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**Corona Pandemic and Its Effects on the Behavior of the Palestinian Consumers towards Online Shopping and Purchasing in Hebron Governorate**

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**Abstract**

The aim of this study is to measure the impact of the Corona pandemic on the orientation of Palestinian consumer behavior towards shopping and electronic purchase in Hebron Governorate. For this purpose, the researcher used the descriptive analytical approach, where the study population consists of all Palestinian consumers in Hebron Governorate from the year 2022, who practice electronic shopping. Because the lack of statistics of the e-shopping practitioners, a simple random sample (Purposive) was selected consisting of (381) individuals, the questionnaire was distributed to them electronically. The study results showed that the impact of Corona pandemic on behavior orientation of the Palestinian consumer towards electronic shopping and purchasing in Hebron governorate came to a high degree, and the results also revealed that the extent of Palestinian consumers' orientation towards electronic shopping in Hebron governorate came to a high degree, and the results indicated that there is an impact of the Corona pandemic on the orientation of Palestinian consumer behavior towards shopping and electronic purchase in the governorate. In light of these results, a set of recommendations are given: encourage consumers to take advantage of the offers provided by electronic stores, providing security requirements during electronic shopping by providing software and applications that allow online shopping, and the need for the Palestinian consumer to verify the products Which he reviews through e-commerce sites and that they meet his needs and do not check his damage.

**Keywords:** Consumer, Corona Pandemic, Behavior, Shop, Introduction

**1. Introduction**

Significant and rapid developments in the field of technology have transformed the global economy into a knowledge-based economy, e-commerce has become among the fastest-growing sectors in the global economy. The tremendous developments that have occurred in the economic and commercial fields have led to the emergence of e-commerce as one of the modern means of commerce that has contributed significantly to changing the future of business, by facilitating the process of buying and selling electronically, increasing the efficiency of companies in meeting the needs of consumers, reducing costs and supporting competition, and also working to facilitate access to products and services in a relatively short time (Digital Research Company, May 2020). Significant and rapid developments in the field of technology have transformed the global economy into a knowledge-based economy, e-commerce has become among the fastest-

growing sectors in the global economy. The tremendous developments that have occurred in the economic and commercial fields have led to the emergence of e-commerce as one of the modern means of commerce that has contributed significantly to changing the future of business, by facilitating the process of buying and selling electronically, increasing the efficiency of companies in meeting the needs of consumers, reducing costs and supporting competition, and also working to facilitate access to products and services in a relatively short time (Digital Research Company, May 2020).

The Corona pandemic (Covid 19) imposed new purchasing patterns and behavior on the consumer, who began to move strongly towards e-purchasing and e-commerce, especially with the restrictions imposed by the government to emphasize social distancing and the need to wear masks. Also, the special nature of the Corona pandemic was imposed on the movement of buying and selling, as the inspection of goods and products via the Internet is carried out through e-shopping sites, as well as dealing directly with stores and electronic platforms, which reflected positively on the growth of the business of e-sales companies and the increase in the culture of e-commerce, especially with the availability of all products and goods, including groceries and food, and e-commerce and online purchase have become the new entrant to purchases, after many turned to e-commerce sites to buy their supplies instead of traditional means of purchase (Ben Ali et al., 2020).

The global spread of the Corona virus has made a tangible impact within the commercial scene, in light of the increasing trend of consumers towards e-commerce platforms, to obtain basic products, instead of going to shopping centers and retail outlets, in a rapid and surprising shift in consumer orientation from the traditional purchase model to the shopping model. Accordingly, the study seeks to answer the following main question: What is the impact of the Corona pandemic on the consumer's purchasing behavior in the direction of electronic shopping in the city of Hebron?

The study aims mainly to identify the impact of the Corona pandemic on consumer behavior in the electronic address in the city of Hebron. based on this objective, the study also aims to reach the following sub-objectives: the study aims to identify consumer motives about online shopping and purchasing in Hebron, knowing the Palestinian public and purchasing electronic opinion in the city of Hebron, exposing the ability of the Palestinian consumer to shop and purchase electronically in the city of Hebron, recognizing Palestinian knowledge trends towards online shopping and purchasing in the city of Hebron. finally, the study aims to disclosure of differences in the averages of the study sample studios towards the impact of the Corona pandemic. It was noted that previous studies did not cover the issue of consumer behavior towards online shopping in west bank specially in Hebron governorate. The current study is distinguished from previous related studies in its subject matter and application under exceptional circumstances that prompted many consumers to move towards e-marketing due to the Corona pandemic. It is also distinguished in its application to Palestinian society, especially the online shoppers' community.

## **2. Literature Review**

Consumer behavior is the process associated with an individual or group of individuals selecting, buying, using, and disposing of a product or service, including the decision-making process that precedes and determines these behaviors (Haroun, 2020).

Purchasing behavior is defined as the activity associated with an individual or group of individuals choosing, buying or using a product, for the purpose of satisfying needs and desires in a specific place and at a specific time, and it is thus the mental and muscular activities associated with the process of evaluation, differentiation, obtaining and using goods and services, and purchasing behavior is referred to as the various actions and actions that a person performs when exposed to an internal or external stimulus, which affects an unsatisfied need for a good or service, and includes procedures Purchase Decision Making (Ben Jarwa and Touahir, 2021). There are several types of purchasing behavior, (Ibn Mansour, 2016):

**Complex purchasing behavior:** It appears when the consumer intervenes greatly in the purchasing process and faces significant differences between the brands offered in the market, and the products in which the consumer pursues complex purchasing behavior are characterized as high-priced products, and non-recurring purchases and the consumer does not know much about their technical characteristics, and needs to collect information about them before making a purchase decision.

**buying look looking for diversity:** It is produced when consumer intervention in the purchasing process decreases, and faces significant differences between the brands of products offered in the market, and perhaps the clearest example of products in which the consumer follows the purchasing behavior looking for type are: sweets and hotel and tourist services.

**Habitual purchasing behavior:** This behavior is represented in cases where consumer interference in the purchasing process is reduced and there are few differences between the brands of the products offered in the market.

**Confused purchasing behavior:** It occurs when the consumer overlaps to a large extent in the purchasing process, and faces few differences between the brands offered in the market for the product, and products in which the purchasing behavior is confused, such as carpets, for example, are non-frequent and expensive.

Online shopping and buying is the buying and selling operations supported by electronic means and based on the Internet so electronic markets are the field of shopping instead of the traditional market (Ali, 2021). Also, online shopping is defined as the case where consumers visit sites that offer their services and products through websites through the Internet, buy and pay through this network, and the product is actually delivered as quickly as possible (Ben Ali et al., 2020). There are many benefits to the customer of the shopping and online purchase processes, which makes them more attracted to him, and these benefits include the following (Ben Ali et al., 2020):

1. There are many options available, as online shoppers find in various e-shopping services sites many options before deciding on the purchase, and the price at which they want to buy.

2. Speed of comparison, so that customers can compare prices and product quality ratio very quickly before making a purchase decision.
3. Conveniently, online shopping is very convenient for the customer, as he can shop at any time of the day or night without trouble or incurring to move from his place.
4. Speed of response and service, the response of institutions to customers via the Internet is direct and fast, unlike shopping in the traditional way in which the customer may need to stand in line or may find a dry transaction.
5. Provides great information, online institutions provide customers with large amounts of information about the organization, products, method of buying and selling, method of delivery, etc., which helps customers a lot in making an effective purchase decision.

#### **Factors affecting the purchasing consumer behavior of the online shopping trend during the Corona pandemic**

The Corona pandemic is one of the emergency factors that suddenly fell on all countries of the world and cast a shadow on the behavior of consumers, re-engineering and shaping it according to the developments of the pandemic, as priorities were rearranged by focusing on the necessities of collectibles and disregarding luxuries and renewal in the list of purchases in which they emerged: sterilizers, personal and household hygiene materials, medicines in the form of vitamins, protection and prevention materials such as protective medical masks and gloves, food, vegetables and fruits that contain nutrients that enhance From the person's immunity against the disease, digital purchases such as video games, whose sales increased under the home quarantine, as well as the increased interest in food sources and ensuring their safety and cleanliness, and the trend towards healthy food prepared at home and avoiding fast and ready-made foods, especially after the closure of cafes and restaurants (Experience, 2020), and the factors affecting consumer behavior during the Corona pandemic are as follows:

1. Precautionary measures: The precautionary measures followed are an important factor to limit the spread of the Corona pandemic, which prompted many consumers to go online shopping more compared to the previous situation.
2. Curfew/Home Quarantine: The curfew decision began to be implemented in March 2020 and e-commerce has become the ideal choice for the consumer to meet all his needs. This has led to a significant rise in consumer payments.
3. Concern about the scarcity of products: The anxiety factor of the scarcity of some basic products led to the behavior of storing products and buying what is in excess of the usual need for fear of not being available later (Digital Research Company, 2020), and because panic, fear, uncertainty, and scarcity mania dominate individuals in times of crisis, it has contributed in the current circumstance to push them towards eager behavior, so the fever of wholesale purchase, accumulation, and storage of goods escalated, which led to their entry from the Algerian markets, as happened with Madati Semolina and fuel, and the herd mentality plays

an important role in pushing people to buy when they see others flocking to stores, and the news we read on social media and news sites that exaggerate the scarcity of goods increases, and this is what pushes people to compete to buy them (Experience, 2020).

4. **Electronic payment operations:** The Corona pandemic has had negative effects on the economic level, and at the same time had a positive impact on the electronic payment sector, as studies have shown that this sector has witnessed a recovery since the beginning of the pandemic, and the importance of electronic payment methods in light of this pandemic has emerged to provide an alternative solution to the use of banknotes and coins (Karghali and Plonas, 2021).
5. **Household consumption pattern during forced isolation:** The forced isolation that many governments were forced to impose on citizens has restricted the movement of consumers and limited their access to markets, as well as the reluctance of consumers to spend due to the decline in income and their fear of contagion, as well as the increase in household savings, the decline in the purchase of luxury goods and the focus on the purchase of food consumer goods (Yahyaoui, 2020).

These factors led to the emergence of a culture of rationalizing consumption among an important segment of the population, especially those with low incomes, limited resources, and self-employed professionals such as craftsmen and taxi drivers, who were forced to stop their activities due to the pandemic and found themselves without financial resources to meet the needs of their families, so they were forced to modify and rationalize their expenses and legalize their consumption behavior in line with the depletion of their savings, the increase in their debts, and the weakness of social support provided by the state (Khibran, 2020).

### **Risks face customers during the Corona pandemic**

The consumer faces a set of risks during his use of online shopping, which has become a necessity in light of the Corona pandemic, and the most prominent of these risks are the following (Sari and Qalqil, 2021): Performance risks (functional): It is represented in the consumer's fear that the product that the consumer wants to buy will not achieve the expected performance and achieve the consumer's desires, due to the difficulty of examining and trying it or not matching it with the specifications offered.

1. **Financial risks:** The consumer's fear of losing the money paid to obtain the product, as well as his fear of using electronic payment methods.
2. **Social risks:** Fear that others will not accept the product or criticism directed at it after trying it, due to the absence of the human aspect in the supply currency.
3. **Physical risks:** Electronic devices used in online shopping are exposed to sabotage due to viruses, lack of physical contact in the purchase, in addition to the loss of information due to the Internet.

4. **Time risk:** It is a group of risks, which indicates that the search may take a long time to shop online which represents a loss from the customer's point of view.
5. **Information risks:** It is the risks related to information security, which means the risk associated with false information provided via the Internet, and includes the risks of using misleading, inaccurate, and inappropriate information in decision-making, and referring to the possibility that someone manipulates the coordination of the shopping site's information environment, through inconsistent, asymmetric and deceptive information for the online shopper, in order to obtain the shopper's information in various ways to use it against him.
6. **Lost pinch cost risk:** Missed shopping opportunities through other offline outlets that may represent better alternatives.

### **Study variables**

**Independent variable:** Corona pandemic.

**Dependent Variables:** Consumer behavior towards shopping, which was measured by the following variables:

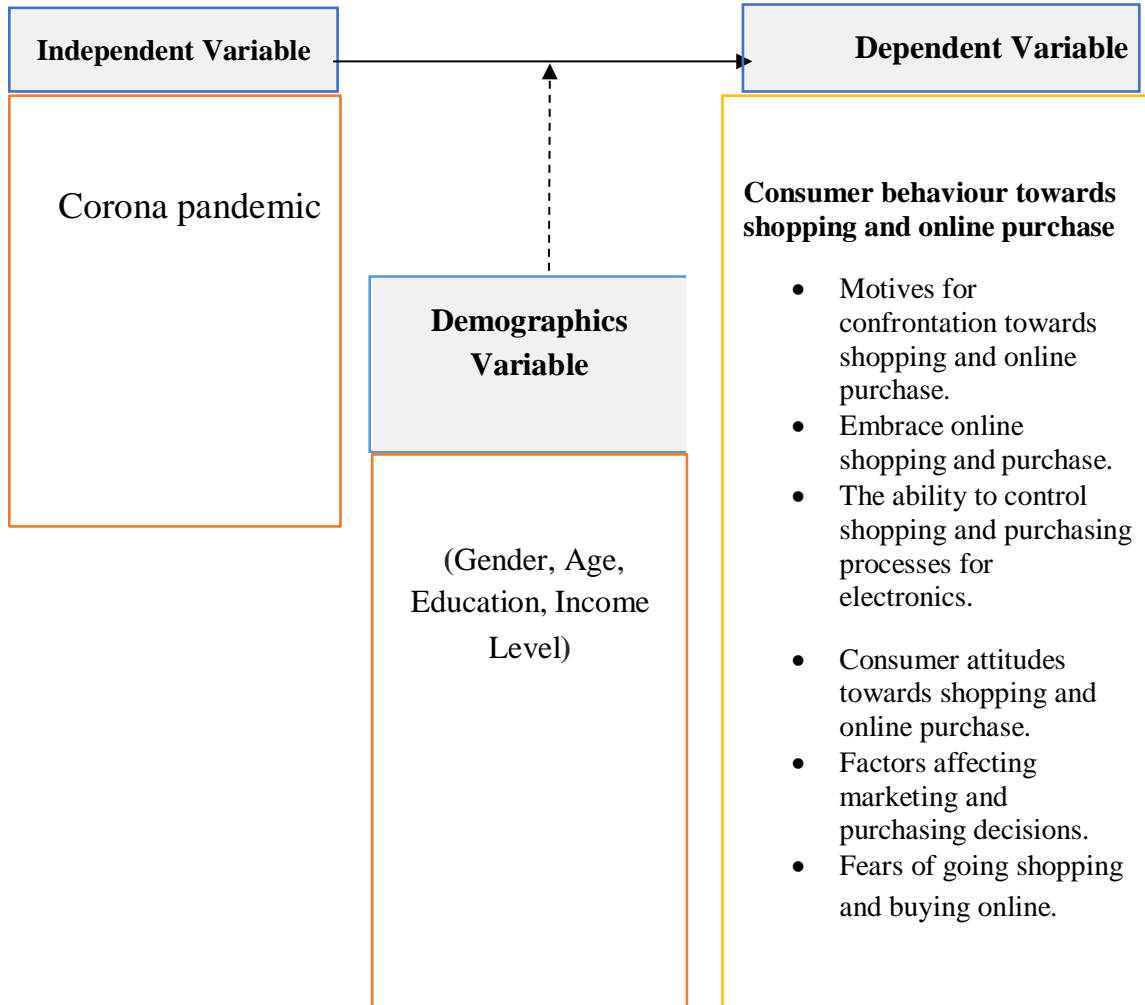
1. Motives for confrontation towards shopping and online purchase
2. Embrace online shopping and purchase
3. The ability to control shopping and purchasing processes for electronic
4. Consumer attitudes towards shopping and online purchase
5. Factors affecting purchasing decisions
6. Fears of going shopping and buying online

### **3.10.3 Demographic variables:**

1. Gender (male, female).
2. Age has four levels (25 years and below, 26-35 years, 36-45 years, 46 years and above).
3. Academic qualification and has three levels (diploma or less, bachelor's, master's degree and above)
4. The income level has three levels (high, medium, low).

### **Study model**

The interaction between the independent and dependent variables:



### 3. Method

The nature of the data and information needed for this study was taken into account, and to achieve the objectives of the study, the researcher used the descriptive analytical approach, due to its suitability to the nature of the study, which requires data collection, classification, analysis, and interpretation to extract indications and reach results that can be generalized, as the descriptive approach is often associated with social science studies and humanity. Also, it depends on describing the phenomenon as it is, collecting the necessary data and information about it, and classifying and organizing that information, in addition to books, references, and previous studies related to the subject of the study.

#### *Study population*

The study population consists of all Palestinian consumers in Hebron Governorate from the year 2022, who practice electronic shopping, and due to the lack of statistics on the number of electronic shopping practitioners, a simple random sample was taken consisting of (381) individuals.



***Study sample***

The researcher used the purposive random sampling method for electronic shopping practitioners in Hebron Governorate from the year 2022. The number of the study sample was (381) individuals, the questionnaire was distributed to them electronically, and the number of responses on which the statistical analysis was conducted was (381)

***Statistical processing***

After collecting the test and making sure of its validity for analysis, the researcher reviewed it in preparation for conducting statistical treatments of the data, and he entered it to the computer by giving them certain numbers, that is, by converting the verbal answers to digital, where the answer was given strongly agree (5) degrees, agree (4) degrees, neutral (3) degrees, opposes (2) degrees, and strongly oppose ( 1 ) one degree, so that the higher the degree, the greater the degree The impact of the Corona pandemic on the orientation of Palestinian consumer behavior towards shopping and online purchases in Hebron Governorate.

The statistical processing of the data was carried out by extracting numbers, percentages, arithmetic averages, standard deviations, Pearson correlation coefficient, simple linear regression analysis, Cronbach alpha stability equation, T-test, and one-way ANOVA analysis, using the statistical package program for the social sciences (SPSS).

**4. Study Results**

After conducting this study, which aimed to study the impact of the Corona pandemic on the orientation of Palestinian consumer behavior toward shopping and online purchases in Hebron Governorate, the following results are reached:

***Descriptive Analysis***

**Table 1:** Means and standard deviations of the impact of the Corona pandemic on the Palestinian consumer's behavior orientation towards shopping and electronic purchase in Hebron Governorate

Variable	Mean	Std. Deviation	T-test	Degree
The impact of the Corona pandemic on the Palestinian consumer's behavior orientation towards shopping and electronic purchase in Hebron Governorate.	3.978	0.655	117.01	High

**As shown in Table 1,** the impact of the Corona pandemic on the orientation of Palestinian consumer behavior towards shopping and online purchases in Hebron governorate came to a



high degree. The extent to which Palestinian consumers in Hebron governorate are moving towards online shopping has been high.

**Table 2:** Mean and standard deviation of corona pandemic on Consumer behavior towards shopping and online purchase.

Variable	Mean	Std. Deviation	T-Test	Degree
Motives for confrontation towards shopping and online purchase.	3.746	0.933	77.355	High
Embrace online shopping and purchase.	3.936	0.780	97.254	High
The ability to control shopping and purchasing processes for electronics.	4.047	0.775	100.727	High
Consumer attitudes towards shopping and online purchase.	4.035	0.734	105.905	High
Factors affecting marketing and purchasing decisions.	4.081	0.730	107.789	High
Fears of going shopping and buying online.	4.037	0.763	102.056	High

As shown in table 2, the motives for the orientation of Palestinian consumers in Hebron governorate towards online shopping came to a high degree, as the arithmetic average reached (3.75) with a standard deviation (0.93), and the most important motives for the orientation of Palestinian consumers in Hebron governorate towards online shopping were: taking advantage of the facilities provided by electronic stores, then the measures imposed by the government, which prompted consumers to go shopping and buying online, followed by the presence of daily infections with the Coronavirus.

Also, the extent to which Palestinian consumers in Hebron governorate adopted online shopping was high, with an arithmetic average of (3.94) with a standard deviation (0.78), and the most important manifestations of consumers' identification of e-shopping: going to shop and buy e-mail after doing the search for products online, as well as consumers' wish to generalize shopping and e-purchase services to all goods and services, followed by shopping and e-purchase

to bite the products defined by the shopper, and then the facilities provided by electronic stores, which prompted shoppers to repeat the experience of shopping and online purchase.

The degree to which the Palestinian consumer in Hebron governorate has the ability to control shopping and electronic purchases came to a high degree, as the arithmetic average reached (4.05) with standard deviation (0.78), and the most important manifestations of the Palestinian consumer's possession in Hebron governorate were the ability to control shopping and online purchases: e-shoppers could enter and exit e-commerce sites at any time, followed by helping consumers search for alternatives that suit them, followed by identifying the opinions of others about the products and services provided by the online store.

The attitudes of the Palestinian consumer in Hebron governorate towards shopping and electronic purchases came to a high degree, as the arithmetic average reached (4.04) with standard deviation (0.73), and the most important trends of the Palestinian consumer in Hebron governorate towards shopping and electronic purchase: the inability to preview products, followed by saving shopping and electronic purchase time and effort, followed by a preference to view the products, services, and alternatives offered through the online store and then make an electronic purchase.

The factors affecting the decisions of the Palestinian consumer in Hebron governorate in shopping and electronic purchases came to a high degree, as the arithmetic average reached (4.08) with a standard deviation (0.73), the most important factors affecting the decisions of the Palestinian consumer in Hebron governorate in shopping and online purchase: the reputation of the online store and its previous experiences, followed by consumers' evaluation of the products and services provided by the electronic stores and the brand of products and services provided by these stores, followed by the opinions of others on the products or services offered.

The Palestinian consumer's fears of going shopping and buying online in Hebron governorate came to a high degree, as the arithmetic average reached (4.04) with a standard deviation (0.76), and the most important fears of the Palestinian consumer in going to shopping and buying online in Hebron governorate: the difference between what is offered and the product when it arrives, followed by fear of loss of privacy, followed by problems related to delivery, such as breaking the product or arriving a wrong product.

On other side, there were no statistically significant differences at the level of significance ( $0.05\alpha\leq$ ) in the average responses of the study sample towards the impact of the Corona pandemic on the orientation of Palestinian consumer behavior towards shopping and online purchases in Hebron governorate due to demographic variables due to the age variable.

There are statistically significant differences at the significance level ( $0.05\alpha\leq$ ) in the average responses of the study sample members towards the impact of the Corona pandemic on the orientation of Palestinian consumer behavior towards shopping and online purchases in Hebron governorate due to demographic variables due to variables of the gender variable and the differences were in favor of males.

There are statistically significant differences at the level of significance ( $0.05\alpha\leq$ ) in the averages of the responses of the study sample members towards the impact of the Corona pandemic on the orientation of Palestinian consumer behavior towards shopping and electronic purchase in Hebron governorate due to demographic variables attributed to the variable of academic qualification, and the differences were in favor of those whose scientific qualification is master's degree or higher.

There are statistically significant differences at the level of significance ( $0.05\alpha\leq$ ) in the average responses of the study sample members towards the impact of the Corona pandemic on the orientation of Palestinian consumer behavior towards shopping and electronic purchases in Hebron governorate due to demographic variables attributed to the income level variable and the differences were in favor of those with low income.

*Hypothesis test*

The main study model was designed to examine the impact of the Corona pandemic on the Palestinian consumer's behavior orientation towards shopping and electronic purchase in Hebron Governorate.

Table (3): Linear regression results of the impact corona pandemic on Consumer behavior towards shopping and online purchase.

Variables	Coefficient (B)	Coefficient (β)	(T) value	t-test (T)	Statistical significance
Regression constant	1.412	-	1.98	11.839	0.000
Corona pandemic	0.643	0.559		21.903	0.000
(R <sup>2</sup> )	0.559				
Modified (R2)	0.557				
(F-Table)	3.89				
(F-Statistic)	479.731				
(Sig F-Statistic)	0.000				
Regression equation	Y=1.412 + 0.643 * 0.559 + e				

**Dependent variable:** corona pandemic. **Independent variable:** Consumer behavior towards shopping and online purchase.

Table (3) shows the results of the simple regression test of the main study model. As shown in the table, there is an impact of the Corona pandemic on the orientation of the Palestinian consumer's behavior towards online shopping and purchasing in Hebron Governorate.  $0.05\alpha\leq$ ), whose value amounted to (0.000), which is less than the statistically recommended value of (0.05), which indicates the acceptance and relevance of the main study model. The results of the regression analysis also showed that the value of the adjusted R-square coefficient reached (0.557), which means that about (55.7%) of the changes that occur in the Palestinian consumer's behavior orientation towards online shopping and purchasing in Hebron governorate are due to the changes that occur in the Corona pandemic, and the rest is due to other factors that have not

been studied in the current model and that have an impact On the orientation of the Palestinian consumer behavior towards online shopping and purchasing, the value of the (T) test, which amounted to (21.903), which is greater than its tabular value of (1.98) at the level of statistical significance ( $0.05\alpha \leq$ ), which amounted to (0.000), which is less than the value Statistically recommended, amounting to (0.05), and accordingly, it is clear that there is a statistically significant effect of the Corona pandemic on the orientation of the Palestinian consumer's behavior towards shopping and electronic purchase in Hebron Governorate, and given the value of ( $\beta$ ), which amounted to (0.559), which indicates that the change in the pandemic Corona by one unit positively affects the orientation of the Palestinian consumer behavior towards online shopping and purchasing by (55.9%). Therefore, the null hypothesis was rejected and the alternative hypothesis was accepted, which confirms that there is an impact of the Corona pandemic on the Palestinian consumer behavior orientation towards shopping and electronic purchase in Hebron Governorate.

## 5. Discussion

The results indicated that the impact of the Corona pandemic on the orientation of the Palestinian consumer's behavior towards online shopping and purchasing in Hebron governorate came to a high degree, as the arithmetic mean was (3.98) with a standard deviation of (0.65). The researcher attributes this result to the emergency conditions and the measures taken by the governments in Various countries of the world to limit the spread of the epidemic, as they limited the ability of customers to move and move, which prompted customers to search for modern and innovative ways to access products that can fulfill their desires, so electronic shopping was one of the best and most widespread shopping methods in light of the presence of the Corona pandemic. This result agreed with the study of Atallah (2021), the study of Abu Haniyeh (2021), the study of Smash (2021), the study of Nawangsih (2021), the study of Ben Ali et al. (2020), and the study of Li and et all (2020). The result is with the study of Ali (2021), the study of Boukna and El-Abed (2021), and the study of Ben Jaroua and Touahir (2021).

The least important factors affecting the decisions of the Palestinian consumer in the Hebron Governorate in shopping and electronic purchase were: the quality of after-sales services provided by the online store, where the arithmetic mean was (4.03) with a standard deviation of (0.98), followed by the least significant variation in the quality of products and services. displayed in the online store, with an arithmetic mean of (4.04) with a standard deviation of (0.92), followed by the efficiency of delivery services provided by the online store, with an arithmetic mean of (4.06) with a standard deviation of (0.93).

The researcher attributes this result to the fact that the reputation of the e-commerce site and its credibility in the products it offers and offers, as well as the experiences and experiences of previous customers in dealing with e-commerce are important factors in the demand for e-shopping, and this result agreed with the study of the Jeddah Chamber of Commerce (2020).

The least important concerns of the Palestinian consumer regarding the tendency to shop and buy electronically in Hebron Governorate were: the lack of a specific time for discounts and price offers offered by electronic stores, as the arithmetic mean was (3.99) with a standard deviation of

(0.94), followed by the least important inability of the consumer to evaluate The product and its real price came with an arithmetic average of (4.00) with a standard deviation of (0.99), followed by the arrival of the product or service with the lowest quality and lack of confidence in the offered price and the possibility of changing it after purchase. It came with mean value (4.01) and standard deviation (0.69).

The researcher attributes this result to the fear of customers about the products that are displayed on e-commerce sites and their different characteristics and attributes upon receiving the product, and the fear of losing privacy among customers affects the demand for online shopping. and Al-Abed (2021), and the study of Akter and et all (2021), and I disagreed with the study of Kahi and Haddadi (2021).

## **6. Conclusion**

It was seen that there was a drastic shift in the consumer behaviour and purchase habits of customers during Covid-19 pandemic and most of these changes would continue in the post pandemic period also. It was seen that the purchase of basic need items had no change in the before lockdown, during lockdown and during unlock period like milk & milk products, vegetables, fruits, pulses, flour, spices, edible oils, snacks, chips & biscuits. Purchase decreased for certain products like newspaper, furniture, electronic gadgets, home appliances, books/stationary, sports items, beauty, products, clothes, jewellery, footwear, automobiles, restaurants etc during lockdown period. Purchase increased for certain products like Medicines, Immunity boosters, masks, gloves, Internet/net packs, health & nutritional products, sanitizers, disinfectants etc. This shows that people are more concerned about the health & sanitization products. During lockdown the consumption of net packs and internet increased as many people started work from home jobs and education.

In order to test the association of Gender with purchase of different products Chi square test was used and it was seen that there was no significant relationship with purchase of newspaper, milk & milk products, vegetables, fruits, pulses, Flour, spices, edible oil, medicines, electronic gadgets, home appliances, furniture, books, stationary, sports items, beauty, health, nutritional products, instant food mixes, clothes, jewellery, foot wares, restaurants, bakery food items, automobiles, immunity boosters, masks & gloves. Significant association was seen for purchase of snacks, chips, biscuits, internet packs, movies, Wi-fi packs/ net packs, web streaming services like Netflix, Amazon, sanitizers, and disinfectants with the gender

When relationship between age and purchase of different products was seen, findings showed that there was no significant relationship of age with purchase of products like milk & milk products, vegetables, pulses, Flour, spices, edible oil, medicines, electronic gadgets, furniture, books, stationary, sports items, beauty, health, nutritional products, instant food mixes, clothes, jewellery, foot wares, restaurants, bakery food items, automobiles, immunity boosters Further findings showed that significant relationship exist for products like newspaper, fruits, home appliances, masks & gloves

It was found that number of visits to shops and malls was reduced as respondents purchase from nearby shops and e-commerce websites. Respondents have reduced purchasing nonessentials goods and stocked essential items in panic which mostly included food items. The expenditure on sanitizers, disinfectants and internet and overall expenditure have increased during the pandemic It can be concluded that as the income of the respondents was low in the lockdown period so respondents are spending only on basic utility items and are restricting their purchases for other items. They are ready to spend any amount for health and sanitization related products. Consumption of internet related things have increased as this is required to continue their jobs and studies.

### **7. Recommendations**

In light of the results, the following recommendations are given:

Encourage consumers to take advantage of the offers offered by online stores, which can achieve more satisfaction with consumers' needs. Providing security requirements during online shopping by providing software and applications that allow online shopping. The need for the Palestinian consumer to verify the products through e-commerce sites and that they meet his needs and do not harm. When developing online stores, it is necessary taking into account the needs of shoppers and provide them with more comfortable and sophisticated ways and means to review the products they provide. The electronic stores should pay attention to the observations and recommendations of customers and take them into account in the development of their services in the future. The specifications must match the products requested by consumers when they receive the products. Developing electronic payment system in Palestine by taking into account the foundations of security, credibility and reliability. Adopting Consumer Protection Association to educate citizens about the quality and price aspects of goods that are displayed through electronic stores by issuing bulletins, brochures, and warning announcements. Supporting the work of information programs for companies that use e-commerce in the presentation of their products and their availability to the end consumer. There must be clear foundations, controls, and standards for e-shopping in Palestine. The necessity of imposing customs duties on electronic purchases of products that pose a risk to Palestinian products.

### **7. Future studies**

In the light of study results, the researcher recommends the following future studies:

1. Conducting more studies on online shopping in Palestine, which can help the growth of this type of shopping and trade, especially in light of the technological revolution.
2. Studying the impact of the Corona pandemic on different economic sectors in light of the use of e-commerce.

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