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Volume- 2, Issue-2, 2022

Bi-Annual - Double Blind - Peer Reviewed - Refereed Journal



Editor-in-Chief  
Prof. (Dr.) Sasmita Rani Samanta

Managing Editor  
Prof. (Dr.) Jayanta Kumar Parida



International Centre for Business Research & Innovation (ICBRI)  
School of Social, Financial and Human Sciences  
KIIT Deemed To Be University, Bhubaneswar-24



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# Impact of Perceived Security, Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) on Customers' Purchase Intent in Online Shopping During the COVID 19 - Pandemic

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*Abstract: The convenience of purchasing online is rapidly expanding into everyday life. Metro dwellers, whether young and old, utilize e-commerce sites to stock up on necessities on a regular basis. Customers relied heavily on internet retailers to have food, medicine, and other necessities delivered to their homes during the COVID-19 epidemic.*

*Using a questionnaire, the research surveyed 157 young adults at US colleges and universities on their online buying habits and intentions during the COVID-19 epidemic. To identify the underlying factors influencing customers' purchase intentions in online shopping during the COVID-19 pandemic; the study utilized Exploratory Factor Analysis (EFA) (includes, Varimax with Kaiser Normalization Rotation Methods and Principal Component Analysis) with the aid of the SPSS software package. Customers' perceptions of the safety, utility, and simplicity of online purchasing were shown to have the most impact on their decisions to buy during the COVID-19 epidemic. After that, an Analysis of Moment Structures was used for route analysis and hypothesis testing (AMOS).*

*According to the results, consumers' "perceived security" has a substantial impact on their propensity to make purchases while shopping online. Customers' purchasing intentions during the COVID-19 epidemic are influenced more by "perceived utility" than by "perceived ease of use," as measured by standardised regression weight.*

*The study's results will educate online retailers on what influences consumers' decisions to buy and how much weight each factor carries in the online shopping experience. In addition, online retailers may use the*

*study's findings to create marketing campaigns that increase sales and client retention.*

*Key Words: Perceived security, Perceived usefulness, Perceived ease of use, and Customers' purchase intention.*

## 1. Introduction:

It's becoming more common for people to do all their shopping online. More than two billion individuals throughout the globe used the Internet to purchase for products and services in 2020, according to a survey released by "statista.com." The e-commerce industry in India was valued US\$ 46.20 billion in 2020, and it is projected to reach US\$ 111.40 billion by 2025, according to the "E-commerce Industry Study" issued by the India Brand Equity Foundation (IBEF, February 2022). There are two key takeaways from these numbers when it comes to internet purchasing. Consumers are increasingly turning to online stores, and the Indian e-commerce business is demonstrating favorable conditions for online market participants. As a result, it's crucial for businesses operating in the digital space to understand the elements that influence consumers' decisions to make purchases when browsing online. There have been a number of international research done on the topic of what



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