

A Study On Consumer Perception Towards Online Shopping During The Lockdown With Special Reference To South India

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ABSTRACT

The COVID-19 outbreak has substantially affected our work, shopping, and communication routines to a more significant extent than any prior disruptions, including technology improvements. The new corona virus, known as SARS-CoV-2, is responsible for the epidemic of Corona virus disease (COVID-19), a highly infectious sickness that has infected approximately 400,000 persons internationally. Given its mode of transmission, which is predominantly through direct contact with an infected individual during instances of coughing or sneezing or indirect contact through contaminated surfaces, the most effective preventive measure against the virus is to adhere to a policy of self-isolation at home. The global use of online shopping has witnessed a significant increase. The Indian E-Commerce market was anticipated to substantially expand and attain a worth of US\$ 200 billion by 2026, owing to the increased accessibility of cost-effective 4G networks and the growing prosperity of customers. Over the last decade, a significant transformation has occurred in the manner in which customers have modified their approach to engaging in online retail transactions. While consumers still engage in transactions at brick-and-mortar establishments, many find Internet shopping to be highly convenient since it eliminates the need for in-person visits to the business. Online shopping not only provides attractive discounts but also offers a high level of convenience to consumers.

Furthermore, the utilization of online tools for price research and comparison offers an added benefit in the ultimate decision-making process of customers, enabling them to get their preferred items at the most affordable price possible. This study aims to investigate customer behavior in relation to the direct and indirect effects of perceptions of online shopping on consumer behavior. Consumers concur with the assertion that internet buying incurs more costs compared to traditional in-person shopping since it involves longer delivery times and presents challenges during the purchasing process. This study centers on the comprehension of demographic features pertaining to consumer perception of online shopping. To fulfill the objective, a total of 200 respondents' data was gathered through the administration of questionnaires. The research was done in the southern district of Chennai, namely in the area of Saidapet. The study also examines the variables that impact online behavior.

Keywords: Covid-19 Pandemic, 4G networks, Consumer Perception, online shopping

INTRODUCTION

The Indian e-commerce sector has had substantial advantages due to the pandemic since adopting containment measures has exposed many persons to the convenience of online buying. Additionally, this condition has pushed seasoned online shoppers to participate in more regular purchase activities. The

implementation of social distancing measures throughout the year, together with the widespread usage of smart phones and access to stable internet, has considerably boosted the adoption of e-commerce not just in metropolitan regions but also in smaller towns and rural areas. This has resulted in a growing sense of trust in online commerce. India is now seeing a transformation in the lifestyle of a significant portion of its population. The comprehension of growing markets and customers has been a significant challenge for the business sector. The buying patterns of Indian consumers have seen significant transformations in recent years. The purchasing behavior of Indian customers has undergone significant changes due to the rising prevalence of the Internet and social media. During the early stages of the lockdown, companies observed a noticeable change in customer behavior, as a significant number of individuals who traditionally made purchases in physical stores began utilizing online platforms for the sake of ease and safety. As the nation continued its phased reopening in 2021, there was a noticeable trend of customers effortlessly transitioning between online and physical channels. This highlights the significance of omnichannel merchants in accommodating customer preferences. One notable trend anticipated for the year 2021 will have a heightened emphasis on the concept of including. Enhanced integration of technology and marketing offers consumers increased customization and curation while purchasing online. In conclusion, social commerce will exert a significant influence in the current year.

The global epidemic and subsequent period of lockdown have presented significant learning opportunities for businesses across all industries. Among these sectors, e-commerce has emerged as one of the most notable beneficiaries, experiencing substantial takeaways. As the transition into a new year ensues, we have initiated communication with e-commerce platforms in order to get insights into the anticipated significance they will assume in the year 2021.

The burgeoning prevalence of mall culture inside the nation has indeed fostered heightened consumer awareness about diverse possibilities, hence stimulating their inclination to explore and ultimately engage in online shopping. India boasts a staggering number of over 100 million internet users; a substantial portion of them, over fifty percent, engage in online transactions. This figure continues to show a notable upward trajectory with each passing year. The increase in the number of individuals engaging in online shopping surpasses the increase in the number of Internet users, suggesting a growing level of comfort among Internet users with regard to making online purchases. The increasing prevalence of internet usage and the significant proportion of young individuals in the Indian community have contributed to a remarkable surge in the number of individuals engaging in online shopping activities. Consumers commonly utilize online platforms to make reservations for hotel accommodations and purchase tickets for air travel, train transportation, and movies, as well as books, gadgets, and various consumer goods. However, there is a growing trend of purchasing offline products, such as clothing items like saris, kurtis, T-shirts, shoes, designer presents, and durable goods, through online channels. During the lockdown period, consumers increasingly turned to online platforms to fulfill their shopping needs, including a wide range of products and services such as groceries, stationery, math lessons, and yoga sessions. The online marketplace has expanded its reach beyond established and popular brands to include a diverse array of regional and local brands. These brands provide customers with an attractive value proposition, offering products of high quality at competitive costs. Significantly, the surge in demand for online goods and products reflected the various aspects of life during the period of lockdown and the global epidemic.

ANOUT ONLINE SHOPPING BEHAVIOUR

The advent of the COVID-19 pandemic has prompted significant and enduring changes in consumer shopping behavior. A significant number of individuals, encompassing both urban and rural areas, have embraced the practice of online purchasing, resulting in a substantial increase in the user base of e-commerce platforms. The expanding demographic of online consumers is concurrently contributing to an increase in the breadth and depth of products and services offered in the online marketplace. The examination of online shopping behavior is an integral component of the e-commerce industry, but it is sometimes overshadowed by other variables such as technology and digital marketing. Behavior refers to the observable and discernible reactions exhibited by individuals in response to a specific situation and in relation to a particular objective. Online purchasing behavior refers to an individual's comprehensive assessment and evaluation of products or services when engaging in online buying, which can lead to either positive or negative outcomes (Li & Zhang, 2002). Online shopping behavior is sometimes referred to as online buying behavior or internet shopping behavior. This behavior involves a multitude of characteristics, including the preferred time of purchase and the intention of the customer, among others. For instance, empirical research on consumer behavior indicates that individuals tend to engage in heightened shopping activity on specific days and at particular periods within those days. A considerable number of consumers assert that they possess a predetermined product in their thoughts and exclusively seek out that item. At the same time, a substantial portion of shoppers indicate a tendency to peruse various items on a single website for comparison. Research on buyer behavior has revealed that buyers often engage in a behavior known as "cart abandonment" when they add things to their online shopping carts without immediately making a purchase. This behavior is commonly employed as a means of conducting comparison shopping. Therefore, researching consumer behavior in

online buying is both intriguing and relevant for organizations seeking to establish a substantial online presence.

REVIEW OF LITERATURE

J. C. Soares et al. (2023). Their findings showed that the perceived risk of COVID-19 infection while shopping in person increased the perceived usefulness and simplicity of purchase. It had no statistical effect on online buying intent. However, perceived utility and perceived simplicity of investing are positively correlated. Purchase intent boosts internet buying—empirical results employing TAM and COVID-19 as external model variables add to the literature.

P. Let. (2022) This analysis indicated that the pandemic has affected and closed various industries. Meanwhile, e-commerce has thrived. Since then, online shopping has grown. They prevent the virus from spreading; therefore, people should stay home and buy supplies online. Financial, convenience, privacy, delivery, environmental, and information trust will be examined in this article to examine online shopping behavior. The 2020 lockdown yielded 250 surveys. Participants believe that information trust, privacy, convenience, and delivery hazards may affect their online shopping, except for environmental risk.

Brüggemann, P., & Olbrich, R. (2022). According to their report, the pandemic is changing retail and e-commerce. The research found that most online shopping. Consumer behavior after pandemic constraints may be reverting to 'old behaviors' less recognized. Researchers operationalize and experimentally study German customers' physical and online purchase activities before, during, and after lockdowns. Some buyers returned to brick-and-mortar establishments after the shutdown. OGS seldom steals customers. Customers still purchase offline. To keep consumers, offline shops should provide competitive advantages or go online. The OGS shopping patterns are very different. Some quit using OGS before or during lockdown. OGS vendors must evaluate client churn and create retention plans. 93% of observed consumers don't use OGS, showing its youth.

Esho, E., & Verhoef, G. (2021). Internet and mobile phone access has risen, leading to more online shopping, according to the report. Internet buying is still rare in Africa. This study compared vendor trust and website quality in Nigerian online shopping. Data was collected from Nigerian banking personnel. The findings show that trust and perceived website quality significantly affect customers' online shopping inclinations. Vendor confidence is less important than website quality. In other cases, more than faith in Internet suppliers may be needed to encourage online transactions. The results also show that buyers need to differentiate vendor trust from website quality. These data are valuable for online merchants and foreign companies offering online shopping in Nigeria and sub-Saharan Africa.

According to Nguyen et al (2020), there has been a notable shift in consumer behavior regarding book purchases in Vietnam, with a growing preference for online buying. Research conducted in France examined the mobility of consumer expenditure and the responses to online substitution during the pandemic. This investigation involved the analysis of a large volume of credit card transactions, revealing that the availability of online shopping mitigated the severe impact of the pandemic on consumption expenditures. Furthermore, this finding demonstrated the resilience of a robust economy (Bounie et al., 2020). The study conducted by Frick and Matthies (2020) demonstrated that the efficiency of online shopping has a positive impact on the consumption levels of both sufficiency-oriented items and new products. In a recent study done by Hao, Wang, and Zhou (2020), it was shown that internet purchasing has led to a spike in consumer food stockpiling behaviors in Beijing, Shanghai, and Guangzhou during the Covid-19 epidemic.

According to Lufkin (2020), The COVID-19 pandemic has necessitated customers to adapt their purchasing behaviors. The transition from physical retail to Internet purchasing has been shown to occur gradually in market behavior (Reddy, 2020). Alongside the increasing prevalence of online shopping among consumers, there has been an observed diversification in the range of products purchased through this digital platform. A growing number of customers have shifted their purchasing preferences towards personal care and medical kits, prioritizing them over fashion products.

In their study, Trong and Tran (2020) examined a sample of 617 customers from the Vietnamese market. The buying behavior in Vietnam has changed subsequent to the COVID-19 epidemic, with a notable adoption of sampling practices from online customers. According to the findings of a study conducted by Nielsen Vietnam in 2020, a notable observation was made regarding consumer behavior in response to the coronavirus pandemic. Specifically, it was found that a significant proportion, almost 95%, of consumers expressed fear or concern regarding the virus. This heightened sense of apprehension subsequently led to a substantial rise of over 25% in online buying activities. With the growing reliance of customers on digital banking for disaster preparedness, businesses must prioritize the provision of smooth, frictionless, and expeditious services on their e-commerce platforms in order to satisfy customers' expectations.

STATEMENT OF THE PROBLEM

The COVID-19 pandemic has presented a chance for a significant surge in internet buying within the South Chennai region. Not very long ago, businesses were reaping the advantages of doing in-person events. However, because of the global pandemic, the events sector had a significant halt over the majority of 2020 and continuing into the present year. Consequently, marketers were compelled to transition their events into virtual formats. There is a growing dependence on online discount discounts and schemes, as seen by the exclusive product launches of big firms on online shopping platforms such as Amazon, Flipkart, and Shop Clues. Nevertheless, the proliferation of e-commerce platforms and the growing number of customers engaging in online purchases have resulted in an escalation of challenges encountered by consumers in the realm of e-commerce when it comes to acquiring their preferred timepieces or the most recent mobile devices. The following are prevalent challenges encountered by consumers when online buying, explicitly pertaining to product quality. Issues pertaining to logistics The present discourse concerns matters pertaining to payment, hidden expenses, and the lack of clarity in website policies.

OBJECTIVES OF THE STUDY

These objectives will be accomplished by conducting this research:

1. To study the consumer demographic profiles and information search for online shopping.
2. To analyze the factors influencing consumer perceptions towards online shopping.

LIMITATIONS OF THE STUDY

1. Due to time and cost constraints, the investigation is limited to the South Chennai region.
2. The study was done using data collected from a specific group of respondents residing in the southern region of Chennai city. Therefore, it should be noted that the conclusions and findings derived from the research may not apply to the entirety of Chennai city or the entire nation.
3. The survey exclusively focuses on male and female internet shoppers. No effort has been undertaken about products with comparable characteristics due to the need for a more comprehensive investigation.

RESEARCH METHODOLOGY

The approach employed in this study pertains to the collection of data and the utilization of questionnaires. The sampling design used in the final research is comprehensively examined, alongside a thorough discussion of the data gathering processes and data analysis procedure utilized in the pretest, pilot test, and definitive study.

Sampling Plan and Data Collection

The sample selection was conducted within the urban area of South Chennai. The utilization of convenience sampling has been employed. The primary emphasis lies on the behavioral tendencies exhibited by customers about the practice of online purchasing. The survey is administered to a representative sample of 350 individuals from the consumer community using a random sampling technique. The research examines explicitly 200 out of a total of 350 replies. All other individuals have been excluded from the sample population. Therefore, the precise sample size of the study is 200.

Sampling Size Design: From the population of 350 samples, the proportion of sample responders included in the research amounts to 80%.

Study Area: The researcher's study area encompasses the southern region of Chennai. The locations mentioned include Valasaravakkam, Alandur, Adyar, Perungudi, and Sholinganallur.

RESEARCH INSTRUMENT

The questionnaire consists of three sections:

Section I - Personal Demographic Variables of Participants (comprising age, occupation, educational attainment, and income level)

Part II - Consumer Usage Patterns and Frequency of General Information Regarding Online Shopping During Lockdown.

Part III of this study encompasses a set of 12 statements that encapsulate the fundamental consumer expectations associated with online purchasing behavior. The participants were requested to evaluate the extent to which these expectations were fulfilled throughout their online shopping encounters using a 5-point rating scale.

Data Collection

Data gathering consists of two main types: primary data and secondary data. The preliminary data was obtained through the administration of questionnaires, while the secondary data was sourced from relevant journals and publications.

TOOLS FOR ANALYSIS

The primary data that was obtained has been analyzed utilizing a range of statistical approaches as listed below:

- Simple Percentage Analysis
- The analysis of Factors

EXPECTED CONTRIBUTIONS FROM THE STUDY

(I) For online shopping

The expansion rate increased significantly in response to the COVID-19 pandemic, and the implementation of lockdown measures resulted in a substantial shift in consumer behavior, leading to a notable influx of new online buyers and vendors. The prevalence of e-commerce platforms in India demonstrates the growing acknowledgment among consumers regarding the significance of convenient purchasing from the comfort of their homes. Following a decline in their businesses during the initial three months of the shutdown, many vendors are now venturing online. Under a pandemic, this platform is often favored for shopping. The Internet is a complex system of interconnected computers that facilitates widespread communication, information retrieval, and commercial transactions for many individuals. The rapid paces of transactions and minimal transaction expenses have encouraged the adoption of digital shopping among customers.

(II) For Consumers

The research on online buying behavior yields several outcomes that aim to safeguard customers and facilitate their assessment of items. Online shopping is a prevalent electronic commerce mode when customers directly purchase products or services from a vendor through various online platforms. Due to the lockdown measures implemented in India, customers are more dependent on online platforms for their purchases, a trend that has not been observed to this extent in previous instances of social alienation and self-quarantine.

DATA ANALYSIS AND INTERPRETATION

DEMOGRAPHIC PROFILES OF RESPONDENTS

Identifying demographic factors is crucial in discerning the distinctive characteristics of online buying consumers. Consumer segmentation and its features are identified by examining demographic factors such as age, gender, and occupation. Based on their economic circumstances and affordability, consumers see the necessity, usefulness, and cost-effectiveness of Internet shopping during lockdown periods.

Table .1 Gender

Gender	No. of..Respondents	Percentage
Male	76	38
Female	124	62
Total	200	100

***Source: Primary Data

Based on the data shown in the table, it can be determined that among the sample population, 38% of individuals identify as male customers, while 62% identify as female consumers engaged in online purchasing. Based on the available data, the sample population consists predominantly of female customers, with a significant representation of male consumers involved in online purchasing.

Table -2 Age of the Respondents

Age	No. of Respondents	Percentage
18 - 25	122	61
26 - 35	32	16
36 - 45	34	17
46 & Above	12	06
TOTAL	200	100

***Source: Primary Data

According to the data shown in the table, it can be observed that 61% of the participants fall within the age range of 18-25 years. Additionally, 17% of the respondents belong to the age group of 36-45 years, while 16%

are in the age group of less than 26-35 years. Furthermore, 6% of the participants are categorized in the age group of 46 years and above. Hence, the age group most represented among the study's respondents on internet buying is around 18-25 years. The data from the table reveals that within the sample unit, 35% of respondents are categorized as married, while the remaining 65% are classified as unmarried. Hence, most participants, including 65% of the responses, reported being unmarried.

Table -3 Educational Qualification

Qualification	Number of Respondents	Percentage
Professional	30	15
PG	40	20
UG	82	41
Diploma	14	07
others	34	17
TOTAL	200	100

***Source: Primary Data

The table presents the educational attainment of the participants. 41% of the participants may be classified as having attained an undergraduate level of education. Twenty percent of the population comprises postgraduate individuals, while seventeen percent are categorized as belonging to other groups. A total of 15% of individuals fall inside the professional group, whereas a mere 7% possess a Diploma level education, which may be considered inconsequential. Hence, most internet-buying users have an undergraduate qualification.

Table -4 Occupation

Qualification	Number of Respondents	Percentage
Salaried	100	50
Professional	30	15
Business	50	25
Homemaker	10	05
others	10	05
TOTAL	200	100

***Source: Primary Data

Table 4 presents the distribution of respondents across several occupational categories. It reveals that 50% of the respondents are employed in paid positions, 15% are professionals, 25% are engaged in commercial activities, 5% are homemakers, and 5% belong to other occupational categories. Hence, many of those involved in Internet purchasing are employed in paid occupations.

Table -5 Annual Income

Annual Income	Number of Respondents	Percentage
< Rs.2,50,000	116	58
Rs.2,50,001 - Rs.5,00,000	44	22
Rs.5,00,001 - Rs.7,50,000	18	09
> Rs.7,50,001 & Above	22	11
TOTAL	200	100

***Source: Primary Data

The table presented above provides a clear representation of the income levels of the consumers who were chosen for the study. Most participants, precisely 58%, are categorized inside the income level. Within the income range of less than Rs.250,000, around 22% of customers fall into this category. Additionally, 11% of consumers have an income between Rs.250,001 and Rs.500,000, while 9% earn an income between Rs.500,001 and Rs.750,000. Lastly, 11% of consumers earn an income of Rs.750,000 or above. Hence, it is seen that the majority of online shoppers have an annual income of less than Rs.250000.

Table -6 Respondents towards Consumer Perception of Products Purchase often through Online Shopping

Particulars	Number of Respondents	Percentage
Once in a week	20	10
At least once in a month	58	29
Once in 2-4 month	26	13
Once in a year	16	08
According to need	80	40
TOTAL	200	100

***Source: Primary Data

Based on the data shown in the table above, it is seen that 40% of consumers perceive online shopping as a need. Additionally, 29% of consumers shop online at least once a month, while 13% do so once every 2-4 months. Furthermore, 10% of consumers perceive online shopping as a weekly activity, while 8% engage in it annually. Hence, it has been determined that the proportion of online shoppers who engage in purchases based on their own needs is 40%.

Table -7 Respondents towards Consumer Perception of availability of Products through Online Shopping

Particulars	Number of Respondents	Percentage
Company Website	10	05
Search Engines	20	10
Friends and Family	30	15
Products reviews in print media	30	15
Promotional emails	40	20
Online Advertisements	40	20
Advertisements	16	08
Blogs	10	05
Others	04	02
TOTAL	200	100

From the above table it is found 20% of consumers of online shopping are influenced by promotional e-mails & online advertisement, 15 % of consumers are influenced by family and friends & product reviews in print media, 10% are influenced by search engines, 8% are influenced by Advertisement and 5% of the consumers are influenced by company Website & Blogs. It is identified that Promotion emails and online Advertisement's both are the power media to create more awareness among consumers of online shopping.

Factors influencing Consumer Perception towards Online Shopping

Factor Analysis of Consumer Perception factor, Consumer Satisfaction Factor and Consumer Expectation factor of factors influencing Consumer Perception towards Online Shopping.

Factor Analysis is a statistical method used for data reduction and analysis. Its objective is to elucidate the relationships between numerous outcomes by identifying one or more underlying variables that might account for these correlations. The methodology entails the process of data reduction, wherein an effort is made to condense a collection of variables into a smaller quantity. Factor analysis was employed to reduce the dimensions of the 15 questions. The things are grouped based on their association with similar items, as determined by the following test. The validity of the inter-correlations among the items has been assessed. Upon examination of the correlation matrix, it was seen that several coefficients of at least .4 (with a minimum threshold of .3) were present. Solid correlations suggest a significant association between two variables, indicating a likelihood of their cohesiveness within the component analysis.

The Kaiser-Meyer-Olkin (KMO) index is a statistical measure that falls from 0 to 1. A minimum value of 0.60 is often recommended to indicate a satisfactory level for factor analysis. The appropriateness of the sample for the study was assessed using the KAISER-MEYER-OLKIN measure, yielding a value of .852, considered excellent and surpassing the minimum acceptable threshold of .6.

The Bartlett's Test of Sphericity X^2 (435) yielded a significant result of 6948.384, with a p-value less than .001, indicating that the correlations between items were substantial enough to proceed with Principal Components Analysis (PCA). The statistical significance, specifically a p-value of .000, further supports the suitability of the correlation matrix for factor analysis, confirming its factorability. In general, Bartlett's Test of Sphericity is necessary to reject the hypothesis.

Subsequently, the use of Kaiser's criterion or the eigenvalue rule, which is widely employed, is employed for the extraction of factors. This process entails identifying the minimum number of factors that effectively capture the interrelationships among the variables.

Table-8: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.900
Bartlett's Test of Sphericity	Approx. Chi-Square	1.547E3
	df	253
	Sig.	.000

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.006	43.505	43.505	10.006	43.505	43.505	5.461	23.744	23.744
2	1.198	5.210	55.551	1.198	5.210	55.551	2.765	12.022	50.801
3	1.036	4.506	60.057	1.036	4.506	60.057	2.129	9.256	60.057

Extraction Method: Principal Component Analysis.

The factor model is then rotated to transform the factors and make them more interpretable. The rotation phase transforms a factor matrix in which most factors are correlated with many variables into one in which each factor has non-zero loadings for only some of the variables. Varimax rotation, the most commonly used method for rotation and which seeks to minimize number of variables that have high loadings on a factor thus permitting the factors to be differentiated from one another is performed to assess the underlying structure for the 15 Variables Relating to the factors Influencing Consumer Perceptions towards Online Shopping in the Questionnaire.

Then, the Factors are interpreted through their factor loadings. The Rotated component matrix table which contains the loadings is the key for understanding the results of the analysis. Factors appear as columns and items appear as rows. The greater the loading, the more the variable is a pure measure of the factor.

Rotated Component Matrixa				
S.No.	Variables	Component		
		1	2	3
	Availability of variety of Brand	.836		
	Competitive Pricing	.716		
	Discrete Shopping	.701		
	Advanced Searching Options	.662		
	Customer Care Facility	.645		
	Reliability of Manufacturers	.639		
	Website Design	.633		
	Cash on Delivery		.761	
	24/7 X Shopping Facility		.641	
	Saves Time and Money		.604	
	Product Return Facility		.588	
	Website Language		.562	
	Convenient Delivery		.556	
	More Relaxing Shopping			.740
	Schemes and Offers			.621
Extraction Method: Principal Components Analysis.				
Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 17 iterations.				

The first factor, which represents the Consumer Perceptions factor, exhibits the highest loadings on seven items (1 to 7), as indicated by the loadings in the first column. The first factor showed the highest loading (.863) for the availability of a range of brands. The Second Factor, which measures Consumer Satisfaction, has the highest loadings on items 8 to 13, as seen in the Second column. The eighth item, Cash on Delivery, exhibited the highest loading (0.761) on the second factor. The third component, which appears to represent the Consumer Expectation component, has the highest loadings on items 14 and 15, as seen in the third column. The 14th item, "More Relaxing Shopping," exhibited the most significant loading coefficient of 0.740 on the third component. Three elements were solicited, given that the questions were specifically devised to measure four constructs: Consumer Perceptions, Consumer Satisfaction, and Consumer Expectation. Following the rotation process, it was seen that the first component explained 23.74% of the variation, the second factor accounted for 12.02%, and the third factor accounted for 9.25%. Collectively, these three factors accounted for a cumulative total of 60.05% or 60% of the variance. Based on the Factor above Analysis results, the primary factor, namely Consumer Perceptions, exerts a more significant influence on the various factors that shape consumers' perceptions of online shopping. This conclusion is drawn from the fact that 7 items, accounting for approximately 69.5% or 70% of the variables, exhibited a significant loading on the first factor, corresponding to the Consumer Perceptions factor. This particular component is often regarded as a substantial determinant that significantly influences the many factors that shape consumer perceptions about online purchasing, among other factors.

FINDINGS

- 62% female consumers and a reasonable number of male consumers of online shopping.
- 61% of respondents are between the age group of 18-25.
- 41% of the respondents belong to the category of UG level.
- 50% of the respondents belong to salaried.
- 58% of the respondents belong to the income level.
- Maximum number of consumers of online shopping is According to need is 40%.
- Consumer perceptions have a significant role in shaping consumer attitudes towards online purchasing. This is evident as 69.5% or around 70% of the variables examined in the study were found to be associated with the first component, which we refer to as the Consumer Perceptions factor. This particular component is often regarded as a significant contributor among several factors influencing consumer perceptions of internet purchasing.

SUGGESTIONS AND CONCLUSION

Online marketing and customer impressions of online buying are no different in this regard. The most effective approach for navigating and persevering during this challenging period is to respond and conform to the evolving demands of consumers. The current priority is not centered around the acquisition or accessibility of luxury goods within a specific price range but rather on collective efforts and contributions to overcome this phase. It is anticipated that the current pandemic scenario will resolve in the near future, leading to the restoration of normalcy in due course. However, the current circumstances provide significant challenges for individuals, businesses, and economies to establish themselves effectively. The losses incurred by crises often need to be fulfilled and quickly forgotten. All individuals engaged in the social service industry are diligently striving to preserve and uplift the welfare of humanity. In response to the current crisis, online market participants have emerged to ensure the continuous provision of medical and domestic services, therefore fostering collective efforts in combating the challenges at hand.

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