

Online Shopping During Pandemic (COVID 19)

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Abstract: 2020 will be reminded in history, because of Corona Virus Disease 2019 (COVID-19) that has influenced our lives in every field. Economy will never be the same as before COVID - 19. Our country went into complete lockdown from 23rd march. On 23 March, the first day of the lockdown, almost services and factories were suspended. Now, offline shopping becomes difficult as well as risky. It will attract the shoppers to take advantages of internet technology by shopping online. Therefore, there is a need to understand the influence on online buying behavior of customers due to this pandemic. The objectives of this study will be to explore drivers of E-shopping in the situation of COVID-19 pandemic and to know about preferred products that customers want to purchase more through online after COVID 19 pandemic. The methodology in this study is descriptive, use of published reports, use of published research papers in journals and existing literature about this topic. Findings of the study will help in knowing the e- shoppers behavior under situation of COVID-19 and this study will help the online shopping service providers to make better strategies for providing more satisfaction to customers and to win the competition. This Study suggested that E- commerce companies should take proper steps to make effective marketing strategies to exist in the e-commerce sector.

Keywords: COVID-19, Pandemic, Online Shopping, Customers, Buying Behavior, Influence