

Factors Affecting Online Shopping during the COVID-19 Pandemic: Case Study in China

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ABSTRACT

The pandemic caused by the deadly Covid 19 has affected every country all around the world. As a result, it has had an impact on online consumer service especially in China. To understand the factors influencing Chinese consumers' online shopping behavior during the coronavirus disease pandemic, this study conceptualizes to examine the impact of product, price, time saving, payment, security, administrative, and psychological factors on consumers' internet shopping behavior. This study would contribute to divulge that during the coronavirus disease (COVID-19) pandemic in China, all factors would have an optimistic connection with consumers' online shopping activity.

Keywords: *component, formatting, style, styling, insert*

I. INTRODUCTION

Every country in the world has been affected by the pandemic covid-19, including China. As a direct consequence, pandemic covid-19 has changed the world. Covid 19 is a highly dangerous infectious disease that can result in death. There are some ways to prevent this disease, such as always washing or sanitizing hands. Furthermore, people should be managed to keep at a safe distance or encouraged to stay at home. During Covid 19, the entire country took action to slow the spread of this disease by imposing a quarantine that required all people to stay at home except those who considered necessary to go to work, buy groceries and buy essentials items for hygiene and medication supply. People who stay at home must learn or work from home, something that they can do online. As a result, online services are very popular and important nowadays because people use it to prevent from getting the disease, save more time and help the economy in China.

People can avoid getting this disease by using online services, which require only a purchase and payment. Any information and services provided over the Internet are referred to as online services. These services not only allow consumers to communicate with one another, but they also give them unrestricted access to information. Online service not only make things easier but it also saves time and reduces vehicle fuel costs. There are many different types of online services, one of which is commerce. Shopping and banking are good instances of e-commerce. Customers appreciate the convenience of online shopping because they can shop from the comfort of their own homes. Online shopping during pandemic affect customer behaviors as the factors are price, product, time saving, payment, security, administrative and psychological. Product and service that online should have a good service quality to get customer satisfaction. Moreover, payment of online purchase has to be more convenient and secure. To gain customer trust in online transactions, e-commerce platforms must ensure that customer data is secure.

Chinese also could start understanding more about online service delivery on the website, which includes information about e-participation, which is a service that allows customers to participate in policy-making, decision-making, and strategic marketing. Second, information about trying to bridge the digital divide is an effort to bring consumers closer to the role of active information, such as business registration and certification portals. Next, is E-payment, which is a cashless electronic payment mode for government or public services via multiple payment channels such as credit card, debit card, and prepaid card via multiple payment channels, automated teller machine (ATM), internet banking, mobile payment, and etc.

The factors have pros and cons. For instance, consider the time-saving factor. Shopping online saves time because people don't have to go to the mall to buy things, but during a pandemic, all stores limit the number of people in their stores to ensure social distance. As a necessary consequence, customers must be patient enough to wait in line for their turn. Some stores also have sanitized breaks that require customers to wait for them to be completed. As a result, online shopping saves time. There is also a disadvantage when shopping online. True, it saves time, but when we shop online, we don't know the exact size of the product as its picture shown may not be the same due to lighting and certain other factors. For example, online clothing shopping will be complicated because consumer will not know your exact size, even if a size chart is available, because each company

has different size measurements. To understand such matters, this study aims to investigate the impact of product, price, time saving, payment, security, administrative, and psychological factors on consumers' internet shopping behavior.

II. LITERATURE REVIEW

Both online and offline shopping have their own advantages and benefits. Before online shopping become well known, there was some difficulty with the transaction. Fortunately, we have e-commerce where it made the transaction become easier than any other time. Monsuwe, Dallaert, and Ruyter (2004) stated that they had compared both offline and online shopping and they found out that online shopping is much easier and more facilitated compare with offline shopping. Offline shopping will take more time and effort because we need to go out. Generally, by using online shopping, consumers were able to get any data and information about the product easily through the internet. Eventhough online shopping consumer are not able to touch and feel the product physically, they could still get much information about the product and service. As a result, consumer can make judgement about the product and service before buying it. Consumers can also get necessary information about the product whenever and wherever they are. This will attract more people to use online shopping especially consumers that don't have much time to do shopping.

Products are not only considered as things, they can also be goods, services, ideas, information and also organization that seeks attention to satisfy needs, wants and desires. There are eight key dimensions of good product quality. If the product fulfil consumer's wants and needs, then i could be called as a quality product. Price can be expressed as money that it is charged for the products or services that the consumers have to pay for purchasing it. As we know that online shopping can save our time because it requires less times to shop in the retail stores, fast transaction speed without standing in a long line at these stores. According to Alam and Yasin (2010), website design, reliability, product variety, and delivery performance are the most influential factors for online shopping in Malaysia where time saved does not influence consumers to make online purchase.

When shopping online, we can pay through e-payment system where it is an electronic payment system that allows users to transact electrically anywhere in the world (Humphrey, Pulley, & Vesala, 1996). People can just pay using online transaction and people now a days can pay using the online transaction. Consumers don't need to worry about if they don't have enough cash. For the people that doesn't use online transaction can also pay manually. Paying manually means that they can go to cash deposit machine or go to stall that have the apps to pay it. Most of people scared to use online shopping because their data and information relate to them and their personal information might expose. Lack of security can roll back to the customers from online shopping. So, to make sure that online shopping can be success, the internet transaction organizations need to maintain their security, privacy, trust and reliability of their online consumers and to promise these, the dimensions organizations has already increased their capabilities and resources.

III. METHODOLOGY

To achieve the accurate aims, this study will conduct a research about consumer's shopping behaviour regarding their perspective about online shopping. Therefore, this study will ensure a research to gain a primary understanding about the influential factors to choose an online shopping rather than take the descriptive research that has been conducted. The type of the information that needed for the research will be mainly primary in nature and all data will be collected from primary sources by online questionnaire method. To influence the consumer's online shopping behaviour during the pandemic, it needs to use seven contracts which is product, price, time, payment, security, administrative and psychological. Product factor includes branding product, feature of product, and diversity of product while price factor includes lower delivery charge, suitable price, and less time to purchase. Convenient cash on delivery, safe in transactions with this web, and secure financial transaction are price factors and in security factor have safe and secure website, protect consumers security, and trustworthy website. Next, administrative factors include social distancing, stay at home, and lockdown. Lastly, psychological factors include interest and hobby, attitudes and perception, and feelings excitement.

The questionnaire items will be adopting and adapt in the form of online shopping. The questionnaire will include three part which is demographic profile, close ended question and open-ended questions. For close ended questions, scaling technique (five-point Likert scale) will use to stimulate the responses. Respondents will be asked to rate their degree of agreement or disagreement on a five-point Likert scale ranging from strongly disagree to strongly agree. The close ended questions are easily analyzable, compare to other answers and it save time for the respondents to answer the questionnaire. However, it will be easier for the study if we exclude open questions but the study could have some difficulties to interpret it. This study will also use systematically sampling as it is simpler and more straightforward than random sampling. Besides, it is very popular among researchers because of its simplicity. The google form will be chosen to create the questionnaire where it can just share the

questionnaire through social media. The google form is advantageous helping to analyze the survey and making the results more accurate.

IV. CONCLUSION

Internet shopping behavior should be more focused on whereas evidenced of customer buying behavior is most important for marketers because it helps to understand the consumer's expectations. It is beneficial to fully understand what inspires a consumer to purchase a product. In conclusion, as online services are widely used nowadays, this research would contribute to determine the effectiveness of the coronavirus disease pandemic on consumers' buying behavior in china.

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