

Analysis the Growth and Impact of Covid -19 Situation on Online Shopping

Author

Dr.Rupali Pawan Agrawal (M.com, MBM.P.hd)
Assistant Professor
R.C.Patel Arts, Commerce and Science College, Shirpur
rupalipawan@gmail.com
Contact No:- 9403088927

Co Author

Mrs.Pratima Dinesh Jain (M.com)
Assistant Professor
R.C.Patel Arts, Commerce and Science College, Shirpur
pratimadjain@gmail.com
Contact No.:-9067097921

Abstract:-

The main purpose of this study is to investigate if the Covid-19 is aggressive people to do online shopping and will they continue doing online shopping when this outbreak is over. The records for this paper have been composed by socializing survey on the social media as the circumstances are inappropriate to go for physical studies. The questionnaire is included of fourteen different questions 300 people were approached for feedbacks on the questionnaire and 170 people responded. This ratio is not wicked as online investigation frequently provides replies about this number.

The COVID-19 pandemic has constantly transformed online shopping performances; rendering to a survey of about 170 consumers is increasing and developed economies. The survey, entitled “Covid - 19 and Online Shopping”, examined how the pandemic has changed the way consumer’s use online shopping and digital solutions. It covered urban and rural areas, Educated and uneducated people ,male and female and each age criteria .Following the pandemic, more than half of the survey’s respondents now shop online further often and trust on the internet further for newscast, health-related information and digital performing. Consumers in developing economies have complete the highest modification to online shopping, the survey appearances. “The COVID-19 epidemic consumes

previous the change in the technique of a further online shopping . The modifications we make currently will have long-term possessions as the world budget originates to improve

This report is comprehensive in knowing whether Covid-19 is triggering people to do online shopping, or they are still managing to buy products physically. Investigation has brought on the conclusion that people are doing more online shopping during Covid-19 and people also agreed that they will be continuing doing online shopping with the similar proportion in upcoming when this pandemic is ended.

Keywords: Covid-19 , Internet Marketing , Online Shopping

Objective

To study the impact of online shopping in covid-19 situation

To study the growth of Online Shopping in covid-19 situation

Introduction

Online shopping is a process of purchasing goods through electronic strategies such as mobile, Laptop or computers by using of internet. Publics frequently favor purchasing goods by going physically in marketplaces rather than purchasing online it is because of many reasons and the prominent determination from them is concerns of excellence of goods that people buy online this is what insist them ordering physically. Though here are numerous benefits of online shopping like less expensive, time saving, purchase anywhere and anytime etc. but they are quality conscious. The world is fronting single of the worst disasters in the history. As the world is in the disturbing position and nations must remained put under lockdown, limitations have been compulsory on successful available of families, positioning crowded events, going in marketplaces, almost every business has been shut down in the world in the awaken of COVID-19 and people are harassed to stay in homes. Therefore publics cannot go in marketplaces for purchasing goods, so this is perhaps forceful publics to do online shopping. Online shopping permits persons to satisfy their wants staying at home and without going markets. This research proposes to examine if Covid-19 is aggressive people do online shopping and it is

Also concentrated in this study to know if the people will continue doing shopping online with the similar frequency as they are performance nowadays when the marketplaces are closed and they are also severely striped from going in marketplaces.

Review of literature

IMPACT OF COVID-19 ON DIGITAL MARKETING IN INDIA: OPPORTUNITY AND CHALLENGES

,**Rohit Kumar** ,Assistant Professor ,Ramanand Institute of Pharmacy Management & Technology

He study in his research the covid 19 change the behavior of people. They more careful with their Health. And the life were change socially and economically both. peoples take precaution from covid 19 and they attract to online shopping. People are living alone for following the social distancing. In that scenario digital marketing is Playing important role for the society. Without going physically any one can purchase anything or billing. In digital marketing peoples are compare different qualities of goods than take decision of purchase. Organization also take care the customers and try to use digital platform for customer. And provide services like social distance and safety of customer. Organizations should prepare for future according the customers changing needs and develop the digital infrastructure with safety and trust for maintaining the contact less delivery and save the time and money.

COVID-19: Impact on Consumer Behavior Trends | Accenture

COVID-19: How consumer behavior will be changed. April 28, 2020. RESEARCH REPORT ...

“ [www.accenture.com > insights > coronavirus-consumer-behaviour-research](https://www.accenture.com>insights>coronavirus-consumer-behaviour-research)” on this website research Report on “COVID-19: How consumer behaviour will be changed. April 28, 2020” According to this report Consumer attitudes, behavior, and buying habits are changing during the pandemic, and many of these new approaches will persist after the pandemic. In this pandemic we use manage isolation, consumers are using digital to connect, learn and play and the we will continue to in future. Moving forward, we will see an increase in the virtual workforce as more people work from home and enjoy doing so. During the pandemic changed the daily life of many consumers, and this is having a profound impact on the way we view personal hygiene and health, and how we engage with our communities, friends and families. There is also positive evidence to suggest that this crisis will build communities, rather than separate them.

Impact of the COVID-19 Pandemic on Online Consumer Purchasing Behavior

In this paper the finding indicated the commitment of online shoppers to daily shopping. In the covid 19 pandemic showed a jump in visits to online shopping. A weak relationship was observed between Introversion and speed in Decision Making and stability of Online Purchasing

Behavior. During the pandemic the importance of e-commerce was increases. Online consumer awareness and experience was increase online consumers have become more experienced, which has influenced the activity of their buying behavior.

That study proved that the shifting influence of online consumer purchasing behavior factors during the pandemic. The increasing importance of the speed of decision making by consumers when purchasing goods and services online was determined.

Methodology

For collection of data, A questionnaire is generated which contains of fourteen different questions. The questionnaire has been circulated on social media for collecting responses from people 300 people were sent the questionnaire and 170 people did respond.

Statistical Analysis

All the gathered information of this survey has been shown in different charts and graphs. Percentage analysis has also been used for this study.

Result and discussion

The outcomes of these findings are recorded in the following Graphs.

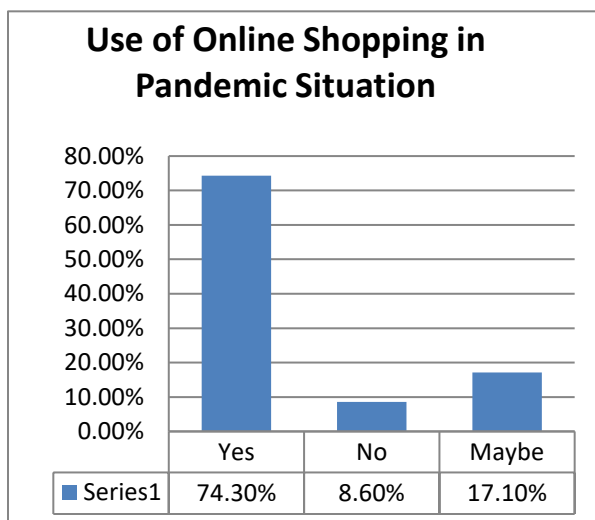


FIGURE 1: Peoples purchase online products in covid-19 pandemic situation this picture shows that 74.30% peoples purchase online products and 8.60% avoid it and 17.10% are not sure about both cases

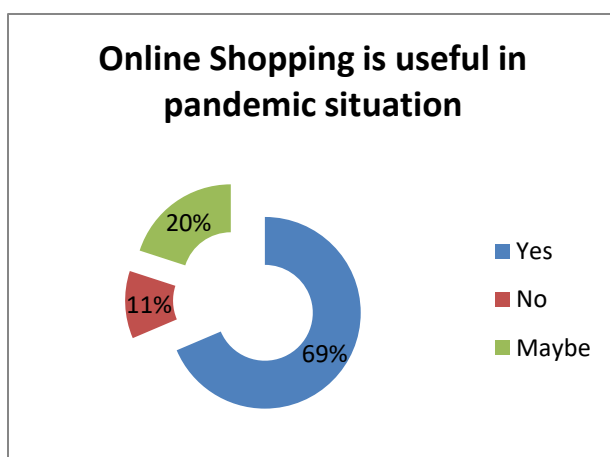


FIGURE 2: Online Shopping is useful for peoples in covid-19 pandemic situation in this picture shows that 69% peoples use online shopping and 11%

people is avoid it and 20% peoples are not sure about both cases.

In covid 19 pandemic situation Online Shopping is growing up very fast.

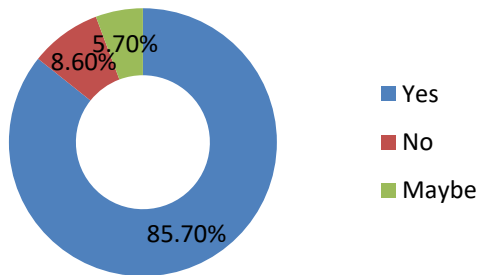


FIGURE 3: In covid-19 pandemic situation Online Shopping is growing up very fast in this picture shows that 85.70% people says yes and 8.60% people says no and 5.70% peoples are not sure about both cases.

Online Shopping can provide you a better Service In Covid -19

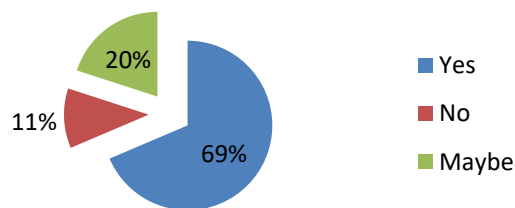


FIGURE 4: Online Shopping can provide you a better Service In Covid -19 in this picture shows that 69% people says yes and 11% people says no and 20% peoples are not sure about both cases.

Online Shopping more often than before



FIGURE 5: Online shopping more often than before Covid -19 pandemic situation in this picture shows that 60% people says yes and 25.70% people says no and 14.30% peoples are not sure about both cases.

Monthly Average Spending Online Shopping has increase during Covid -19



FIGURE 6: Monthly Average Spending Online Shopping has increase during Covid -19 in this picture shows that 54% people says yes and 34% people says no and 12% peoples are not sure about both cases.

The coronavirus outbreak affected consumers online shopping

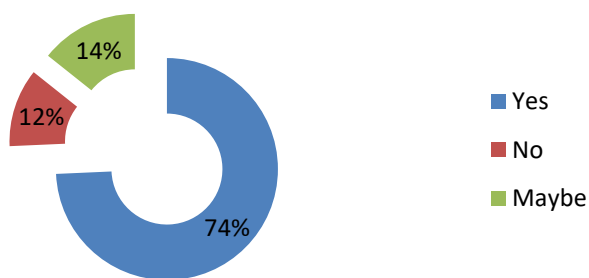


FIGURE 7: The coronavirus outbreak affected consumers online shopping in this picture shows that 74% people says yes and 12% people says no and 14% peoples are not sure about both cases.

Television and online video ADS inspire you for online Shopping

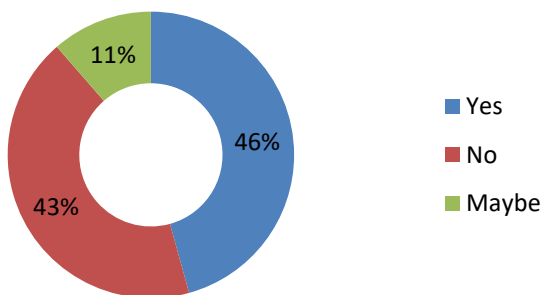


FIGURE 8: Television and online video ADS inspire you for online Shopping in this picture shows that 46% people says yes and 43% people says no and 11% peoples are not sure about both cases.

Do you spend a lot of time on online shopping sites in covid 19

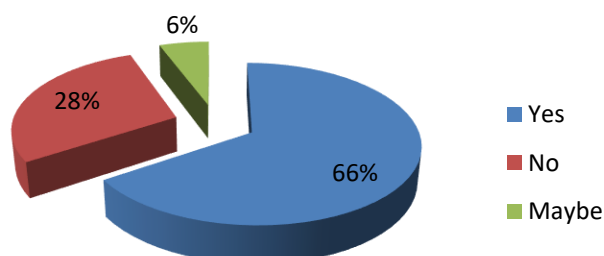


FIGURE 9: Do you spend a lot of time on online shopping sites in covid 19 in this picture shows that 66% people says yes and 28% people says no and 6% peoples are not sure about both cases.

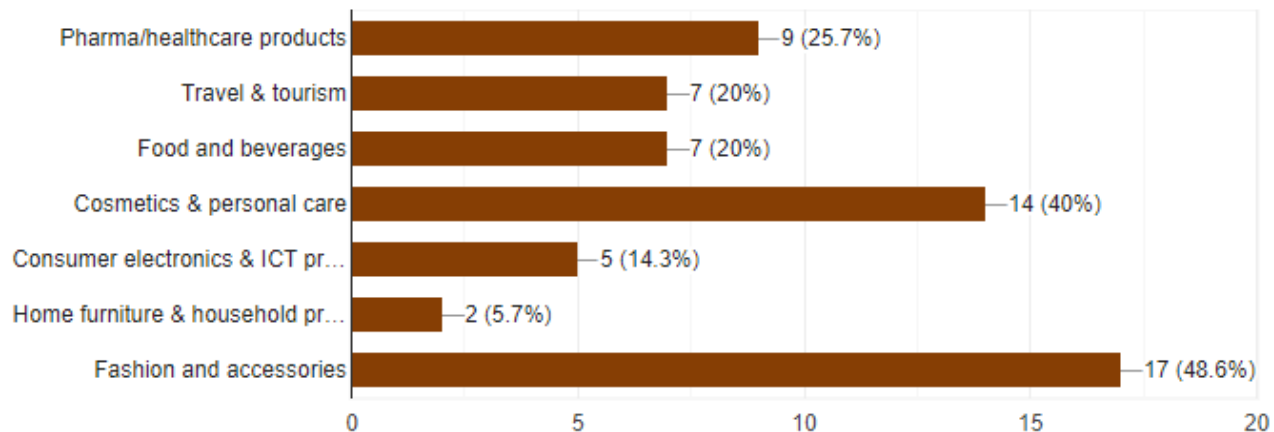


FIGURE 10: In these graph show the category of goods were most often online purchased.

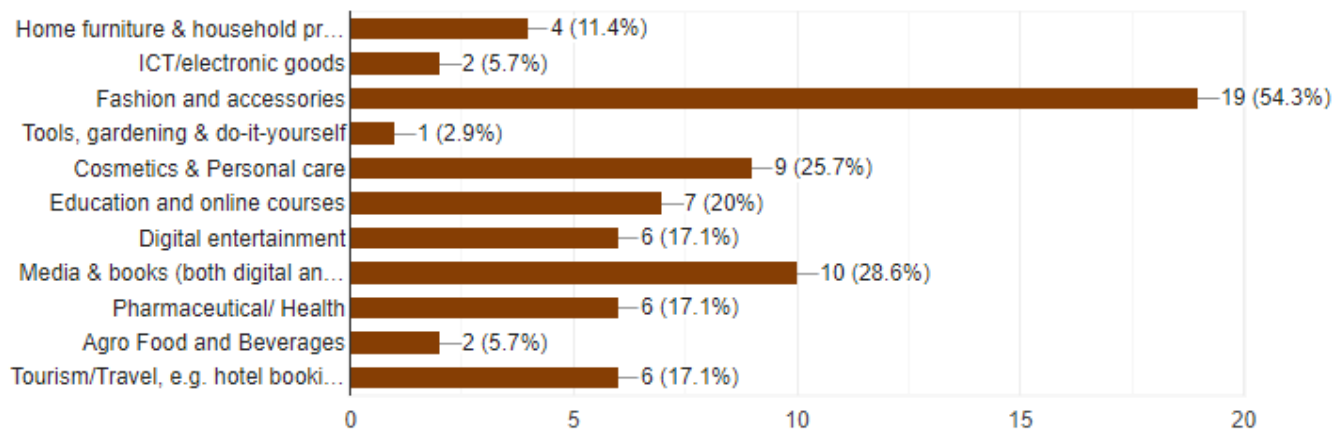


FIGURE 11: In these graph show the category of products consumers most preferred to purchase in online shopping.

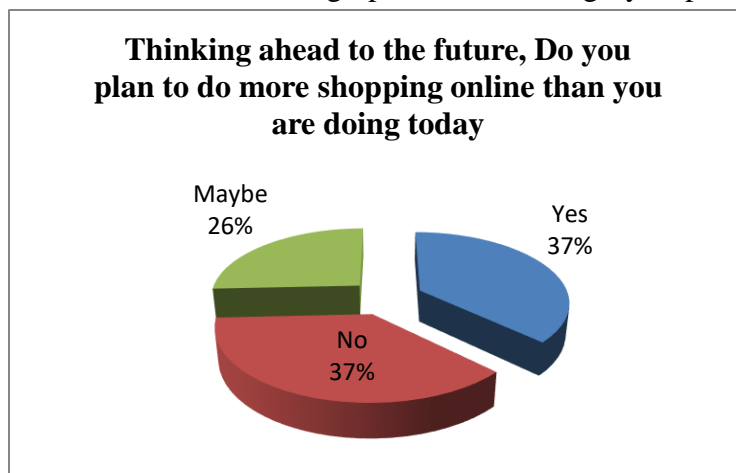


FIGURE 12: Thinking ahead to the future, Do you plan to do more shopping

online than you are doing today .In this picture shows that 37% people says yes and 37% people says no and 26% peoples are not sure about both cases.

At this pandemic situation ,outbreak the consumer most often shop online

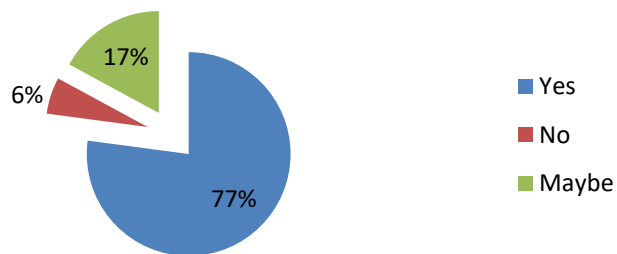


FIGURE 13: At this pandemic situation, outbreak the consumer most often shop online .In this picture shows that 77% people says yes and 6% people says no and 17% peoples are not sure about both cases.

Are you satisfied with online Shopping as compare to traditional.

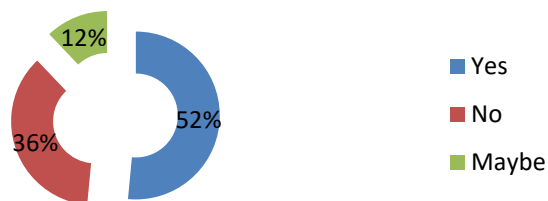


FIGURE 14: Are you satisfied with online shopping as compare to traditional shopping. In this picture shows that 52% people says yes and 36% people says no and 12% peoples are not sure about both cases

Findings

In these Study results showed that the COVID19 pandemic transformed customer performance to trusting further on online shopping. Present study has originate that restricted movement among individuals, Suitability and Time saving and Digital transformation of all necessary products are the main drivers of online purchasing after COVID-19 pandemic.

Demand for home furniture & household product , ICT electronic goods , Fashion & accessories ,Tools, gardening and do-it yourself, cosmetics & personal care ,education & online courses,

digital entertainment, media & books , pharmaceutical & health ,agro food & beverages ,tourism & travel and other fast moving consumer goods increased the most under COVID-19 situation..

Recommendation

Results of the study will help in knowing the online buying performance in the pandemic of COVID-19. This study will benefit the online shopping facility providers to kind improved policies for providing more satisfaction to consumers, and to success in the race. The study suggested that productions in the e-commerce sector must essence on manufacture effective marketing plans.

Conclusion

The conclusion for this survey has been made that people are doing more online shopping during Covid -19 as 50% people responded that they are buying more products online during Covid-19 while just 37% people said they are.

Future Perspective

When the Covid-19 is over, A research should be conducted on theses topic of, if people are doing online shopping with the same rate as they were doing during Covid-19.

References:-

- MDIM Business Review Volume: I, Issue II, Dec. 2020 Page No-41-47 © 2020 MDIM ISSN (Online) 2564-8555 <https://www.mdim.ac.in/journal-issues>.
- Muhammad Kashif, Aziz-Ur-Rehman, Muhammad Kashan Javed
*Correspondence:kashifarain2016@gmail.com,azizurehman948@gmail.com,
kashanjaved01@gmail.com
- **IMPACT OF COVID-19 ON DIGITAL MARKETING IN INDIA: OPPORTUNITY AND CHALLENGES** ,Rohit Kumar ,Assistant Professor ,Ramanand Institute of Pharmacy Management & Technology
- **COVID-19: Impact on Consumer Behavior Trends | Accenture**
ml,COVID-19: How **consumer behavior will** be changed. April 28, 2020. RESEARCH REPORT ...

➤ **Impact of the COVID-19 Pandemic on Online Consumer Purchasing Behavior**
(Article)