Concerns: Heightened awareness of ethical and environmental issues prompts consumers to prioritize sustainability and ethical sourcing when making purchasing decisions. E-commerce platforms respond by innovating with eco-friendly packaging, transparent supply chains, and sustainable product lines, aligning with consumer values and contributing to a more responsible consumption ecosystem.
- 5. **Digital Literacy and Access**: Disparities in digital literacy and access influence the design and accessibility of e-commerce platforms. Innovations in user interface design, inclusivity features, and multi-language support aim to bridge these gaps, ensuring equitable access and usability for diverse consumer demographics.

In conclusion, the social drivers of consumers exert a profound influence on the innovation trajectory of ecommerce platforms, shaping the development of user-centric, personalized, socially integrated, sustainable, and accessible online services. By understanding and responding to these drivers, e-commerce platforms can stay ahead in a competitive market landscape and meet the evolving needs and expectations of consumers.

Limitation of the study

- 1. This study is conducted based on the population only from Chengalpattu district. Hence, it is hard to generalize to a large population.
- 2. Time factor is the major constraint in this study.
- 3. Demographic determinants alone have been focused in this study.

Statement of Problem

Electronic commerce (E-commerce) has experienced a significant surge in the present environment, particularly in the midst of the epidemic. The widespread adoption of technology and the internet's integration into various sectors have compelled individuals to embrace technological advancements. The dynamic nature of our nation's development means that this transition significantly impacts economic circumstances. Additionally, the widespread occurrence of the COVID-19 pandemic prompted consumers to transition from offline to online purchasing. Despite the abrupt shift towards online purchasing, certain consumers remain uninformed about digital mobile applications and shopping websites. Consequently, marketers encounter difficulties in crafting impactful advertisements that successfully captivate consumers' attention. During atypical circumstances, such as the COVID-19 pandemics, marketing channels were also impacted. During this period of emergency, consumers were strongly encouraged to purchase any brand that was available in the market, regardless of their personal brand preference. This study investigates whether consumers are able to procure their preferred brands in the anticipated quantity and quality, even during pandemic and emergency situations.

Research methodology

A total of 157 samples were gathered for this research using a purposive sampling technique. The data in this research article are a combination of primary and secondary sources. Nevertheless, this research paper is predominantly reliant on primary data, which were gathered via questionnaires from a diverse range of consumers residing in the Chengalpattu district. The software application IBM SPSS 2020 was utilized to analyze the data. This study utilized regression, correlation, and percentage analysis as research instruments.

Table 1Demographic determinants							
Demographic Factors	Options	Frequency	Percent				
	10 - 25	100	63.7				
Age	26 - 40	43	27.4				
	40 and above	14	8.9				
	SSLC / HSC	10	6.4				
Qualification	UG	88	56.1				
Quanneation	PG	57	36.3				
	Illiterate	2	1.3				
Condon	Male	90	57.3				
Gelidei	Female	67	42.7				
	Urban	77	49.0				
Area of Residence	Rural	38	24.2				
	Sub - urban	42	26.8				
	Below Rs 30000	93	59.2				
Family Income Per Month	Rs 30000 – Rs 5000	50	31.8				
	Rs 50000 and above	14	8.9				

Data analysis

Primary Source

From the table 1, majority of the respondents laid between the age group of 10 - 25 with 63.7% and the frequencies for the same were 100 participants, most of the respondents had completed their undergraduate program with 56.1% and the frequencies for the same were 88, majority of the respondents were male with 57.3% followed by the frequency value of 90 out of 157. From the above table, it is clear that more respondents were from urban areas and the frequency for the same was 77 with 49%, majority of the respondents fall in the lowest category that is below Rs 30000 with 59.2% and responders were 93 out of 157.

Reliability test

Table 2 Reliability Statistics

Cronbach's Alpha	Number of Items
.903	12

Result

The reliability test is done to analyze whether the questionnaire is valid as well as internal consistency of items. According to the rule, the Cronbach's alpha should be good if it is more than 0.05.

This questionnaire has Cronbach's alpha of 0.802 which shows that the questionnaire is correct and valid. Therefore, further analyses can be made on the collected data.

Hypothesis Testing

 H_0 = There is no relationship between Demographic factors and Expectation towards quality of groceries received through online during pandemic

 H_1 = There is a relationship between Demographic factors and Expectation towards quantity of groceries received through online during pandemic

Correlation

Correlations								
		AGE	QUALIFI CATION	GEND ER	AREA OF RESIDEN CE	FAMILY INCOME PER MONTH (PM)	Perception of quality	Perception of quantity
AGE	Pearson Correlation	1	.352**	.202*	184*	.202*	119	365**
	Sig. (2-tailed)		.000	.011	.021	.011	.136	.000
	Ν	157	157	157	157	157	157	157
QUALIFICATI ON	Pearson Correlation	.352**	1	.150	156	.111	074	184*
	Sig. (2-tailed)	.000		.061	.051	.167	.355	.021
	Ν	157	157	157	157	157	157	157
GENDER	Pearson Correlation	.202*	.150	1	.190*	.320**	.891	156
	Sig. (2-tailed)	.011	.061		.017	.000	<mark>.007</mark>	.049
	Ν	157	157	157	157	157	157	157
AREA OF RESIDENCE	Pearson Correlation	184*	156	.190*	1	072	.165*	.094
	Sig. (2-tailed)	.021	.051	.017		.369	.039	.243
	N	157	157	157	157	157	157	157
FAMILY INCOME PER	Pearson Correlation	.202*	.111	.320**	072	1	143	092
MONTH (PM)	Sig. (2-tailed)	.011	.167	.000	.369		.037	.253
	N	157	157	157	157	157	157	157
Perception of quality	Pearson Correlation	119	074	.891	.165*	143	1	·595 ^{**}
	Sig. (2-tailed)	.136	.355	.007	.039	.037		.000
	N	157	157	157	157	157	157	157
Perception of	Pearson Correlation	365**	184*	156	.094	092	·595 ^{**}	1
quantity	Sig (2-tailed)	000	021	0/0	2/13	253	000	1
	N	157	157	157	157	157	157	157
**. Correlation i	s significant at the	0.01 lev	vel (2-tailed).				
* Correlation is	significant at the	0.05 lev	el (2-tailed)					

Interpretation (Correlation between demographics factors and perception of quantity)

The Pearson Correlation coefficient between Perception of Quantity and the first independent variable Age is -.365, while the significance level (sig) is .000 for a total of 157 respondents. The correlation between Perception of Quantity and Age is statistically significant because the significant value is less than .05. Thus, the null hypothesis relating to hypothesis H_0 can be rejected that there is a relationship exists between Perception of Quantity and Age.

The Pearson Correlation coefficient between Perception of Quantity and the second independent variable Qualification is -.184, while significance level (sig) is .021 for a total of 157 respondents. The correlation between Perception of Quantity and Qualification is statistically significant because the significance value is less than .05. Thus, the null hypothesis relating to hypothesis H_0 can be rejected that there is a relationship exists between Perception of Quantity and Qualification.

The Pearson Correlation coefficient between Perception of Quantity and the third independent variable Gender is -.156, while significance level (sig) is .049 for a total of 157 respondents. The correlation between Perception of Quantity and Gender is statistically very significant because the significance value is less than .05. Thus, the null hypothesis relating to hypothesis H_0 can be rejected and H_1 can be accepted. Hence, there is relationship exists between Perception of Quantity and Gender.

The Pearson Correlation coefficient between Perception of Quantity and the fourth independent variable Area of Residence is .094, while significance level (sig) is .243 for a total of 157 respondents. The correlation between Perception of Quantity and Area of Residence is statistically non - significant because the significance value is more than .05. Thus, the null hypothesis relating to hypothesis H_0 can be accepted that there is no relationship exists between Perception of Quantity and Area of Residence.

The Pearson Correlation coefficient between Perception of Quantity and the last independent variable Income is -.092, while the significance level (sig) is .253 for a total of 157 respondents. The correlation between Perception of Quantity and Income is statistically non - significant because the significance is lesser than .05. Thus, the null hypothesis relating to hypothesis H_0 can be accepted that there is a relationship exists between Perception of Quantity and Income.

Interpretation (Correlation between demographics factors and perception of quality)

The Pearson Correlation coefficient between Perception of Quality and the first independent variable Age is - .119, while the significance level (sig) is .136 for a total of 157 respondents. The correlation between Perception of Quality and Age is statistically non-significant because the significant value is more than .05. Thus, the null hypothesis relating to hypothesis H_0 can be accepted that no relationship exists between Perception of Quality and Age.

The Pearson Correlation coefficient between Perception of Quality and the second independent variable Qualification is -.074, while significance level (sig) is .355 for a total of 157 respondents. The correlation between Perception of Quality and Qualification is statistically non - significant because the significance value is more than .05. Thus, the null hypothesis relating to hypothesis H_0 can be accepted that there is no relationship exists between Perception of Quality and Qualification.

The Pearson Correlation coefficient between Perception of Quality and the third independent variable Gender is .891, while significance level (sig) is .007 for a total of 157 respondents. The correlation between Perception of Quality and Gender is statistically very significant because the significance value is less than .05. Thus, the null hypothesis relating to hypothesis H_0 can be rejected and H_1 can be accepted. Hence, there is relationship exists between Perception of Quality and Gender.

The Pearson Correlation coefficient between Perception of Quality and the fourth independent variable Area of Residence is .165, while significance level (sig) is .039 for a total of 157 respondents. The correlation between Perception of Quality and Area of Residence is statistically very significant because the significance value is less than .05. Thus, the null hypothesis relating to hypothesis H_0 can be rejected that there is a relationship exists between Perception of Quality and Area of Residence.

The Pearson Correlation coefficient between Perception of Quality and the last independent variable Income is -.143, while the significance level (sig) is .037 for a total of 157 respondents. The correlation between Perception of Quality and Income is statistically significant because the significance is lesser than .05. Thus, the null hypothesis relating to hypothesis H_0 can be rejected that there is a relationship exists between Perception of Quality and Income.

Regression (Demographic factors on Expectation towards quality)

 H_0 = There is no significant impact of demographics factors on Expectation towards quality of groceries received through online

 H_1 = There is a significant impact of demographics factors on Expectation towards quality of groceries received through online.

Model Summary									
Model	R	R Squa	re	Adjus	ted R Squa	re	Std. E	rror o	of the Estimate
1	.226ª	.251		.019			.815		
a. Predictors	: (Constant),	FAMILY	INCOME	PER	MONTH	(PM),	AREA	OF	RESIDENCE,
QUALIFICATION, AGE, GENDER									

The above shown Model summary table shows that R, the multiple correlation coefficient using the predictors Family Income, Area of Residence, Qualification, Age and Gender simultaneously is .226 while R Square is .251, showing that the variance in Consumer Perception of Quality can be easily predicted from the combination of factors Family Income, Area of Residence, Qualification, Age and Gender.

Coefficients										
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.					
	В	Std. Error	Beta							
1 (Constant)	2.420	.338		7.157	.000					
AGE	.089	.111	.070	.801	.425					
GENDER	.074	.149	.044	.498	.619					
FAMILY INCOME PER MONTH (PM)	170	.110	131	-1.543	.125					
AREA OF RESIDENCE	.128	.082	.131	1.560	.121					
QUALIFICATION	.027	.109	.021	.245	.806					
a. Dependent Variable: Perception o	f quality									

Interpretation

The table above shows as well as signifies that the regression coefficient, i.e., β of Age is.089 with significance value of 0.425 which shows that there is no a significant relationship with Age and Perception of Quality. The β value of Gender is 0.074 with significance of .619 showing there is no significant relationship between Gender and Perception of quantity. The β value of Family Income is -.170 with significance of .125 which shows that there is not a strong relationship between Family Income and Perception of quality. Regression coefficients i.e., β of Area of Residence is 0.128 with significance of .121 which shows no significant relation between Area of Residence and Perception of Quality. The β value of Quality. The β value of Qualification is .027 with significance value of .806 which shows a negative and non-existent relationship between Qualification and Perception of Quality. So, if we were to show this in a regression equation then,

 $Y=\alpha + \beta X1 + \beta X2 + \beta X3 + \beta X4 + \beta X5$

Where Y = Perception towards Quality and,

 $X_1 = Age$

 $X_2 = Gender$

 $X_3 = Family Income$

X4 = Area of Residence

 $X_5 = Qualification$

 $Y{=}2.420{+}\;0.089\,X1{+}\;0.074\,X2{-}\;0.170\,X3{+}\;0.128\,X4{+}\;0.027\,X5$

The equation shows that, after putting into the equation, consumer perception towards quality is expected to increase by 0.089 if Age increases by 1. If Gender increases by 1 then consumer perception towards quality is expected to increase by 0.074. For Family Income, consumer perception towards quality is expected to increase by 0.170 if there is an increase of 1 in Family Income. consumer perception towards quality is expected to increase by 0.128 if Area of Residence increases by 1. consumer perception towards quality is expected to be increased by 0.027 if there is an increase of 1 in Qualification. The Std. Errors of the coefficients are considerably Moderate, all under 0.15, and showing that coefficients have been estimated precisely.

Regression (Demographic factors on Expectation towards quantity)

 H_0 = There is no impact of demographic factors on Expectation towards quantity of groceries received through online

 H_1 = There is an impact of demographic factors on Expectation towards quantity of groceries received through online

Model Summary											
Model	R	R Squa	are	Adju	Adjusted R Square		Std. Estim	. Error of imate		of	the
1	.381ª	.345		.117			.867				
a. Predictors	: (Constant),	FAMILY	INCOME	PER	MONTH	(PM),	AREA	OF	RES	SIDE	NCE,
QUALIFICATION, AGE, GENDER											

The above shown Model summary table shows that R, the multiple correlation coefficient using the predictors Family Income, Area of Residence, Qualification, Age and Gender simultaneously is .381 while R Square is .345, showing that the variance in Consumer Perception of Quantity can be easily predicted from the combination of factors Family Income, Area of Residence, Qualification, Age and Gender

Coeffic	cients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
		В	Std. Error	Beta			
1	(Constant)	3.380	.360		9.399	.000	
	AGE	•457	.118	.322	3.860	.000	
	GENDER	.184	.159	.097	1.157	.249	
	FAMILY INCOME PER	.019	.117	.013	.161	.872	
	MONTH (PM)						
	AREA OF RESIDENCE	.050	.087	.046	.576	.566	
	QUALIFICATION	072	.116	051	622	.535	
a. Depei	ndent Variable: Perception o	f quantity					

Interpretation

The table above shows as well as signifies that the regression coefficient, i.e., β of Age is.457 with significance value of 0.000 which shows that there is a significant relationship with Age and Perception of Quantity. The β value of Gender is 0.184 with significance of .249 showing there is no significant relationship between Gender and Perception of quantity. The β value of Family Income is .019 with significance of .872 which shows that there is not a very strong relationship between Family Income and Perception of quantity. Regression coefficients i.e., β of Area of Residence is 0.050 with significance of .566 which shows no significant relation between Area of Residence and Perception of Quantity. The β value of Qualification is -.072 with significance value of .535 which shows a negative and non-existent relationship between Qualification and Perception of Quantity. So, if we were to show this in a regression equation then,

 $Y=\alpha + \beta X_1 + \beta X_2 + \beta X_3 + \beta X_4 + \beta X_5$ Where Y = Percention towards Quantity of

Where Y = Perception towards Quantity and,

 $X_1 = Age$

 $X_2 = Gender$

 $X_3 = Family Income$

 X_4 = Area of Residence

 $X_5 = Qualification$

 $Y{=}3.380{+}~0.457~X_{1}{+}~0.184~X_{2}{+}~0.019~X_{3}{+}~0.050~X_{4}{-}~0.072~X_{5}{-}$

The equation shows that, after putting into the equation, consumer perception towards quantity is expected to increase by 0.457 if Age increases by 1. If Gender increases by 1 then consumer perception towards quantity is expected to increase by 0.184. For Family Income, consumer perception towards quantity is expected to increase by 0.019 if there is an increase of 1 in Family Income. consumer perception towards quantity is expected to increase by 0.050 if Area of Residence increases by 1. consumer perception towards quantity is expected to be increased by 0.072 if there is an increase of 1 in Qualification. The Std. Errors of the coefficients are considerably Moderate, all under 0.16, and showing that coefficients have been estimated precisely.

Conclusion:

Consumer needs and requirements have been significantly influenced by technological improvements and resulting in the expansion of retail. As a result of this, online shopping is becoming increasingly popular in India. During this research study, it was observed that residents of Chengalpattu are extremely engaged, attentive, and knowledgeable about the internet. They also have a positive image of online shopping. Since, COVID - 19 still exists, more research is needed to examine customer perceptions of online grocery purchasing before and after COVID - 19. The primary goal of this research is to determine whether or not demographic characteristics affect or influence customer purchasing behavior when shopping for groceries through online mode. According to the findings of this study's hypothesis testing, demographic characteristics like as income and gender have no effect on consumer expectations of quality and quantity of purchasing groceries through online mode do not relay on demographic variables such as income and gender.

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