

Unraveling Middle-Aged Shopper Delight on Amazon's Digital Emporium

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Abstract:

The research explores the complex aspects of shopper satisfaction within Amazon's digital environment, focusing on middle-aged consumers. Given that the middle-aged demographic constitutes a significant and unique group of consumers, comprehending their shopping habits, preferences, and what brings them joy on Amazon holds great significance for both the academic and commercial spheres. Through an examination of different elements, the study uncovers the interaction between user contentment and a range of factors that contribute to the joy experienced by middle-aged shoppers in the digital marketplace. The study not only unravels the layers of middle-aged shoppers delight on Amazon but also provides a foundation for further research in the ever-evolving sphere of e-commerce and consumer behavior.

Keywords: Amazon, Middle Aged shoppers, Online retailing, Online shopping, Customer Satisfaction

1. Introduction:

Online retailing has become more common in India thanks to the expansion of the Internet. When doing online shopping, customers have the option of making a direct purchase from vendors via a web browser or a mobile app from smartphones and computers. At a cost to our data, online purchasing allows us to get an understanding of what is available online. It is a rising and popular aspect and is a quick and easy method of shopping. Purchasing has become more accessible, enjoyable, and flexible thanks to the growth of traditional purchasing methods. Customers can either go to the retailer's website directly to find a product they're interested in, or they can use a shopping search engine to look for similar products from other vendors where lists of products are available and prices across many online stores, including Amazon, Flipchart, Snapdeal, Homeshop18, Fashion, and you, among many other newcomers. Many small online businesses have entered the e-commerce market alongside these major players. Amazon, a global American company corporation that emphasizes streaming media, cloud computing, online marketing, and robotics, has established itself as a global leader among these platforms. Retail products, Consumer products, electronic media, Amazon Gaming Studios, Amazon Luna, Amazon Prime, Video Direct, Amazon Studios, shipping, and grocery are just a few of the services that Amazon offers. The expression "one of the most influential economic and cultural forces in the world" utilized to define it. It has been called "one of the most influential economic and cultural forces in the world" and is among the most notable companies in the world. One of the top 5 American firms in the field of information technology. India's e-commerce market is projected to grow by 25% over 2021 to \$50 billion in 2022 with 37% of transactions taking place on Amazon, which has a sizable market share. Amazon's future success depends on its ability to comprehend consumer satisfaction and the elements that affect it. A focused analysis is necessary since middle-aged consumers, a sizable portion of the population, have unique tastes

and needs. customer gratification has a significant impact on customer commitment and holding. Especially in an online environment where there is not much personal contact between the client and the company's staff, it can be difficult to satisfy buyers. Middle-aged people are one of the key age groups who use Amazon, so an awareness of the elements which results in happy clients has increased relevance. Customer satisfaction is essential for fostering lasting connections with customers and sustaining income. This research investigates middle-aged group's consumer's satisfaction and factors affecting customer satisfaction and customer preference with several service quality parameters of internet buying. This study intends to examine how satisfied middle-aged groups are with Amazon and offer light on the factors that affect their satisfaction levels.

2. Related Literature:

Dinesh.S (2022) examined customer happiness among Chennai city residents who use Flipkart.com, which provides customers with the greatest pricing, high-quality items, and an incredibly simple shopping experience. Any e-trailer company's success in India depends on factors like how well-known it is, how well-known its brand is, how innovative and fair its policies are, how well-received its customers are, etc. Mr. A.David , Ms.T.Sneha (2021) The research discovered that there is virtually little public knowledge of the Myntra app. However, the Myntra app users enjoyed a really nice experience and benefited from the programme. Advertising campaigns must be increased if the Myntra app is to see a rise in users. Women are more likely to respond, and as a result, they are more likely to succeed as company owners, which boosts our economy.

Nahil Abdallah, Hassan Alyafai, Amin Ibrahim (2021) aimed to find out how online purchasing affected retail store's ability to increase customer happiness and discovered that customer satisfaction is crucial. To make the general public prefer online shopping over in-person purchasing, websites that offer online shopping must have good customers.

Yonghui rao, Aysha Saleem, Wizra Saeed and Junaid Haq (2021) The origins and consequences of online customer satisfaction were the focus of this study, which provided empirical evidence for a conceptual model. The findings indicated that although customers' views and actual experiences change when they make purchases online, they are happier when they do it directly as opposed to indirectly. Along with consequences, the report has been expanded.

Thabang excellent mofokeng (2021) An empirically substantiated theoretical model of the origins and consequences of online consumer satisfaction was presented in this study. The findings showed that although customers' views and actual experiences vary when they make purchases online, they are happier when they make direct as opposed to indirect purchases. Insinuation has also been added to the report. Over five years of e-commerce experience has softened the link between product pleasure and delivery. The article's conclusion discusses managerial implications for online purchasing in an effort to improve customer loyalty.

Sruthi Ravichandran and Mr.D. Shanmugavadivel (2021) This study aims to investigate customer satisfaction and perceptions of Amazon online shoppers in the city of Coimbatore. The study's goal is to understand customer attitudes towards online shopping and the elements that motivate people to buy things from Amazon.com. There are several elements that affect customer happiness while buying online, and Amazon stands out from its rivals by offering high-quality products. Dr. A. Scarlet (2021) The purpose of this study is to determine consumer satisfaction with internet shopping in the Theni District and indicates that female clients with high annual incomes are extremely satisfied with internet shopping. The study

also reveals that, despite offering recognised and superior products, consumers are strongly drawn to the best services for internet buying.

Pragati Pallavi (2020) This study applies the Theory of Planned Behaviour to comprehend online consumer behaviour. This research report attempts to investigate consumers' satisfaction levels with their online purchasing experiences among Patna residents.

Dr. C.Vijay Vishnu kumar ,R.Gopinath (2019) examined consumer purchase habits in order to gauge how satisfied customers were with Amazon's offerings. Customer loyalty is typically seen as the driving force behind the connection between an individual's attitude and recurring business. The internet offers a variety of ways to gather information, provide a service, or buy a product. Amazon should take use of these opportunities to grow its customer base and ultimately make money.

Summon das (2017) shows the significant change that has been predicted in the area of online buying as well as the customer's choice and pleasure with it. This research seeks to distinguish the key variables influencing customer satisfaction by conducting a survey of customers in Dhaka city. In Bangladesh, these customers are the ones that shop online most frequently. The reliability, spending limit, Payment options and online merchants' level of customer service, product standard, pricing, product delivery time, and experience with internet purchasing all

affect whether someone plans to make an online purchase and how satisfied they are with the experience. By preserving the services that customers want, this study will help the business increase productivity. Jayaprakash , Dr. B. Mythili & K. Ganeshkumar (2016) aims to determine Pollachi Taluk's customers' satisfaction with online shopping and identifies the most popular shopping sites, the reasons why people buy things, the satisfaction of their product preferences, and the actions that online retailers should take to increase their sales.

Huang, L. S., & Kuo, P. J. (2015) In the context of business-to consumer (B2C) e-commerce, this study explores how website quality factors like usability, information accuracy, and service interaction affect customer satisfaction. Shenbhagavadivu Thangavel (2015) Retailers are working hard to create methods that will satisfy online shoppers' needs. To comprehend customer viewpoints, they are investigating consumer behaviours in the online purchasing environment. In order to better understand how customers, feel about online shopping, this study explicitly looks at the reasons that motivate people to do so.

Uzma Kausar , Mohd. Tarique , Dr. Priya (2014) Understanding the variables influencing customers' online purchasing decisions on college campuses is made easier by this study. Businesses can use the data produced above to create new strategies, entice more customers, and stay one step ahead of the competition by understanding people's pulse rates.

Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008) trust is emphasised as a significant variable affecting consumer satisfaction in ecommerce. It investigates how trust, perceived risk, and other antecedents affect consumer choice and satisfaction when they shop online. Gefen, D., Karahanna, E., & Straub, D. W. (2003)

looks at the connection between online purchasing consumer pleasure, perceived utility, and trust from customers. It offers information about the variables affecting client satisfaction in e-commerce settings.

Szymanski, D. M., & Hise, R. T. (2000) The concept of "e-satisfaction," as well as how it affects customer loyalty and repurchase intentions, is examined by the writers. In an e-commerce environment, the study finds variables that affect client happiness. Anderson, E. W., Fornell, C., & Lehmann, D. R. (1994) This

research is relevant to e-commerce because it investigates the connection between market share, profitability, and customer pleasure. It emphasizes how crucial customer pleasure is to business success.

3. Objectives:

1. To determine the elements affecting Amazon's customer satisfaction.
2. To Study Customer Satisfaction of Amazon Shopping Site

4. Research Methodology:

The Research design is descriptive in nature and is focused on a limited geographical area of Calicut District in the state of Kerala. (Nithya N R 2013) Kerala is one of the consumer states in India and can be described as a society where the living standards of both rural and urban residents are influenced by their consumption patterns and market trends, highlighting its status as a consumer-oriented society. This study will focus on Amazon and middle-aged customers who frequently use Amazon to make purchases. Middle-aged customers are considered as people above the age of 35 years. Purposive sampling was used to identify customer satisfaction with Amazon among middle-aged groups, factors affecting online shopping, and customer preferences. Primary data - 60 responders provided primary data, which was collected from middle-aged groups from the age group of 35 to 65 from the city of Calicut using a 'questionnaire method and secondary data were collected from websites, journals, and publications. The service quality and its impact on customer complacency are also covered in the study. It will address the factors that increase middle-aged Amazon customers' feelings of contentment.

Table 1: Demographic Profiles of the Respondents

Individual-level variables	Level	Frequency	Percent
Gender	Male	37	62
	Female	23	38
Age (years)	35-44	33	55
	44-54	15	25
	55-64	10	17
	65 and above	2	3
Educational Qualification	Matriculation	8	13.33
	Higher secondary	5	8.33
	Graduation	35	58.34
	Post-Graduation & above	10	16.67
	Diploma/Certificate	2	3.3
Occupation	Student	2	3.3
	Employed- Full time	44	73.33
	Employed- Part-time	5	8.33
	Self-employed	3	5
	Unemployed	2	3.33
	Others	4	6.67
Monthly Income	10,000-20,000	22	37
	20,001-30,000	13	21
	30,001-40,000	10	17

	Above 40,000	15	25
Marital Status	Married	41	68
	Unmarried	19	32

(Source: Primary data)

4.1 Factors affecting Amazon’s customer satisfaction:

1. Frequency of using Amazon in a month: 50% of respondents use Amazon less than once in a month 28% of respondents use Amazon 1-2 times a month. 12% of respondents use Amazon 3-4 times a month and 10% use Amazon shopping site more than 4 times a month.
2. Easiness to track products: 30 percent of respondents find it very easy to find the product.42 percent of respondents find it somewhat easy to find products. 15% of respondents have neutral opinions they neither find it easy nor difficult. 8% of respondents find it somewhat difficult and 5% of respondents find it very difficult to find a product.
3. Packaging and delivery of orders: 43.3% of respondents are Somewhat satisfied with the packaging and delivery of orders. 30 percent of respondents are very satisfied with the packaging and delivery of orders. 15% of respondents are neutral, 8.3% of respondents are somewhat satisfied and 3.3 percent are very dissatisfied.
4. Quality of products: 53.3 percent of respondents say the quality of the product is good, 25 percent of respondents say quality of excellent, 16.6 percent of respondents say average, 1.6% of respondents say product quality is below average, 3.3 of respondents say quality of product is poor.
5. Responsiveness of Amazon customer service: 33.33 percent of respondents say amazon customer service is very responsive.35 percent of respondents opine that customer service is somewhat responsive and 20 percent of respondents have a neutral opinion about responsiveness of customer service. 8.33% of respondents say customer service is somewhat unresponsive and 3.33% of respondents are of the opinion that Amazon customer service is very unresponsive.
6. Product variety: 85% of respondents agree that Amazon provides a wide variety of products and 15% opines that Amazon does not provide a wide variety of products.
7. Product purchased from Amazon: 10% of respondents buy books from amazon. 35% of respondents buy electronics from Amazon. 28.33% of respondents buy fashion products from Amazon. 21.67 % purchases groceries and 5% buys pharmaceuticals.
8. Amazon pricing and offers: 18.33 percent of respondents are very satisfied with the pricing and offer of Amazon. 55% are satisfied with the pricing and offers of Amazon, 18.33 percent have a neutral opinion about the pricing and offers of Amazon. 5% are dissatisfied with the pricing and offers of Amazon and 3.33 percent are very dissatisfied with Amazon's pricing and offers.
9. Home delivery services offered: 50 percent of respondents are very satisfied with amazon home delivery services. 25% are satisfied and 11.67 percent have neutral opinions about Amazon customer services. 8.33 percent are dissatisfied with the home delivery services of Amazon and 5% are very dissatisfied with Amazon's home delivery services.
10. Preferred mode of payment: Most people prefer gpay /Phonepe /Amazon pay as a mode of payment which is 43.34 percent and 33.33 percent prefer cash on delivery as a mode of payment. 8.33 percent

prefers debit card and 8.33 percent prefers credit card and 6.67% prefers other payment options such as gift cards.

11. Reasons for refund: 50 percent of respondents applied for a refund because the product did not meet their expectations. 33.34 percent applied for a refund due to receiving a defective product. 8.33 percent refunded due to wrong item delivery. 3.33 percent refunded due to a change in mind. 3.33 percent refunded due to delayed delivery and 1.67 percent due to other reasons.
12. 50 percent of respondents are very satisfied with the refund procedure. 35 percent are satisfied with the refund procedure, 8.4 percent have a neutral opinion on the refund procedure. 5 percent are dissatisfied and 1.6 percent are very dissatisfied with the refund procedure.
13. Website or app search functionality: 47 % are very satisfied with website or app functionality. 25% are satisfied with website and app functionality and 12 % have a neutral opinion. 8 % are dissatisfied and 8% are very dissatisfied with website and app functionality.
14. Reviews and ratings: 45% of respondents rely on reviews most of the time. 23.33 % always rely on customer reviews and ratings. 16.67 % sometimes rely on customer services. 10% rarely rely on customer reviews and ratings. 5 % never rely on reviews and ratings.
15. Accuracy of product descriptions and images on the website: 41.67 percent of respondents agree that product descriptions and images on Amazon are very accurate. 35 percent of respondents agree that product descriptions and images on Amazon are accurate 10 percent opine that descriptions and images are neutral. 8.33 percent say product description and image are very inaccurate and 5 percent say it is inaccurate.
16. Repurchase Intention: 55 percent of respondents are very likely to repurchase from Amazon. 30 percent are likely to repurchase on Amazon. 9 percent have a neutral opinion on repurchasing from Amazon. 3 percent are unlikely to repurchase from Amazon and 3 percent are very unlikely from Amazon.
17. Recommendation to others: 23.33% are very likely to recommend Amazon to their friends and family. 51.67 % are likely to recommend it to their friends and family. 16% are neither likely nor unlikely to recommend Amazon. 5% are unlikely to recommend and 3.33 % are very unlikely to recommend.
18. Customer Preference: 60 percent of respondents prefer Amazon over offline shopping and 40 percent prefer offline shopping to Amazon.
19. Resolution of Problems: 13.33 percent of respondents are very satisfied with the resolution of the problem .53.33 percent are satisfied with the resolution of the problem and 23.33 percent have neutral opinions on satisfaction on resolution of the problem. 8.33 percent are not satisfied with the resolution of the problem and 1.60 percent are very dissatisfied with the resolution of the problem.

4.2 Overall Customer satisfaction based on gender:

To check if there is any difference in customer satisfaction on the basis of gender is assessed by formulating the following hypothesis:

H1: There is a significant association between gender and overall customer satisfaction.

Table 2: Overall Customer Satisfaction and Gender: cross-tabulation

			Very Satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Total
Gender	Female	Count	17	12	2	4	2	37

	Expected Count	17.3	11.1	1.2	5.6	1.9	37
Male	Count	11	6	0	5	1	23
	Expected Count	10.7	6.9	.8	3.5	1.2	23
Total		28	18	2	9	3	60

(Source: Primary data, Own processing)

Chi Square Test:

	VALUE	DF	ASYMPTOTIC SIGNIFICANCE (2-SIDED)
PEARSON CHI-SQUARE	2.605 ^a	4	.626
LIKELIHOOD RATIO	3.261	4	.515
N OF VALID CASES	60		

As the significance level of chi-square test is greater than 0.05 that is 0.626 it is inferred that there is no significant association between sex and overall customer satisfaction.

4.3 Type of product purchased and customer satisfaction:

To study customer satisfaction based on the type of product purchased through Amazon, the following Hypothesis is formulated:

H1: There is a significant association between the type of product purchased and customer satisfaction.

Table 3 : Overall Customer Satisfaction and Type of product purchased: cross-tabulation

			Very Satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Total
Type of products purchased	Books	Count	4	1	1	0	0	6
		Expected Count	2.8	1.8	.2	.9	.3	6
	Electronics	Count	9	7	0	5	0	21
		Expected Count	9.8	6.3	.7	3.2	1	21
	Fashion Products	Count	6	6	0	3	2	17
		Expected Count	7.9	5.1	.6	2.6	.9	17
	Grocery	Count	8	2	1	1	1	13
		Expected Count	6.1	3.9	.4	2	.7	13
	Pharmaceuticals	Count	1	2	0	0	0	3
		Expected Count	1.4	.9	.1	.5	.2	3

	Total	Count	28	18	2	9	3	60
		Expected Count	28	18	2	9	3	60

(Source: Primary data, Own Processing)

Chi Square Test:

	Value	Df	ASYMPTOTIC SIGNIFICANCE (2-sided)
Pearson Chi-Square	16.174 ^a	16	.441
Likelihood Ratio	17.930	16	.328
N of Valid Cases	60		

As the Asymptotic significance of chi square test is greater than 0.05 that is 0.441 it is inferred that there is no association between type of product and customer satisfaction.

Findings:

The purpose of the study was to know the customer satisfaction of Amazon online shopping among middle-aged groups. The study was conducted in Calicut district. Data was collected from 60 respondents from the survey we have studied about different factors affecting customer satisfaction and the satisfaction level of customers towards online shopping. For these various aspects have been considered such as pricing and Quality of product, refund policies, type of product, packaging and delivery Amazon customer service, etc. It was found that most clients are satisfied with the services offered by Amazon. This study has also checked that whether customers prefer Amazon or offline shopping the most and it was found 60% of respondents prefer Amazon. The association between Gender and customer satisfaction was assessed and found that there is no significant association between gender and overall customer satisfaction. The association between type of product purchased and satisfaction from the Amazon website was found to be non-significant.

Conclusion:

Online shopping is growing more and more popular as the number of people using the internet rises. The study aims to understand customer gratification on the Amazon online shopping site It was recognized that Amazon customers are satisfied with their customer services and the different factors influencing customer satisfaction include factors like pricing and offers, easiness of finding products, packing and delivery of orders, the response of amazon customer services, quality of product, type of products, variety of products, refund policy, etc. and investigated whether the customer prefers whether amazon or offline shopping and most of the customers prefer amazon. Overall customers are found to be satisfied with the services offered by Amazon.

Recommendations:

To foster a lasting relationship with the business, online marketers should always engage their clients by regularly offering more deals and discounts on the product. After the product is delivered to its ultimate customers, the corporation should pay attention to customer feedback and suggestions. To boost customer satisfaction with online buying, the organization should concentrate on enhancing client aspects such as availability, reactivity, reliability, fullness, and simplicity. The online marketer must have a strong communication channel (oral or written) with customers by sending them emails or messages regarding the status of the products in order to prevent order cancellation or switching to competitor sites. This

research has a delimitation as it is concentrated for a very limited geographic area and samples. Future research can be to examine how personalized product recommendations and search algorithms impact the gratification of middle-aged consumers. Are they receptive to personalized recommendations compared to younger or older shoppers? The investigations can be how trust and security concerns affect the online shopping experience of middle-aged consumers. Explore how Amazon can improve trust-building mechanisms for this demographic.

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