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LIFE IN THE 2020s: SOCIAL, CULTURAL AND ECONOMIC DIMENSIONS

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INSTANT GRATIFICATION OF CONSUMERS THROUGH E- COMMERCE -A STUDY AMIDST COVID 19

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SOCIAL, CULTURAL AND
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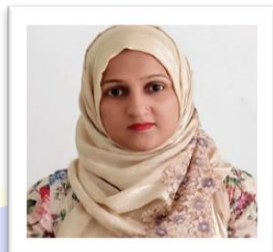
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FOREWORD



Dr. Ana Mateen

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I am delighted to write the foreword for this Book titled Proceedings of the National Conference Life in 2020s: Social, Cultural and Economic Dimensions, 25th May 2021 not only because of my Compadres Dr. Chacko Jose and Mr. Nijil Jacobi but also its relevance post outbreak of COVID-19, which will leave a lasting imprint on the world economy, causing permanent changes and teaching important lessons. In a very short span of time, I have developed a very strong and cordial relation of Friendship and Trust with Dr. Chacko Jose and Mr. Nijil Jacobi, thanks to the Pandemic led Online Webinars.

The sole objective of this book is to understand how COVID-19 spread has left national economies and businesses counting the costs whereas governments struggle with new lockdown measures to tackle the spread of the second wave of the corona virus. Department of Economics, Sacred Heart College, Chalakudy has an impressive track of promoting inclusive education and research. This book is a unique result of highly committed and dedicated professionals of the Institute.

Indian author Arundhati Roy has very well said in her book: *Pandemic Is a Portal*, “Historically, pandemics have forced humans to break with the past and imagine their world anew. This one is no different. It is a portal, a gateway between one world and the next.”

Remote work is likely to become more common. Initially, many companies were reluctant to embrace remote work. Now that many have tried it with good results, remote work might be here to stay. The pandemic crisis has accelerated the pace of digital transformation worldwide, with further expansion in e-commerce and increase in the rate of adoption of telemedicine, videoconferencing, online teaching, and fintech. Virus screening is likely to become part of our life, just like security measures became ubiquitous after 9/11.

Despite the development of new vaccines, many are still wondering what recovery could look like. Big shifts in stock markets, where shares in companies are bought and sold, have affected the value of pensions or individual savings accounts. COVID-19 pandemic has increased inequality, exclusion, discrimination and global unemployment in the medium and long term as seen during the 2020s.

Self-quarantine and staying indoors for longer duration has inflicted social factors and caused psychological problems and violence by creating differences among people as well as verbal and physical disputes. The impacts of crises are never gender-neutral, and COVID-19 is not an exception. While everyone is facing unprecedented challenges, women are bearing the brunt of the economic and social fallout of COVID-19. Globally, 70 per cent of health workers and first responders are women, and yet, they are not at par with their male counterparts. Women are overrepresented in many of the industries hardest hit by COVID-19, such as food service, retail and entertainment. For example, 40 per cent of all employed women – 510 million women globally – work in hard-hit sectors, compared to 36.6 per cent of employed men as reported by United Nations.

The restrictive measures imposed by governments has led to cancellation of major arts and cultural events, including festivals and expos across the globe and has disrupted business, particularly of SMEs, and are major sources of livelihood for many young and aspiring entrepreneurs. Beyond that, revenues derived by governments from both domestic and international tourism, have completely disappeared overnight, the hospitality sector has been hit hard. With millions of jobs and many companies bankrupt as over 35 million hotel and rental worldwide have registered a fall in reservations in all the top travel destinations, reported by Transparent.

In the United States, the proportion of people out of work hit a yearly total of 8.9%, according to the International Monetary Fund (IMF). Millions of workers have also been put on government-supported job retention schemes as parts of the economy, such as tourism and hospitality; have come to a near standstill.

The IMF estimates that the global economy shrunk by 4.4% in 2020. The organisation described the decline as the worst since the Great Depression of the 1930s. The only major economy to grow in 2020 was China. It has registered a growth of 2.3% in 2020. The IMF is, however, predicting global growth of 5.2% in 2021 and will be driven primarily by countries such as India and China.

I have gone through the chapters and must admit that the researchers have chosen varied topics from different backgrounds which have relevance in today's research arena. Many of them have worked on the primary dataset and have used cutting edge methodology. The contents of the chapters are very well structured and presented in a meaningful manner. I strongly believe that this book will accomplish the requirements of the policy makers, academicians and researchers.

With Best Wishes !!!

15 - 08 - 2021

Dr. Ana Mateen

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THE INSTANT GRATIFICATION OF CONSUMERS THROUGH E-COMMERCE- A STUDY AMIDST COVID-19

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Abstract

Consumers' preferences for offline /online shopping modes depend on various factors such as the touch and feel of the product, instant gratification, and delivery times. Because of the current outburst of the corona pandemic, the entire supply chain had been interrupted. The modes of virus diffusion and norms of maintaining social distancing may shift the choices of the shopping mode among customers. The paper examines factors influencing buying the behaviour of customers through e-commerce and also examines the relationship perceptions and buying behaviour amidst COVID-19 in Kottayam District. The study was carried out in the Kottayam district. The convenience sampling method was adopted to collect 52 samples through a structured questionnaire send through electronic media. Regression analysis, mean ranking and were used to make the analysis. The study reveals that the most preferred factor for instant gratification is convenience. Also there is a positive moderate significant relation between perception and instant gratification of e-commerce during amidst COVID-19.

Keywords: *Ecommerce, Instant gratification, COVID-19*

Introduction

Ecommerce-It is a platform that enables, buying and selling of goods through the internet. Ecommerce has experienced exponential growth in the number of users and has created enormous increases in its usage through online shopping amidst COVID-19.

Instant gratification – It is the desire to experience pleasure or fulfilment without delay. Consumers increasingly reward brands that give the shopping relationship meaning beyond the transaction. Therefore should companies emphasize delivering instantaneously gratifying experiences?

Statement of the problem

The COVID-19 destroys the growth of business in many areas, and at the same time, it opens a window for digital trade and commerce. With a broad scope of online purchases, online

platforms are open to resolving customer experiences during this pandemic situation. Thus, the study aims to investigate and explore the instant gratification of consumers during COVID-19 on E-commerce

Literature review

Before the start of the coronavirus pandemic, consumers had a glut of options to choose from when it came to the source of their purchases listed down the factors influencing the consumer preferences for the online and offline mode of purchases. According to them, the factors that affect the consumer to shop online are convenience- consumers can order remotely to any address and also the time factor which the consumer would save by visiting the physical store. The elements that guarantee the offline shopping mode is the tangibility of the product, feel, touch, and also instant gratification- the product is available immediately after payment.

COVID-19 has a significant impact on e-commerce globally and, in some cases, adverse impact, but overall, e-commerce is proliferating because of the virus. Coronavirus compelled customers to use the internet and make it a habit in their daily routine (Abiad et al., 2020; Basu, 2020).

Scope and significance of the study

The e-commerce system is prominent in providing concurrent data and analytics relating to products and customers in The 2020s. Confronted with lockdown regimes and shop closures, customers shift to mobile and online platforms to shop for groceries, daily essentials, and various other products. Factors influencing buying behaviour of customers through e-commerce and also examines the relationship perceptions and buying behaviour amidst COVID-19 in Kottayam District.

Objectives

1. To analyze the perception of E-commerce amidst COVID-19
2. To identify the factors influencing instant gratification of E-commerce amidst COVID-19
3. To know the relationship between perception and buying behaviour of consumers

Hypothesis

HO1: There is no significant difference between online shopping experience and perception of customers

HO2: There is no significant relationship between perception and instant gratification

Methodology

The study is conducted in Kottayam District. The convenience sampling method was used to collect the Primary data from the respondents. A structured questionnaire was sent through Google form and received 52 samples for the analysis. Mean ranking, regression analysis, and ANOVA were used for data analysis.

Result and discussion

Perception of consumers and online experience

HO1: There is no significant difference between online shopping experience and perception of customers

Table no:1 (Descriptive Statistics For Perception Of Consumers) shows that the perception of consumers in respect to customers interaction with the e-commerce website is ranked first (4.40) and followed offer good quality of information (4.17) Overall assessment of the utility of a product(4.12), E-commerce websites surpasses the dealings that occur in the information stage(4.04), E-commerce website surpass the dealings that occur during purchase stage(4.00) ,and lastly, E-commerce surpass the dealings that occur in the post-purchase(3.83)

Table no: II (Anova Table for Testing Significant Difference between Online Shopping Experience and Perception of the Consumers) shows that online shopping experience and perception of the consumers have no significant difference.

Instant gratification of e-commerce

HO1: There is no significant difference between online shopping experience and factors influencing the instant gratification of e-commerce.

Table no: III (Descriptive Statistics for Instant Gratification of Buying) shows that the most preferred factor for instant gratification of e-commerce buying behaviour is convenience (4.44), and the least preferred factor is value for product quality

Table no: IV (Regression Analysis for Perception and Instant Gratification) shows that **the** R-value .652 has a moderate positive relationship between perception and instant gratification of e-commerce amidst of COVID-19.

Table no: V (Anova Table) exhibits that there is a significant relationship between perception and instant gratification of e-commerce amidst COVID-19.

Findings and conclusion

This study was conducted among the respondents of the Kottayam district. The study reveals the following outcome.

1. No significant difference between the online shopping experience and the perception of consumers.
2. The most rated preferred variable for customer perception is Customer's interaction with the e-commerce website ,and the least variable is Ecommerce websites surpasses the dealings that occur in the post-purchase
3. The most influencing factor for instant gratification is convenience, and the least influencing factor is that E-commerce is good value for product quality.
4. There is a moderate positive relationship between perception and the instant gratification of e-commerce amidst COVID-19.

The study concluded that there is a broader scope of conducting future research on the growth of e-commerce in the specified product, especially the food supplies.

Tables

Table No:1 Descriptive statistics for perception of consumers

Descriptive Statistics				
	N	Mean	Std. Deviation	Mean Ranking
Customer's interaction with the e-commerce website	52	4.40	.534	1
Offer good quality of information, service	52	4.17	.513	2
Overall assessment of the utility of a product	52	4.12	.676	3
Ecommerce websites surpass the dealings that occur in the information search stage	52	4.04	.685	4
Ecommerce websites surpass the dealings that occur during purchase stage	52	4.00	.792	5
Ecommerce websites surpass the dealings that occur in the post- purchase	52	3.83	.857	6
Valid N (list wise)	52			

(Source: Primary Data)

Table No: II ANOVA Table for testing significant difference between online shopping experience and perception of the consumers

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Customer's interaction with the e-commerce website	Between Groups	.233	2	.117	.400	.673
	Within Groups	14.286	49	.292		
	Total	14.519	51			
Offer good quality of information, service	Between Groups	.100	2	.050	.184	.833
	Within Groups	13.342	49	.272		
	Total	13.442	51			
Ecommerce websites surpass the dealings that occur in the information search stage	Between Groups	.700	2	.350	.739	.483
	Within Groups	23.223	49	.474		
	Total	23.923	51			
Ecommerce websites surpass the dealings that occur during the purchase stage	Between Groups	.993	2	.497	.785	.462
	Within Groups	31.007	49	.633		
	Total	32.000	51			
Ecommerce websites surpass the dealings that occur in the post-purchase	Between Groups	.165	2	.083	.109	.897
	Within Groups	37.277	49	.761		
	Total	37.442	51			
Overall assessment of the utility of a product	Between Groups	.067	2	.033	.070	.932
	Within Groups	23.241	49	.474		
	Total	23.308	51			

(Source: Primary Data)

Table No: III Descriptive statistics for instant gratification of buying

Descriptive Statistics				
	N	Mean	Std. Deviation	Mean Ranking
E-commerce is a convenience	52	4.44	.639	1
E-commerce is always available for my commerce activity	52	4.38	.631	2
E-commerce is a good value for time (save time).	52	4.35	.556	3
E-commerce can be used easily and quickly.	52	4.35	.711	4
I will continue to use e-commerce	52	4.31	.579	5
E-commerce has well- organized appearance.	52	4.19	.687	6
E-commerce promptly responds to my requests.	52	4.15	.724	7
E-commerce should function properly	52	4.15	.777	8
E-Commerce should be safe and protect customer information.	52	4.13	.864	9
Ecommerce provides relevant information		4.12	.615	10
Using E-commerce is a wise decision.	52	4.12	.646	11
E-commerce should full fill its promises	52	4.12	.808	12
I am satisfied with e-commerce.	52	4.08	.737	13
E-commerce has met expectations	52	4.06	.502	14
E-commerce is worth money	52	4.04	.713	15
E-commerce is a good value for product choice.	52	4.02	.700	16
E-commerce is a good value for product quality.	52	3.92	.763	17
Valid N (list wise)	52			

(Source: Primary Data)

Table No: IV Regression analysis for perception and instant gratification**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.652 ^a	.426	.414	.36392

a. Predictors: (Constant), Customer Gratification on E- Commerce

Table No: V ANOVA Table**ANOVA^a**

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	4.904	1	4.904	37.032	.000 ^b
	Residual	6.622	50	.132		
	Total	11.526	51			

a. Dependent Variable: Customer Perception

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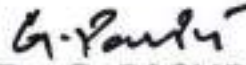
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AMIDST COVID-19
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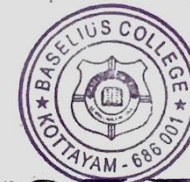
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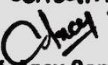
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