

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

I. INTRODUCTION

2020 will be reminded in history, because of Corona Virus Disease 2019 (COVID-19) that has influenced our lives in every field. COVID19 is a novel virus that came in the month of December 2019, in Wuhan. The very first case of Corona Virus Disease in India noticed in January. Our country went into complete lockdown from 23rd march. On 23 March, the first day of the lockdown, almost services and factories were suspended. Shetty et al. (2020) discussed that due to COVID-19, in contrast to the previous years, the recession is projected to trigger the fall of oil prices, the collapse of the tourism industry, the hospitality industry, the energy industry and decrease in consumerism. We have known that how people take this critical time of loneliness results in enormous improvements to their shopping habits overnight. People are changing what they purchase, where, and how, from conventional buying to online shopping. It increased the shopping through websites and mobile apps. Due to increasing risk of corona virus, customers are avoiding public places which increasing customers' attraction towards online shopping. Now, E-Commerce Companies have to make better policies to meet changing needs of shoppers. According to market research done prior to the Corona Virus, Growth of India's market in electronic commerce is increasing at a faster rate (approximately 200 U.S. dollars by the year 2026). Recent developments since the epidemic indicate that target can accomplished much faster than initially expected, spurred by an increase in shoppers attracting online deliveries despite concerns of potential infections, if they go out from their homes.

II. METHODOLOGY

Developments of Online Shopping Under the Epidemic In January 2020, as the beginning of the outbreak of COVID-19, it is easy to see that the sales and sales price of food and beverage online in 2020 is relatively higher than that of the same term of previous years, indicating that the epidemic may have changed the way of shopping for food and beverages to a certain extent. Among the narrow sorting of food and beverage, the impact of the fresh industry is more significant, affected by its short shelf life, high preservation requirements, high logistics and distribution requirements, and so on. When COVID-19 was coming, it became another option for people to stay at home and avoid crowds. Therefore, to take Fresh E-commerce (Missfresh Ltd) as the research object in the fresh food and beverage

products category, whether COVID-19 is a major factor in promoting the further development of fresh electric business is studied.

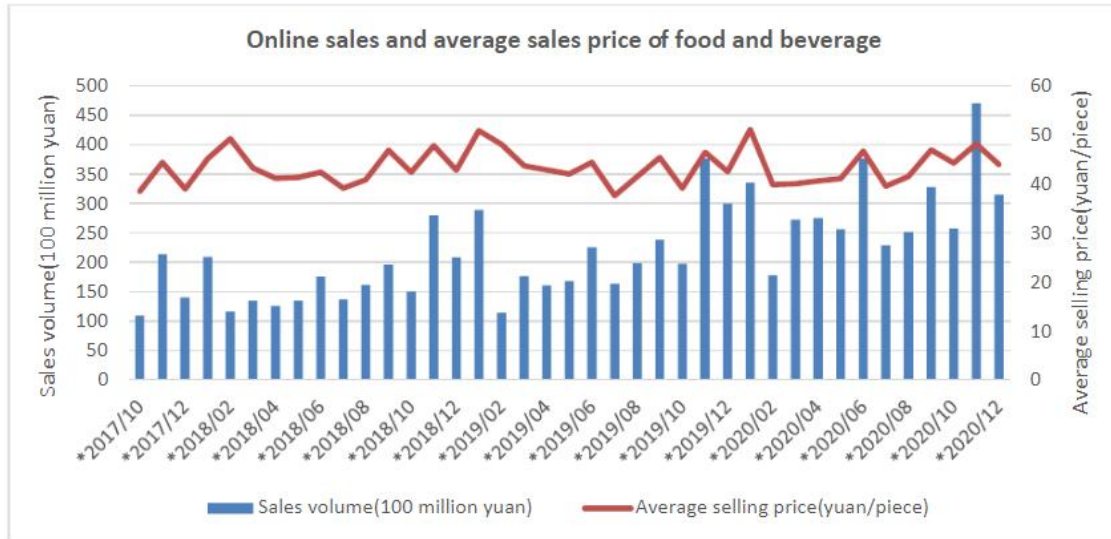


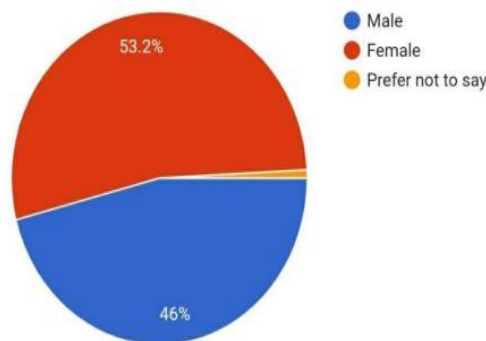
Figure.1 Online sales and average sales price of food and beverage from September 2017 to December 2020

Figure 1 shows that online sales and average sale price of food and beverage from september 2017 to December 2020 during pandemic.

This study aims to discover and evaluate the elements that influence consumers’ attitudes toward online shopping both before and after the pandemic. The research is descriptive in nature. For research, the questionnaire approach was utilized, which comprised of questions meant to obtain information from participants who responded. There are 124 respondents in all.

III. DATA ANALYSIS AND INTERPRETATION

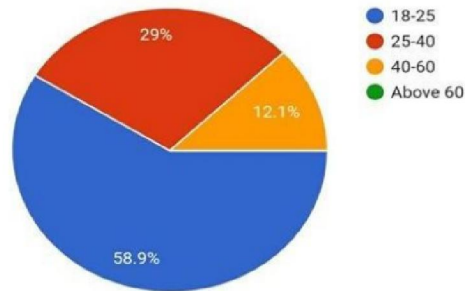
Gender



(Source: Primary Data)

Interpretation: Gender is a commonly researched component in predicting consumer behavior. The above figure demonstrates the gender division of males, females, and others. There are a total of 124 respondents. Female respondents make up 53.2% of the total, while male respondents make up 46%. Other categories (I'd rather not say gender) account for 0.8% of the total.

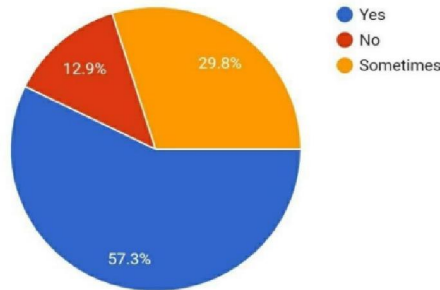
Age



(Source: Primary Data)

Interpretation: Consumers of various ages participated in this survey. The 18–25 age group garnered the most responses (58.9%), followed by the 25–40 age group (29%), and the 40–60 age group (12.1%). Those over the age of 60 had the lowest response rate, with 0%. This demonstrates that youngsters are the most interested in online shopping. Meanwhile, elder generations continue to prefer in-store purchases to online shopping.

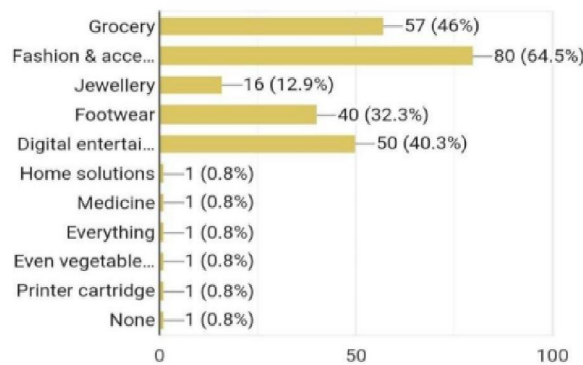
Were You Doing Online Shopping Before the Pandemic Also?



(Source: Primary Data)

Interpretation: Prior to the pandemic, when consumers could shop offline, 57.3% of them conducted their shopping online, 29.8% did it on occasion, and 12.9% never did. This demonstrates that consumers who did not have time to undertake offline shopping or who wanted to buy at home without spending a lot of time would prefer to do so online. Meanwhile, other consumers avoided online buying owing to mistrust.

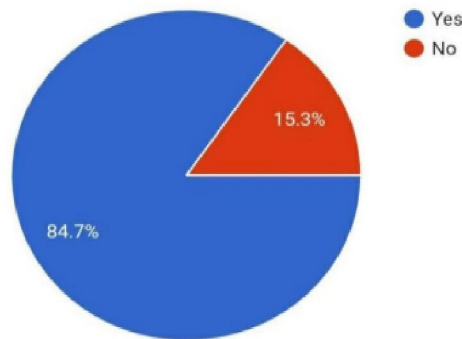
From The Following Which Online Purchases You Were Making?



(Source: Primary Data)

Interpretation: The graph illustrates online purchases. It shows the total number of responses as well as the percentage. Fashion and accessories are the most popular products purchased online, as indicated in the graph. The lowest purchase is for home solutions, medicine, vegetables, printer cartridges, etc. People purchased the goods online, which are non-perishable and do not spoil quickly. While they prefer to buy perishable commodities such as vegetables offline only. They either employed home solutions or called firms that they had used and trusted for a long time for home solutions.

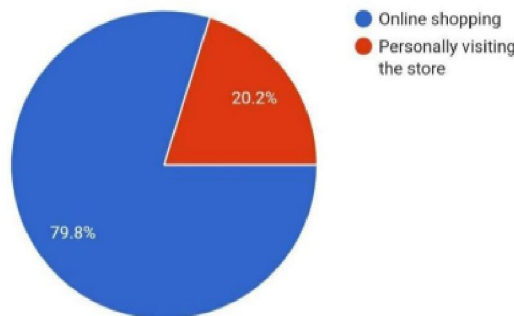
Are You Comfortable With Online Shopping?



(Source: Primary Data)

Interpretation Online buying is convenient for 84.7% of individuals since it saves time and money on travel. Consumers have discovered the ideal website for them to purchase items that meet their specifications. While 15.3% prefer the traditional method of purchasing, i.e., visiting to a store, evaluating the quality, tasting the product, and then purchasing it.

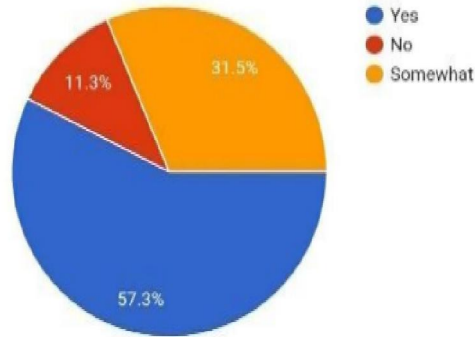
During Pandemic Which Method You Had Preferred For Shopping.



(Source: Primary Data)

Interpretation: In the uneven format of the environment made consumers being afraid to leave their homes, approximately 79.8% of people attempted to use online shopping choices for safety reasons, but 20.2% still preferred to make purchases offline.

During Complete Lockdown (In 2020) Most Of Us Were Shifted Toonline For Shopping. So Wereyou Satisfied With Online Shopping?



(Source: Primary Data)

Interpretation: Consumers had the following requirements in a complete lockdown situation: 57.3% favored online shopping; 31.5% of respondents do shop online occasionally; and roughly 11.3% did not prefer online shopping.

Now That The Situation Is Getting Back To Normal Which method will You Prefer For Shopping?



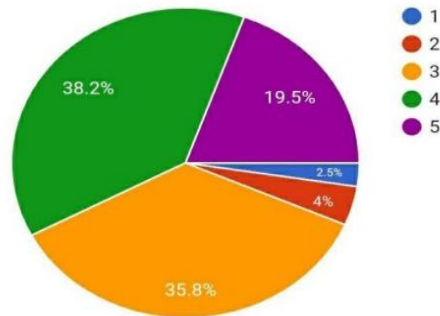
(Source: Primary Data)

Interpretation: Consumers' shopping tastes are shifting when the situation returns to normal. 68.5% of consumers used to like both kinds of shopping, online as well as offline. 21% of participants strongly supported going to the store and shopping and getting the impression of having more possibilities to choose from based on what people desired. Only 10.5% of people preferred to shop online.

How Would You Rate Your Overall Online Shopping Experience? (1 is The Lowest And 5 Is The Highest)

The diagram shows that 38.2% evaluate their online shopping experience as a 4. 35.8% rate their online shopping receiving a 3. Following that, 19.5% provided the highest rating, i.e., 5, 4% gave a 2 rating, and 2.5% gave the lowest rating, i.e., 1.

adults preferred online shopping over middle-aged and elderly people. It benefited consumers by providing them with access to many channels, enhancing their e-commerce experience. Numerous consumers shifted from offline to online shopping during the pandemic, but once the outbreak was gone, many consumers continued to use ecommerce. Several consumers, on the other hand, have begun to return to shops or megastores for purchases.



(Source: Primary Data)

IV. LITERATURE REVIEW

According to the online shopping development during the COVID-19 pandemic, most scholars started to discuss mainly these aspects. The first factor we had to consider was how to improve consumption under the more steady recovery of the Chinese economy. Based on the exact pandemic development conditions, Zhihua Fu and Zhigang Wang indicated that the key to stabilizing consumption is to stabilize residents' income. And in the interests of stabilizing residents' income, the government needs to stabilize non-agricultural employment in the society

[1], which grasps the essence of the relationship between consumption and employment. The second factor was consumer's psychology during the epidemic. Researchers found that during the epidemic period, residents' dependence on online shopping increased significantly, and the range of residents' shopping choices became more and more widely

[2]. Online shopping can easily fill the vacancy of consumers' offline shopping requirements. Ping Xu pointed out that all industries should comply with the development of the current situation and accurately grasped the different preferences of consumers, combining offline shopping with online shopping and then create a new marketing pattern

[3]. And then Zhen Qian revealed that it would cost about one year to recover consumers' confidence in the middle and even long term, and the expenses on housing, transportation, communication and medical treatment would increase.

These studies provided plenty of new ideas to the development space of online shopping we wanted to analyze, expounding the recent situation and problems of online shopping during COVID-19 pandemic in residents' income, consumption psychology and time, well-directed to this research paper's content. However, the above researchers had not analyzed the specific online shopping platform via data, but chose to give more macroscopic comments. This paper just fills the blank of the relevant micro data in online shopping platforms during COVID-19 pandemic.

V. RESULT AND DISCUSSION

From the above analysis, it can be found that the epidemic's impact on online fresh food shopping is very significant. Take Meiri Youxian as an example, its daily active users, new users, user frequency, and turnover have explosive growth. This can show that the impact of the epidemic on the fresh food industry is still very huge. The reason is that most supermarkets and vegetable markets in China have taken measures to close during the epidemic. At the same time, residents are required to stay at home and not go out. However, the rigid demand for food, meat, vegetables, eggs, and other daily necessities will not be due to supermarkets closed and stopped. This did online shopping, the only way to obtain fresh ingredients at that time, undertook the massive demand of the vast majority of Chinese residents and ushered in a spurt of growth. Indeed, the success of online fresh food shopping represented by Daily Fresh Food seems to depend on the "privileges" brought about by the epidemic, but this does not fully explain that the current online fresh food online shopping companies are entirely dependent

on the dividends epidemic. From the above chart, it can be found that although various indicators and data have increased significantly during the epidemic, the data before the epidemic has been considerable. After the epidemic has ended, it has not been affected by the reopening of offline fresh food purchase channels such as supermarket vegetable markets. Stop growth or even go backward. Although not as significant as the increase during the epidemic, it still maintained a specific slow and benign growth. This shows that compared with traditional offline shopping channels at any time, today when the Internet dominates life, the new online fresh food shopping channels still have considerable competitiveness and even tend to surpass traditional offline shopping. At present, the development of the online fresh food shopping industry has not yet matured. Many Internet giants are still investing in their fresh food apps. The development of the entire industry is in an intense period. Combined with the maturity of online shopping itself, we can infer that online fresh food shopping will continue to grow in the next three to five years, and to some extent, replace traditional offline shopping methods. For future development, online shopping should actively integrate with current emerging technologies, such as 5g. For example, take advantage of the unique advantages of 5g, such as fast speed, large bandwidth, and low latency, to carry out services such as an online preview of products and a selection of products. At the same time, we need to pay attention to solving some of the main shortcomings of online fresh food, such as the guarantee of freshness, and further research on related solutions is needed to improve the online fresh food shopping model further.

VI. CONCLUSION

Consumers began buying online to reduce risk during the pandemic, which was a viable option. Consumers had no choice but to switch to online purchasing, therefore they were willing to take the risk. As a result, consumers were more inclined to accept changes. Consumers' perspectives were altered, and many businesses added new products to their e-commerce websites in order to provide a varied array of product possibilities to the customers they serve. It was discovered that many young adults preferred online shopping over middle-aged and elderly people. It benefited consumers by providing them with access to many channels, enhancing their e-commerce experience. Numerous consumers shifted from offline to online shopping during the pandemic, but once the outbreak was gone, many consumers continued to use e-commerce. Several consumers, on the other hand, have begun to return to shops or megastores for purchases.

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