

***IMPACT OF COVID-19 ON ONLINE SHOPPING BEHAVIOUR - A STUDY
WITH REFERENCE TO MUMBAI REGION***

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Abstract:

The coronavirus (COVID-19) outbreak is the world's first and most severe human disaster, affecting millions of people. It has had a major effect on the global economic environment. The effect of the Coronavirus on consumer purchasing behavior, spending patterns, product appetite, and so on. With the increasing use of the internet, online shopping has become very convenient. The use of the internet has revolutionized the online shopping process in today's world. People could make purchases without having to go to the store. It assists customers in saving time by allowing them to complete their work by tapping on a button. This paper aims to reflect the impact of Covid -19 on online purchasing behavior, payment methods prior to and after Covid, and issues encountered during online purchases, among other things. A self-constructed questionnaire of 176 respondents from the Mumbai region was used in this study to better understand the behavior of online shoppers.

Keywords: Covid-19, Online Shopping Behavior

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Introduction:

As a result of the rise of globalization and digitization, individuals, locations, and goods have become more accessible, approachable, and affordable. In recent decades, online shopping has revolutionized the marketing strategies of many sellers as buyers have become accustomed to online buying and the delivery of goods to their doorsteps from anywhere in the world. With the outbreak of Covid-19, online purchasing habits can change dramatically. The situation surrounding the COVID-19 outbreak caused people to think about their spending patterns and product desires in a more complex and timely manner. Following Covid, there is a gradual increase in the number of online shoppers. Consumers' options for shopping are limited due to lockdown and social distancing. As a result, post-covid, there is a greater demand for online shopping.

Review of literature:

Ajzen (1994) in his study on perceptions towards online shopping reveals that Consumer expectations of online shopping and desire to shop online are influenced by exogenous factors such as consumer traits, situational factors, product characteristics, past online shopping experiences, and confidence in online shopping, in addition to ease of use, utility, and enjoyment.

Rogers (2003) concluded that Consumers' expectations of practical and utilitarian aspects, such as "ease of use" and "usefulness," as well as arousing stimuli during their Internet shopping experience, influence their subsequent shopping behavior: they will search more, partake in more unplanned purchases, and seek out more stimulating items and categories.

According to Numerator Insights data, Between March and December 2020, approximately 87 percent of shoppers placed online orders for delivery, and 51 percent placed online orders for in-store or curbside pickup. These services drew the most first-time customers in the spring, but

they have continued to draw first-time and recent-first-time customers during the pandemic. Approximately one-third of click and collect customers (those who ordered online for curbside or in-store pickup) used the service for the first time or for the first time in six months between March and June. These figures have been closer to one in four or five since July. Traditional ship-to-home online shopping has seen lower first-timer numbers due to higher overall penetration prior to the pandemic, but the service has seen reasonably steady levels of first-time or first-time recently users since March, hovering around 10%.

Objectives of the study:

1. To study the impact of Covid-19 on online shopping behaviour
2. To identify the mode of payment for online shopping prior covid and post covid
3. To elicit the element which has the most influence on online shopping behaviour
4. To find out the problems faced by the respondent during online shopping

Hypotheses of the study:

1. **Ho:** There is no significant difference in average monthly expenditure on online shopping during pre and post covid-19
H₁: There is a significant difference in average monthly expenditure on online shopping during pre and post covid-19
2. **Ho:** Price of the product has no significant impact on online buying
H₁: Price of the product has significant impact on online buying

Research methodology:

Universe	Mumbai
Method of data collection	Primary and Secondary
Method of Primary Data Collection	Questionnaire by online sites (Open and close ended)
Method of sampling	Random Sampling / Convenience Sampling

No. Of Sample Respondents	176
Method of Data Analysis	Likert's Scale

Analysis and interpretation of data:

Table 1: Division of sample respondents

	Male	Female	Total
12 th	13	05	18
Diploma	02	00	02
Bachelor's Degree	56	71	127
Master Degree	14	15	29
Total	85	91	176

(Source: By Primary Data)

A collection of 18-question questionnaires was randomly distributed to 176 respondents across the Mumbai area. Female responses are more positive than male responses.

Table 2: Mode of payment prior to covid and post covid

	Prior Covid	Post Covid
Cash on delivery	44.6%	28.3%
Bank transfer	12.6%	16.2%
Gift card or Vouchers	0.5%	0.6%
Mobile Payment	42.3%	54.9%
	100	100
Problems		Responses (%)
Delay in delivery		41.5
Damage in product		4.9
Cheap quality product		10.6
Change in product		2.1

Non- delivery		
Technical problem		
Other		
Total		
Total		

(Source: By Primary Data)

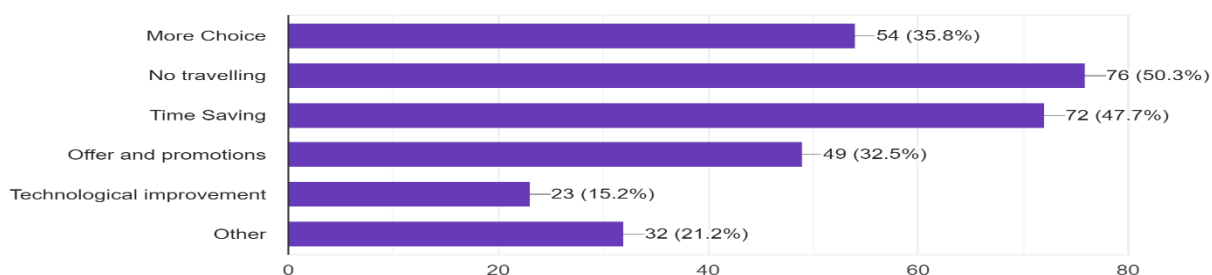
Prior to covid-19, the most preferred mode of payment for online shopping was cash on delivery, as seen in the table above. After covid, people's tastes changed to mobile payments.

Table 3: Problems faced in online shopping during coronavirus outbreak.

(Source: By Primary Data)

From the above table, during the coronavirus outbreak there was delay in delivery of items ordered through online mode. This is because of an inadequate transportation system and lock down situation.

Chart-1: Reasons for favoring online shopping.



(Source: By Primary Data)

According to the chart above, more than half of the respondents prefer online shopping because it saves them time and allows them to drive less.

Data analysis:

Hypothesis-1 testing:

Table 4: Monthly Expenditure on Online Shopping

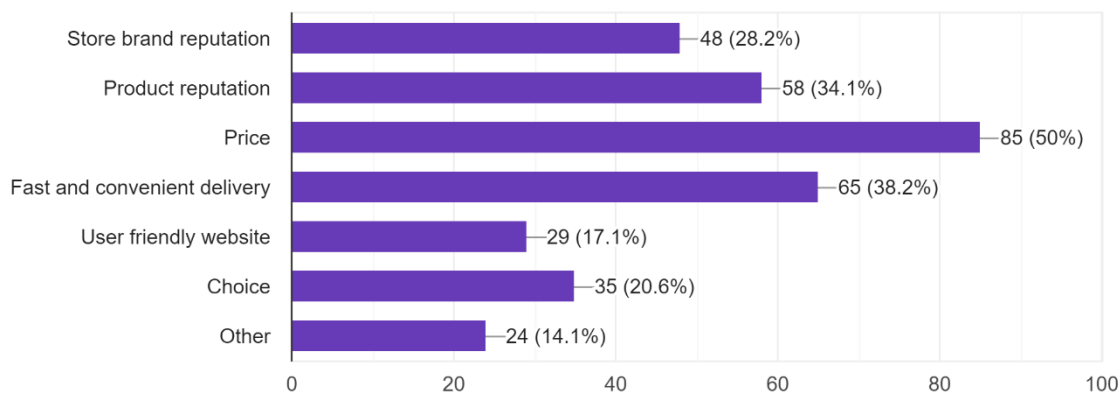
Monthly Expenditure	Prior Covid	Post Covid
Below 5,000	63.9	54.1
Rs.5,000 – Rs.10,000	20.7	28.8
Rs.10,000 – Rs.15,000	7.1	6.5
Rs.15,000 – Rs.20,000	1.8	3.5
Rs.20,000 – Rs.25,000	4.1	5.3
Above Rs.25,000	2.4	1.8
Total	100	100

(Source: By Primary Data)

The monthly spending trend has changed during the pre-covid and post-covid periods, as seen in the table above.

Hypothesis-2 testing:

Chart 2: Elements which influence on online purchase



(Source: By Primary Data)

Half of the respondents believe that online shopping is advantageous because of the cost

savings. As a result, the product's price has a huge impact on online shopping.

Findings & recommendations:

1. According to the findings of this survey, the overwhelming majority (54.5%) believe that the coronavirus outbreak has influenced their online shopping conduct.
2. About 30.5 percent of respondents got a discount because of covid-19.
3. According to the data, the preference for online shopping has increased during the post-covid era.
4. In comparison to toys, furniture, cosmetics, and other products, demand for groceries increased by 48.3% during Post Covid.

Conclusion:

The Covid-19 outbreak has proven to be a lucrative opportunity for shoppers who excel at online shopping and promotion. Consumer behavior has changed because of the pandemic, according to studies. Technology has become increasingly important in consumers' and businesses' everyday lives. Customers should evaluate the product before purchasing it on the internet.

Suggestions:

1. On-line shopping websites ought to display the evaluation of authentic consumers and not fake buyers.
2. Online sites must be greater secured in the direction of the payment choice.
3. They should bring offers more often and discounts too to their regular customers.

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