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**INDEX**

<b>Sl. No.</b>	<b>Title of Research Paper/Article</b>	<b>Name/s of Author/s</b>	<b>Page No.</b>
1	A STUDY ON THE IMPACT OF COVID-19 IN THE PRESENT BUSINESS MILIEU	Diya Akbar	1 - 9
2	PERCEIVED EASE OF USE OF SOCIAL MEDIA PLATFORMS ON MOBILE DURING LOCKDOWN	Sheena Mathew Dr. Vineeth K M	10 - 21
3	SOCIAL MEDIA USAGE OF HIGHER SECONDARY STUDENTS	Jijish Elias	22 - 28
4	BIBLIOMETRIC ANALYSIS OF BEHAVIOURAL FINANCE IN SCOPUS DURING 2018-2021	Krishna Nambiar Dr Vineeth K M	29 - 39
5	INTERNET USAGE AND ECONOMIC PERFORMANCE OF INDIA USING AN ADRL APPROACH	Dr. Jayant Kumar Chakraborty Sudeshna Sarkar	40 - 49
6	BIBLIOMETRIC ANALYSIS OF SOCIAL RESPONSIBLE INVESTING IN SCOPUS	Shabna Babu Dr. Vineeth K M	50 - 60
7	THE INSTANT GRATIFICATION OF CONSUMERS THROUGH E-COMMERCE- A STUDY AMIDST COVID 19	Seethu John Anish B Bhaskaran	61 - 67
8	BIBLIOMETRIC ANALYSIS OF EVENT TOURISM IN SCOPUS DURING 2018-2021	Neena Merina Dr. Vineeth K M	68 - 78
9	FINANCIAL WELLBEING- GOAL OF FINANCIAL LITERACY	Anusha Ragesh Beneeta Benny	79 - 87
10	INFLUENCE OF PERCEIVED USEFULNESS AND PERCEIVED EASE OF USE ON SWITCHING INTENTION REGARDING MOBILE APPS	Aleena P .Z Dr. Vineeth K M	88 - 93
11	ENVISAGING THE REPERCUSSION OF SELF-HELP GROUPS IN WOMEN ENTREPRENEURSHIP: -WITH SPECIAL REFERENCE TO KARUKACHAL PANCHAYAT	Preetha Thomas	94 - 102

## 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 <sup>a</sup>	.426	.414	.36392

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

**Table No: V ANOVA Table****ANOVA<sup>a</sup>**

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

a. Dependent Variable: Customer Perception

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Online brand trust and sales promotions competitive strategies online buying  
decisions by consumers.*

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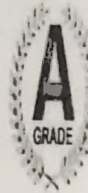


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191	<p>CONSUMER BEHAVIOUR TOWARDS COSMETIC PRODUCTS IN TRICHIRAPPALLI  B REVATHI  Research Scholar, PG &amp; Research Department of Commerce, Urumu Dhanalakshmi College, Tiruchirappalli.</p>	997
192	<p>A STUDY ON BUSINESS OPPORTUNITIES DURING COVID-19 ERA  Dr. S GOPI  Assistant Professor, Dept. of Commerce, Jamal Mohamed College (Autonomous), Tiruchirappalli.</p>	1003
193	<p>THE POSITIVE AND NEGATIVE IMPACTS OF INCOMPLETE FAMILY IN JOHN IRVING'S "THE WORLD ACCORDING TO GARP"  *G VIGNESHWAR and **M MADHU BHARATHI  *Assistant Professor, PG &amp; Research Department of English, Vivekanandha College of Arts &amp; Sciences for Women, (Autonomous), Namakkal.  **Assistant Professor, Department of Science and Humanities, M Kumarasamy College of Engineering, Karur.</p>	1008
194	<p>IMPACT OF COVID-19 ON THE INDIAN AGRICULTURAL SYSTEM  P MUNI BHUMIKA  Electronics &amp; Communication Engineering, Sri Venkateswara College of Engineering, Chennai.</p>	1012
195	<p>COVID-19 AND ITS IMPACT ON DIFFERENT SECTORS IN INDIAN ECONOMY  *Dr. T SELVAKUMAR and **Dr. M YESU RAJAN  *Assistant Professor of Economics, PG and Research Department of Economics, The American College, Madurai.  **Assistant Professor of Economics, PG and Research Department of Economics, The American College, Madurai.</p>	1015
196	<p>IMPACT OF COVID - 19 ON SMALL BUSINESS WOMEN ENTREPRENEURERS IN INIDA - ISSUES AND CHALLENGES  Dr. V M SUNEELA SHYAM  Assistant Professor, Dept. of Economics, Ethiraj College for Women, Chennai.</p>	1019
197	<p>A STUDY ON CONSUMER SATISFACTION TOWARDS RETAIL STORES WITH REFERENCE TO KOTTAYAM  *SEETHU JOHN and **Dr. K MANIKANDAN  *Assistant professor, Department of Commerce, Saintgits College of Applied Sciences, Kottayam, Kerala,  **Professor, Department of Commerce, Vels Institute of Science Technology and Advanced Studies, Pallavaram, Chennai.</p>	1022
198	<p>QUALITY OF WORK LIFE AND PSYCHOLOGICAL WELL BEING OF AN INDIVIDUAL DURING COVID-19 PANDEMIC  *NAYEEMUNNISA A and **ZENITH Z  *Assistant Professor, C Abdul Hakeem College of Engineering and Technology, Melvisharam.  ** I MBA, C Abdul Hakeem College of Engineering and Technology, Melvisharam.</p>	1026
199	<p>THE IMPACT OF THE COVID-19 ON AGRICULTURAL SECTOR OF KERALA ECONOMY  Dr. PRINCY P JAMES  Assistant Professor, Department of Economics, Bishop Kurialacherry College for Women, Kottayam, Kerala.</p>	1033
200	<p>A STUDY OF PERFORMANCE APPRAISAL SYSTEMS IN INDIAN BANKING SECTOR  *G SANTHOSHKUMAR, **R VELANGANNI and ***S ROBIN SUSMITHA  *Assistant Professors, Department of Commerce SRM, IST, Chennai.  **Assistant Professors, Department of Commerce SRM, IST, Chennai.  ***Assistant Professors, Department of Commerce SRM, IST, Chennai.</p>	1036
201	<p>EMPLOYMENT OPPORTUNITY AND STATUS OF TRANSGENDER IN INDIA</p>	1038



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## A STUDY ON CONSUMER SATISFACTION TOWARDS RETAIL STORES WITH REFERENCE TO KOTTAYAM

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### ABSTRACT

Large retail stores such as supermarkets and malls are expected to provide unique shopping experiences to customers. Such shopping experiences could lead to satisfaction and store loyalty. researcher suggest that a satisfactory in-store shopping experience enhances cumulative or 'overall' consumer satisfaction .The primary goal of the study is to get an understand the reasons for purchase from retail stores and the level of satisfaction towards retail shops in the Kottayam Area/Region.

**Keywords:** Customer satisfaction.

### INTRODUCTION

Retailing is one of the biggest sectors and it is witnessing a revolution in India. Retail means selling goods and services in small quantities directly to customers. Retailing consists of all activities involved in marketing of goods and services directly to consumer for their personal, family and household use. The Indian retailing industry is becoming intensely competitive, as more and more players are competing for the same set of customers. Although still at a budding stage, organized retailing in India is witnessing a radical transformation. The increase in the number of retail chains across the country is an indication that organized retailing is emerging as an industry and will boom in a big way in the future.

#### Retailing in Kerala

After 50 years of unorganized retailing and fragmented small store, Kerala retail industry has finally begun to move towards modernization, systematization and consolidation. This trend of growth and the strengthening of organized retail activity in Kerala are due to several reasons

- **Steady growth of the disposable incomes**
- **Global exposure to customers**
- **Greater awareness and discern in customers**
- **Better management of supply chain**

The organized retail sector is growing rapidly with a superior number of Shopping Malls, Hyper market; Super markets and Departmental stores are opening up in and around Kerala become important for retailers to comprehend the satisfaction of customers with respect to the stores. The major national retail players in the State include the Spencer's, Reliance, Big Bazaar, and Fabmall alongside local chains like Margin Free Markets and Varkey's. But it is very hard to quantify the services and facilities presented by the retail



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stores and its impact on the customer satisfaction. Organized retailing provides 3 V's to the consumer-Value

## OBJECTIVES OF STUDY

1. To review the related study on consumer satisfaction towards retail stores.

## LITERATURE REVIEW

Binta Abubakar et al. (2002) explained, in the article entitled, 'Customer Satisfaction with Supermarket Retail Shopping that for supermarket retailers wanting to build relationship with their customers, being able to track their level of satisfaction with key elements of the supermarket environment is extremely important. They conducted a study to investigate the customer rating of importance of several attributes associated with supermarket shopping. Analysis was based on data, collected from 800 customers and by using exploratory factor analysis. Findings revealed that since retail format had become very standardized, corporate reputation was rated high and might be a source of sustainable competitive advantage. Accessibility, quality of service especially the friendliness and efficiency of checkout personnel was considered important. It was found that large self-service retail chains could not ignore the importance placed by customers on the attribute of service quality.

Wilson and Alan (2002), in the article entitled, 'Attitudes towards customer satisfaction measurement in the retail sector' highlighted that customer satisfaction measurement had seen a dramatic growth over the past few years. Many service companies spend as much as half of their research budget on the measurement of satisfaction. However, there had been criticism in a number of the marketing and management press. Following criticism of customer satisfaction measurement in the literature, this article investigated the corporate attitudes towards customer satisfaction measurement. The findings based on a survey undertaken with marketing managers in 86 large (more than 25 outlets) UK retail and retail service organizations, indicated that retail and retail service organization were generally aware of the need to support customer satisfaction measurement with a matrix of other measures. No single elements could provide managers with clear indication of overall performance and report on critical areas of service delivery. The findings demonstrated the variety of performance indicators including mystery shopping scores, staff surveys, operational measures, and sales data and so on, were used by the organization to measure the satisfaction.

Kerrie Bridson and Melissa Hickman (2003) in the article entitled, 'Loyalty Program Attributes and Their Influence on Retail Customer Satisfaction stressed that in an increasing competitive environment retailers are continually striving to find ways in which to attract and retain customers. As such, loyalty programs have proliferated in the retail market. They introduced two dimensions of loyalty program attributed -hard attributes and soft attributes. Hard attributes were constituted by tangible elements- gifts vouchers and free items. By contrast, soft attributes were perceived to give consumers a sense of recognition and include such things as personalized communication, a preferential treatment. The results of multiple regression demonstrated that emphasis on hard and soft attribution enhanced customer satisfaction with retailer's merchandise, trading format, and customer service and customer communication. Additionally, hard attribution had a more significant influence than soft attribution on satisfaction with all elements of the retail offer excluding merchandise.





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This study provided support for the inclusion of both hard and soft attributes in loyalty programs as they differ in their association with store satisfaction.

Faye S. McIntyre and Daniel F. Lynch (2003) in the article entitled, 'An Exploratory Examination of Gender Bias and Customer Satisfaction in the Retail Sector' suggested that inequities in customer treatment could affect attitudes towards the selling firm and overall satisfaction, leading to loss of customer base and lower profitability. According to them a greater understanding of gender bias and some of its underlying causes in the salesperson/customer relationship could lead to an increase in the efficiency and productivity (and therefore, profitability) of daily retail operations. Based on ANOVA test, findings of this study confirmed that significant difference in the determinants of customer satisfaction exist between male and female buyers. Wait time and salesperson's product knowledge were both significant determinants of customer satisfaction for women, but were not significant for men. It was suggested that understanding of these differences enabled the retailer in developing the marketing strategies to satisfy both male and female customers.

Kaul (2005) made a study on which store attributes are appealing for self-image of consumers and their impact on in-store satisfaction and patronage intentions. She concluded that service expressiveness value is distinct from the performance value obtained from service delivery. Consumers satisfied with service quality are most likely to become and remain loyal.

Ivan-Damir and Sonja Radas (2006), in the article entitled, 'The Role of Satisfaction and Demographic Factor in Building Store Loyalty' suggested that store loyalty is the single most important factor in building retail success and store longevity. This study explored the role of customer satisfaction and demographic factors in building store loyalty. Multiple regressions were used to analyze the data collected from 300 customers. It was found that conative loyalty was positively driven by satisfaction with shopping experience, household size and age. Females exhibited higher conative loyalty than males, and 'near shopper' exhibited higher conative loyalty than 'distant shopper'. Contrary to expectations, income did not predict conative loyalty behavior. A further important finding of this study was that there was a positive link between conative and action loyalty. For retailers, the importance of the presented model was in predicting consumer purchasing behavior and using this information to design such retailing strategies that would enhance satisfaction, conative and action store loyalty and contribute to increased sales revenues.

Eisner & Burns (2006) concluded in their study regarding "Relative roles played by cognitive and emotions in the development of customer satisfaction in a retail setting" that both cognitive and emotion reaction explain the level of satisfaction experienced in the retail setting. Cognitive evaluations were found to be more important than emotional reactions in explaining customers' satisfaction.

Alok Goel and Seema Erum (2017), customer satisfaction and service quality measurement practices in call centers in India have emerged as a leading player in the global business process outsourcing industry. The findings of the study indicate that it is imperative for call center managers to develop systematic and comprehensive measurement of perceived service quality in order to provide superior call center experience to their customers.

S Babu, D Mathew (2020), The study focused on Impulse buying and the influence of various in-store factors. It demands for retailers focus on improving the shopping



environment through attractive store displays and in-store advertisements, and make it enjoyable to trigger impulse buying among consumers

## CONCLUSION

A review of the existing literature indicates a wide variance in the consumer stat. Based on the insights provided by the literature review, In order to meet the challenges posed by big retailers, the traditional retailers in the city are redefining business strategies, organizing leadership summits and focusing more on service. They are of the opinion that personal attention and service is something that they can offer to the consumers. Sourcing of products according to the tastes of the consumers and making it available to them is the other aspect of retail that the small and medium retailers are focusing on. However today do consumers who are hard pressed for time will prefer to go to the market place which offers them best discount, finest ambience and utmost convenience. Retailing in Kerala is a subject too subtle and relevant; as Kerala is known of more as a consumer State rather than a producer State. The introduction of Margin Free Markets has turned out to be a grand success resulting in it becoming one of the largest retail chains in the country. The future of retailing looks bright with the proposed entry of many major organized retailers. There are many who argue that small traders will be badly hit during this covid pandemic. Others argue that the farmers in the State will stand to benefit, while there will be choices plenty for the consumers.

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