

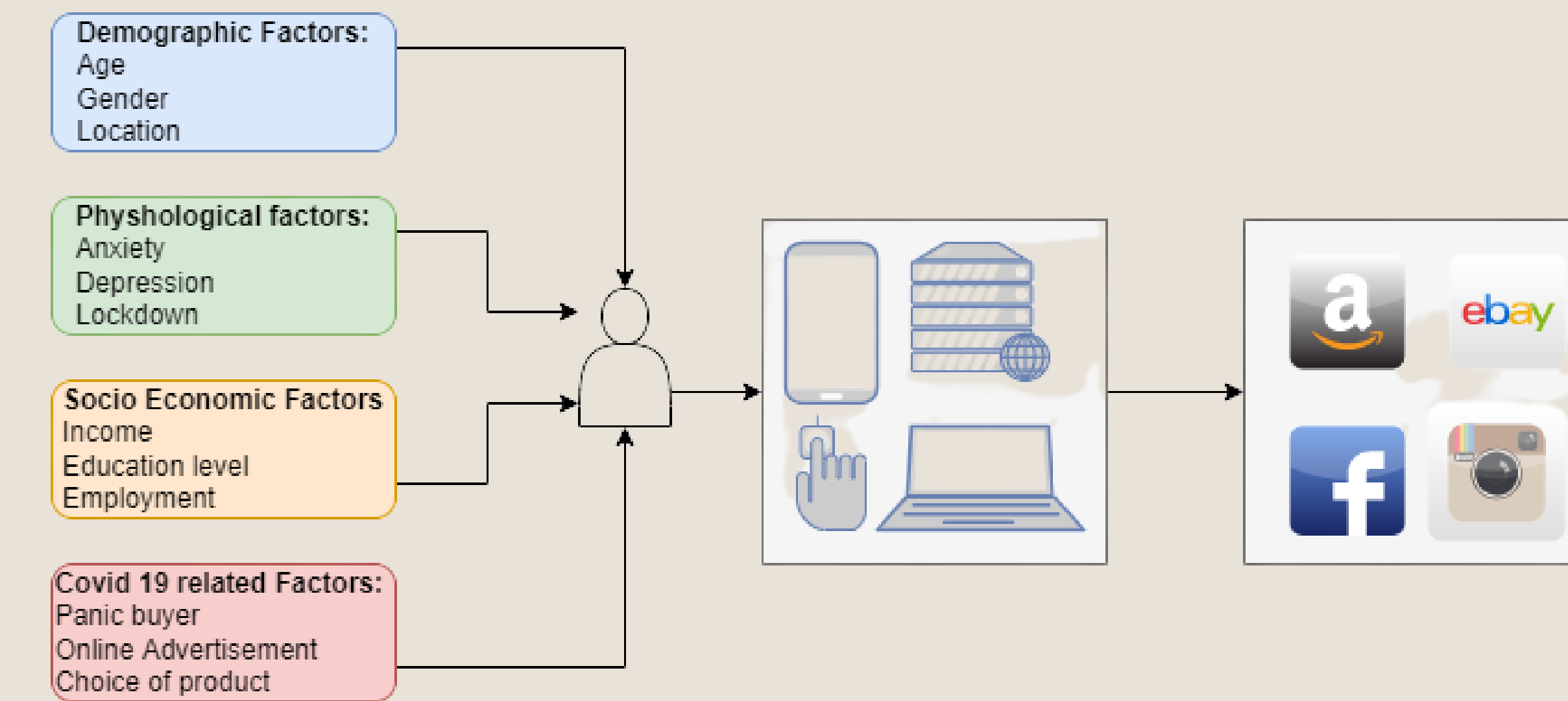
CONSUMER'S ATTITUDE FOR USING "DIGITAL MEDIA" AND "ELECTRONIC PLATFORM" DURING COVID 19



This research is to find out the factors that help consumers to use electronic platforms and digital media while doing shopping during Global Pandemic (COVID19).

Farhan Shahriar

HDR Student, Faculty of Science and Technology, University of Canberra
Email: Farhan.shahriar@canberra.edu.au



Abstract

The shopping behaviour has changed and people are getting used to adapting to online shopping rather than visiting stores physically. It is not clearly stated how long the trend will last but there will be changes of business model in almost every business around the world. This research study aims to reflect the ethnographical factors in consumers' behaviour during the global pandemic using digital platforms. There is a major shift in the business models in the last two years. Traditional approaches have been replaced with "Digital" approaches. It is reported that online retail sales have increased by 32.4% in 2020 and this trend followed to 39% in quarter 1 2021. ("COVID's Impact on Online Shopping").

Hypothesis

01. The level of COVID-related anxiety increases online buying trends in consumer behaviours.
02. The rising level of online shopping during COVID 19 makes fraudsters the perfect cover to attack. Online shoppers are concerned about scammer's possible attack.
03. The level of online fraud surge in e-commerce as stay-at-home makes people do their shopping online and use online systems during COVID 19.
04. A higher level of anxiety (and related depression) during a global pandemic increases the need of buying essential and non-essential using e-commerce.
05. Panic shopper influences consumer behaviour in e-commerce, increasing the need of buying necessities.
06. Fraudulent activities over social media-based marketplace are negatively affecting consumer behaviour towards online shopping.
07. Employment influences consumers' buying behaviour in e-commerce, increasing the need for buying essential and non-essentials.
08. Level of IT knowledge influence consumer behaviour in e-commerce.
09. Demographic location, age and education influences consumer behaviour.

Methodology

This research will be conducted in a developing country and the sample size of this research will be 250 participants. All the samples will be chosen randomly aged between 18-55 years old people. We will use a hard copy of the questionnaire and electronic media (e.s. Google form/ Survey monkey) for collecting data for this research.

Introduction

According to the "Motivation-need theory"(Maslow 1943), every individual considers five (5) key elements to fulfil their needs. It includes physiological survival, safety, love, esteem, and self-actualization. The big question is why consumers are acting differently during the global pandemic which is not supporting the "Motivation-need theory" Due to the panic situation all over the world and frustration by many people losing their jobs, and mental stress while being isolated. Consumer behaves toward necessities because of anxiety, fear and they behave towards non-necessity because of depression (di Crosta et al. 2021).. This research study will evaluate the factors that are affecting consumer behaviour. It evaluates the result of consumer behaviour while purchasing online during Pre COVID-19 and Post COVID-19 time.

Literature

Consumers are the heart of the business. Every business is built based on the purchasing behaviour of the consumer. Due to COVID 19, the online marketplace plays a significant role in delivering goods and services to consumers due to the lockdown of physical stores. According to (Sheth J. 2020), consumers have four (4) contexts of their purchasing behaviour. Firstly, the social context focus on community, workplace, friends, and family. The second context is technology which refers to the vast use of technological tools for making life easier. We can see a major outbreak of using technological tools in recent years. People can buy whatever they want with just a single tap with their smartphone, notebook, or tablet. Due to COVID 19 restrictions, this trend is highly visible while people are stuck at home, and they had no choice of visiting physical stores for their essentials. New businesses are formed rapidly over social media or as e-commerce sites to fulfil the consumers' needs during these difficult times. The third concept is about consumers' habits, including their buying trends based on different situations. The habit of consumers has changed a lot as they are no longer buying their essential things but also non-essential commodities. Pandemic news over online, Panic buying, fear of COVID 19 influencing them a lot for buying and storing for future. The global pandemic is influencing them and the overall stay at home order is making them anxious, depressed, which reflects on their buying behaviour. The final context is ad hoc situations like global pandemics, earthquakes and natural disasters which consumers are experiencing. Based on these contexts, there is still a gap in measuring the attitude of consumers toward using "Digital Media and Electronic Platforms" during COVID 19.

Conclusion

The aim of this research is to understand the factors that influence consumers' purchasing behaviour. During this global pandemic, online marketplaces have the highest level of selling records as most of the physical stores are closed. People are not only buying their necessities but also non-essential things with the help of digital media and the electronics marketplace. This paper will help us to understand the factors behind the change of behaviour.

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