

A Study on Customer Satisfaction Towards Safety of Online Purchases During Pandemic

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ABSTRACT

The study of customer satisfaction was considered particularly significant given the widespread COVID-19 pandemic scenario, especially for online purchases. Understanding product transportation safety standards and how the COVID-19 pandemic context impacted the variables influencing online customer buying behaviors were the study's main goals. The study methodology was built on Google's questionnaire, which was used to gather information on safety and consumer behavior at the moment of purchase. Targeted at internet shoppers in the Navi Mumbai region, the poll offered a chance to assess the dynamics of their behavior over the course of the study. In this research, a conceptual model that considered the root causes and ethical ramifications of online customer satisfaction was put forth and empirically backed. After the COVID-19 shutdown, data were collected from some respondents to compare perceived and real risk. The veracity of the data collection was then investigated through analysis.

Online retailers like Amazon and Flipkart kept in touch with the Indian government to make sure they were taking the necessary steps and had put in place a number of precautionary health measures for their workers.

KEYWORDS: *Consumer perception, online shopping, ,customer satisfaction , pandemic , safety measures*

INTRODUCTION

The COVID-19 epidemic has significantly altered consumers' shopping habits. Online shopping has grown in appeal as physical shops have become less accessible as a result of lockdowns and social distancing measures. E-commerce companies have had amazing success and have a positive impact on society and the economy. In India, online retailers have lately grown as a result of COVID-19's quick spread.

The pandemic is one of the factors that makes people interested in buying at physical stores, so there could potentially be a rise in purchasing goods via the internet, which would boost the visibility of businesses like Amazon as well as Flipkart. Businesses that depend on physical locations, like grocery along with clothing stores, will be forced to go online by the COVID-19.

In India throughout the pandemic, the research seeks to gauge consumer satisfaction with the security of online purchases. This research offers suggestions for online retailers and payment gateways to enhance safety and customer satisfaction through recognizing key factors influencing consumer satisfaction and comparing satisfaction levels prior to and during the pandemic.

The findings of this research will help Indian online retailers and payment processors offer a more secure online

shopping environment and raise customer satisfaction throughout as well as following the pandemic. This research provides beneficial insights into how e-commerce businesses can adjust to shifting consumer behaviors throughout these trying times through an in-depth examination of customer data collected.

Literature Review

G Ilieva, T Yankova, S Klisarova, Y Dzhabarova - Systems, 2022

The article discusses how the COVID-19 pandemic has impacted e-commerce and customer behavior. Due to safety worries and mobility limitations, the pandemic has pushed many consumers to change their purchasing behavior from real stores to online marketplaces. For many companies, this change has increased internet sales. But even so, it has also forced companies to alter their customer service strategies and procedures in order to meet changing consumer demands. The research investigated relationships between factors influencing consumer happiness in e-commerce during the pandemic and collected data using an online survey. The findings demonstrated that the most important elements influencing consumer happiness were the access of information and time savings. This implies that businesses should concentrate on giving accurate and comprehensive information about their goods and services while also making sure that their web platforms are effective and user-friendly. The study's results are significant for e-commerce businesses because they shed light on how consumer behavior changed during the pandemic and on the elements that affect customer happiness there. Businesses can use this data to enhance their supply networks, boost client loyalty, and enhance their online sales platforms. Companies can continuously watch and evaluate signs influencing customer happiness and better understand consumer behavior patterns in online purchasing by understanding the relationships between various factors affecting customer satisfaction.

E Pantano, G Pizzi, D Scarpi, C Dennis -, 2020

The tale emphasises the challenges that retailers are facing as a result of the COVID-19 epidemic. The writers' goal is to offer advice and instances of how retailers can adjust to the unusual circumstance in order to protect their companies. The piece gives a summary of the pandemic's present effects on retailing and advice for practitioners on how to handle the situation until things return to normal. It also paves the way for further investigation by posing issues like how consumers' purchasing decisions and views towards merchants may be impacted by out-of-stock merchandise and lengthy checkout lines, how local/small businesses may support the economy and adapt to shifts in demand, how the crisis might encourage people to make more environmentally friendly purchases, how retailers might change people's happiness and welfare in times of crisis. The piece ends by urging immediate rethinking of strategies and tactics for both scholars and retailers, as the retail environment and research objectives will be significantly altered as a result of the crisis.

I Kursan Milaković, D Miocevic – 2022

This research used protection motivation theory to investigate why customers changed their behavior during the COVID-19 pandemic and shifted from physical to online clothing shopping. Through the lens of consumer well-being, the research also looked at the impact of shopper resiliency and happiness with the aid of merchant's purpose on consumer behavior. The study was carried out in Croatia, and 363 useful customer questionnaires were gathered. Modelling of structural equations and confirmatory factor analysis were used to evaluate the data. The outcomes demonstrated that while threat appraisal had no direct influence on adaptive behavior, coping evaluation increased the desire to buy apparel.

online. Consumer resiliency and contentment with the retailer's assuring purpose adversely moderated the link between threat appraisal and adaptive behavior. The convenience sampling technique, data gathering at one moment, and the study's singular emphasis on consumers from one nation were some of the study's flaws. However, it provided retail managers with a framework for marketing actions to take into account in order to respond to a crisis successfully and maintain consumer satisfaction during medical crises and other challenging events. The study is one of the first ones to be carried out in Croatia to investigate the relevance of the protection motivation theory in understanding consumers during a crisis related to global health. It also has theoretical implications for the contingent effects of consumer resilience and user satisfaction with retail outlets' assuring intent during a crisis.

NAB ZAKARIA, NURAINHBM SALEH, NBA JASMINA-2020

During the Movement Control Order (MCO), there was a rise in family expenditure, which led to an increase in internet purchasing and food deliveries. In reaction, scientists carried out a study in Selangor to determine the extent of the variables influencing patron happiness with Food panda delivery services during the epidemic. These included ease of the buying procedure, quality of the product information, and customer care perceptions of security. Utilizing social media as the distribution channel, surveys were distributed to Food panda customers using a descriptive methodology. There were 384 people in the survey, and 283 people responded. The study's findings revealed that every variable had a favorable and high degree of mean, demonstrating that the majority of respondents were incredibly pleased with the Food panda delivery service. Convenience of the buying process had the greatest degree of means among all the variables, indicating that during the epidemic, respondents prized this attribute above all others. The high degree of security impression (78.4%) had a favorable effect on Food panda's pandemic delivery services. The quality of the client support was also good (70.3%), which helped the delivery services provided by Food panda. Food panda's transportation services benefited from the high degree of product information quality (77.7%), which was present during the pandemic. The ease of the buying procedure was also very high (85.2%), which helped Food panda's delivery services during the pandemic.

SF Yeo – 2023

The goal of the research was to find out what influences Malaysian internet shoppers' satisfaction during the COVID-19 pandemic. The study used SPSS and PLS-SEM to evaluate and verify the theory after collecting data from 302 respondents. According to the findings, consumer happiness in online purchasing was significantly and favorably impacted by tangibleness, responsiveness, assurance, and sensitivity. The results have significant ramifications for internet companies looking to improve their offerings and give customers a satisfying shopping experience. By adding qualities like tangibility, responsiveness, confidence, and sensitivity to their service offerings, online merchants can enhance the purchasing experience for customers while fostering brand devotion. The research also emphasized the significance of addressing the problems caused by the COVID-19 pandemic and how it affected the transition to online purchasing. The research provides helpful information for online merchants to comprehend the factors that influence consumer happiness when buying online and enhance their offerings to stay competitive in the online selling environment.

YT Prasetyo, H Tanto, M Mariyanto, C Hanjaya

Journal of Open The research investigates the variables influencing consumer happiness and trust during the COVID-19 pandemic, open meal transportation services were available in Indonesia. The research used an expanded theory of planned behavior to collect data from 253 willing subjects. According to the findings, hedonic incentive has the

greatest direct effect on desire to use, while price has the greatest direct effect on real use. Customer happiness and loyalty were found to be unaffected by usability variables. According to the findings, OFDS developers should focus on creating a perception that using OFDS is fun and engaging, collaborating with restaurants to develop a proper pricing strategy, offering discounts and promotions, and providing customers with detailed knowledge to increase customer satisfaction and loyalty. The research adds to the extant literature on the use of OFDS in Indonesia even during COVID-19 pandemic.

Objective Of The Study

The study's goals were to assess customer satisfaction with the safety of online purchases in India during the pandemic, identify key factors influencing customer satisfaction, compare satisfaction levels before and during the pandemic, and provide recommendations for online retailers and payment gateways to improve safety and customer satisfaction. The study's results will assist online merchants and payment gateways in India in providing a safer online purchasing experience and improving customer happiness during and after the pandemic.

Limitations Of Research

Since this work was only performed in Mumbai, the results may vary depending on where the research was done, and the information shared by respondents may not be entirely accurate; half information sharing errors were also a problem.

Research Methodology

This research used a survey method to collect data on customer satisfaction with internet purchases in the Navi Mumbai region during the pandemic. A questionnaire was disseminated via an internet portal, and respondents were chosen using judgmental sampling methods. The poll technique enabled efficient and effective data gathering, and the study employed a descriptive research methodology over a 30-day span. The sample size was 122 people, and the information gathered can help companies enhance their services.

Data Interpretations And Analysis

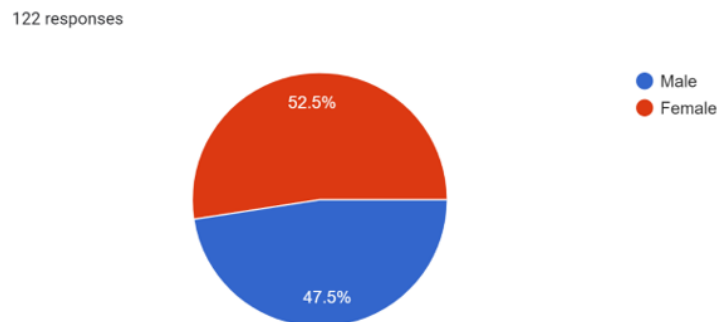


Figure 1.:Gender of Respondent

INTERPRETATION

Out of 122 respondents 52.5% are females, and 47.5% are males. this data shows females were more involved in purchasing during pandemic.

How satisfied are you with the safety precautions implemented by internet businesses during the pandemic?

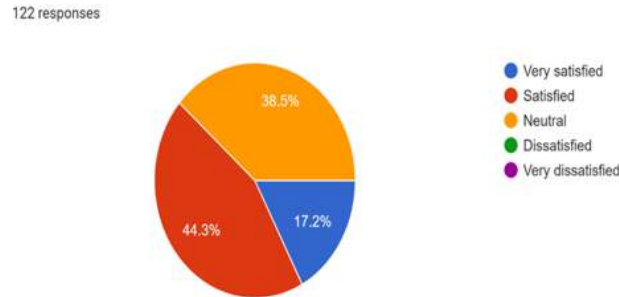


Figure 2: Satisfaction on safety precautions

INTERPRETATION:

- 44.3% are satisfied with the safety precautions implemented by internet businesses during the pandemic.
- 38.5% are neutral with the safety precautions implemented by internet businesses during the pandemic.
- 17.2% are very satisfied with the safety precautions implemented by internet businesses during the pandemic.
- This data represents that 82.8% are happy regarding the safety.

What factors contribute to a customer's level of satisfaction with the safety of their deliveries of online purchases during the pandemic?

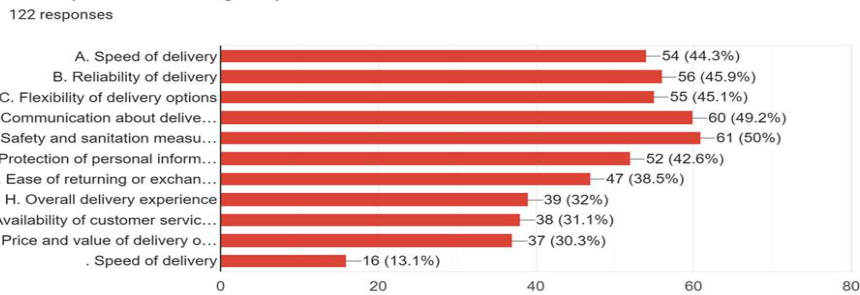


Fig 3: Factors contribute to customers level satisfaction

INTERPRETATION:

- 50% said that Safety and sanitation measures taken during delivery process factors contribute to a customer's level of satisfaction with the safety of their deliveries of online purchases during the pandemic.

- 13.1% said that speed of delivery factors contributes to a customer's level of satisfaction with the safety of their deliveries of online purchases during the pandemic.

What do you think of internet companies' return and exchange policies during the pandemic?
122 responses



Fig 4: Views on return and exchange policies

INTERPRETATION:

- 1. 37.7% think they have been reasonable and accommodating about internet companies' return and exchange policies during the pandemic.
- 2. 36.1% think they could have been better and more flexible about internet companies' return and exchange policies during the pandemic.
- 3. 15.6% have not had any experience with internet companies' return and exchange policies during the pandemic.

Key Findings

A survey was performed to identify the demographics of online shoppers during the pandemic, as well as their perspectives on the safety measures taken by online companies. Here are the study's top 15 findings:

1. **Gender of respondent:** As per analysis females outnumbered males 52.5% to 47.5%, suggesting that women were more interested in internet shopping
2. **Categories of respondents:** As per the analysis due to lockdowns and other limitations, 61.5% of responses were students
3. **Age of respondents:** As per analysis the bulk of responses (86.1%) were between the ages of 18 and 25
4. **Satisfaction of security:** As per analysis 82.8% of respondents were satisfied with the security measures put in place by internet companies.
5. **Alteration in safety:** As per analysis 66.4% of respondents, safety measures have altered since the pandemic began.
6. **Concern about security:** As per analysis 57.4% of respondents said they had no security concerns when making internet transactions.
7. **Protection of internet transactions:** As per analysis 20.5% of participants had issues with the protection of their internet transactions.
8. **Importance of security:** As per analysis security is highly important to 51.6% of people during the pandemic.

9. **Adequate precautions for customers confidentiality:**As per analysis only 38.5% of participants think that online merchants are taking adequate precautions to protect their customers' confidentiality during the pandemic.
10. **Changes in purchasing pattern:**As per analysis 45.9% of participants said their purchasing patterns had changed considerably, while 36.9% said they had changed slightly.
11. **Using internet for essential things:**As per analysis only 32% of those polled favored internet buying for necessities.
12. **Delivery-related issues while making internet transaction:**As per analysis 81.1% of respondents have not encountered any delivery-related issues.
13. **Protection of sensitive information:**As per analysis using a strong and unique password and activating two-factor authentication are essential measures to guarantee the protection of sensitive information, according to 43.4% of respondents.
14. **Importance of cleanliness and safety:**As per analysis when getting internet purchases, 58.2% of respondents stated that cleanliness and safety are highly essential to them.
15. **Internet purchases on reliable companies:**As per analysis 68.9% of respondents said they only buy from trustworthy companies.

Overall conclusion and Suggestions based on Interpretations of data

The research polled 122 individuals, the vast majority of whom were between the ages of 18 and 25 and students. The poll inquired about online purchasing patterns during the pandemic, with a special emphasis on the safety precautions and measures implemented by online merchants. Overall, the majority of respondents were pleased with online companies' security steps, with more than 80% showing some degree of happiness. During the epidemic, however, there were still worries about the security of online purchases and the possible dangers connected with online purchasing. Customers value safety and hygiene when getting packages, according to the research, and contactless delivery choices are perceived as more efficient and safer. Respondents also stressed the significance of buying from respectable and trustworthy online merchants in order to ensure the safety and sanitation of their orders. Furthermore, the research emphasized the significance of clear and transparent information about online retailers' safety measures and procedures, as well as the need for fair and accommodating return and swap policies. Finally, the research stresses the importance of internet merchants taking the required precautions to safeguard their customers during the pandemic. This includes providing clear and open information about safety measures, offering rewards for customers to follow safety procedures, and ensuring fair and welcoming return and swap policies. By putting safety and sanitation first, online merchants can increase client happiness while also providing a safer and more sanitary online purchasing experience

Future Suggestions

Based on these findings, the future suggestions for other researchers could be:

Improving return and exchange policies: The survey's results demonstrate that there is potential for improvement in terms of the flexibility of internet companies' return and exchange policies during the pandemic. Researchers could recommend internet companies to re-evaluate their policies and make necessary adjustments to better accommodate the

needs of their customers.

Emphasizing safety measures: The results showed that a significant portion of customers are still wary of the safety of the products they receive through online shopping. Researchers could recommend internet companies to prioritize safety measures and implement measures that ensure the safety of online purchases.

Communication of safety measures: The results showed that clear and transparent information about safety measures is important for building trust and increasing customer satisfaction. Researchers could recommend internet companies to effectively communicate their safety measures to customers through their websites and other means.

Offering incentives for safety protocols: A portion of the respondents believed that offering incentives for customers to follow safety protocols can be effective in communicating safety. Researchers could recommend internet companies to consider this option as a way to encourage customers to follow safety protocols.

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