

A Comparative Study on Impact of Covid-19 In Consumer Behavior Towards Online Shopping

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Abstract

While modern-day online Shopping is an enormous system of channels to which marketers simply must onboard their brands, advertising online is much more complex than the channels alone. COVID-19 (coronavirus) influences the lives of millions of people, is the first and most important human disaster in the world. The international economy has been profoundly influenced. The variables that influence consumer buying behaviour toward online shopping based on commonalities and trends. The study reveals that several main elements relating to online purchasing influenced consumer purchase behaviour during the COVID-19 crisis. A positive improvement in online retail patterns was generated before home lockout job. But for a long time it couldn't reside. The Indian online shopping and advertisement patterns have dramatically affected unforeseen 21-day lockdown. Coronavirus was originally widely unknown regarding its effect on customer purchasing behavior, products and online tools. It would be fascinating to see if the above variables were to be investigated more in the future. Researchers, academics, and individuals working in the field of consumer behaviour will find this study helpful in their understanding of the several aspects that impact consumer behaviour. In this paper we intended to study the impact of COVID-19 in consumer behaviour towards online Shopping.

Keywords: Covid-19, Shopping strategies, customer satisfaction, consumer behaviour, online shopping.

INTRODUCTION

Online Shopping expanded more quickly as a result of the COVID-19 outbreak and lockdown. Online Shopping, is the promotion of brands to connect with potential customers using the internet and other forms of Online communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a Shopping channel. Consumers heavily rely on online means to research products. For example, think with Google Shopping insights found that 58% of consumers start their inquiries on search engines, while 46% look to brand websites and 34% search within mobile applications. In order to achieve the true potential of online Shopping, marketers have to dig deep into today's vast and intricate cross-channel world to discover strategies that make an impact through engagement Shopping. With the rise of people doing their shopping online, a disruption in how items are purchased was generated, and an entirely new concept of online shopping was born. With the explosion of online shopping in a variety

of industries, many new businesses have begun to promote their products online. There is no part of our lives that has not been touched by the pandemics.

The second stage of this pandemic is changing behavior and habits long dependent on short duration, and they have now been shown to have settled into their current routines for lengthy periods of time to react to several successive waves. As a result, it provides fertile ground for new habits to develop. Modularity makes it possible for insurance goods and providers to do so, offering the ability to make separate component parts available or taking the business apart into its constituent values, features, and applications. In the latter case, a kind of travel insurance policy may be adjusted to suit the times that individuals are not travelling so that it may have reduced compensation during the outbreak of a disease.

It impacts corporates to working by being away from the office, since working from home has a variety of possible threats. This concept may be interpreted to mean that an increased connection between private and commercial life will provide for greater access to stores and commercial facilities. **Shankar and Thoti (2020)**, customer awareness and social media channel like Facebook, Twitter, you tube, etc. plays an important role in creation of loyal customers. **Mathew Johnson (2020)**, conclude that without a doubt, the corona virus has left its mark in the history books. **Silvius stancliu, Riana Iren Radu (2020)**, the need to make the educational system more flexible and its preparation for completing face-to-face activities with the online version. **Bizhanova et al. (2019)**, the best innovation for human interaction is through social media, web-based platform. It has made a significant change in purchasing behaviour and consumers' social behaviour. Further **Garcia et al. (2019)**, added that people now a day's trust more on Online channels rather than conventional Shopping mediums like search through voice, Artificial Intelligence, Augmented Reality, Virtual Reality, etc. **Dodson (2017)**, emphasised that search engine has changed specially after introduction of Google. People now search information related to product and services more often on the search engine rather than other traditional media platforms. **Russell M Viner et al. (2020)**, studied about school closure and management practices during coronavirus outbreaks: A Rapid systematic review. **Chen & Lin(2019)**, discussed about Online technologies have made the utmost impact on communication process in the business world; development of electronic devices and equipment, and flourishing of Shopping practices have facilitated this impact. Still, there is a significant research gap between nations, particularly between developed and poor nations. The purpose of this paper is to explore factors that affect customer purchase decision in the online environment via Online business platforms, particularly after the COVID-19 pandemic.

NEED AND SCOPE

- COVID-19 had a very worst impact globally as its Unexpected spread unexpectedly, as all the activities, official or unofficial were affected during the lockdown.
- Online shopping came into action as this was the only medium left for lifting the world and getting through this coronavirus.
- The online shopping medium was the fastest and safest medium to resume work even during the lockdown.

Scope

The scope of the study is related to understanding the concept of Online Shopping and knowing the impact that the outbreak of covid-19 pandemic had/has on Online Shopping and knowing the awareness and preference of consumers towards Online Shopping.

The primary objective of the study is to understand and analyze the impact of covid-19 on consumer behavior towards online shopping.

INDUSTRY PROFILE OF SHOPPING

i. Online Shopping

The use of Online Shopping depends on the organisation's Shopping objective. Online Shopping is basically applying all Shopping techniques to Online channels. Different sources can be used to promote services and products like SMS, search engines, email, websites, social media and mobile devices. The Online nature of this Shopping method makes it a cost-effective means of promoting one's business. It could be that the organisation wants to generate more leads, build their brands, increase sales or improve brand engagement. Online Shopping means more than just having a website. The website needs to be aesthetically pleasing and easy to navigate, and also needs to have quality content to reflect the nature of the business.

Search engine optimization is an important factor as well. Search engines need to read and index the website properly. There are content and SEO specialists who can help organisations to design websites which are responsive and accessed through all devices.

ii.Impact Of Covid-19 On Online-Market

Our market study shows that more than half of the companies have increased their investment in Online and technology innovation as a result of the pandemic. However, we also found that the full potential of personalization is far from being realized for most businesses. In the future, customer intelligence and Shopping analytics will be critical in providing precise, real-time customer insights to optimally use Shopping budgets and score points with the end customer through a customized journey. COVID-19 has drastically accelerated Online business models.

All local Government and Central government are encouraging rather directing people to stay at home and stay safe. WHO official body's statement _ The coronavirus outbreak is a 'real threat to everyone on the planet.' At this critical juncture economic is at the crossroad affecting across sectors and all functional areas of management. The whole world will quickly see the real-life impact on people's lives as well as the economy. Mobile is now the dominant way for people to communicate, to shop and all-purpose in a modern Online economy. Marketers and different brands trying to acquire consumer in response to COVID -19.

Big Bazaar has announced that its doorstep delivery services will remain open in various parts of the country during India's 21-day lockdown. The services will be available in Mumbai, along with Delhi NCR, some parts of Uttarakhand, Madhya Pradesh, Himachal Pradesh, Jammu and Punjab. Most of the company while trying to reduce their work force, others started to be cutting the salary the same time as the black cloud has its silver lining, on the other hand E- Big basket ramps up hiring process for delivery and warehouse staff for providing customers fast and smooth deliveries by providing employment to people in need. The e-grocer has been witnessing heavy demand since the nation has entered a 21-day lock down, as announced by the Prime Minister on March 22, to control the spread of the deadly coronavirus. Though online delivery services have been exempted from lockdown by the government to ensure a smooth supply of essential items, e-tailers have faced disruptions in the form of supply and workers shortage. At the same time we should not forget that the outbreak of coronavirus has cast its spell on daily wage workers, as they are left empty handed with no jobs and money.

Flipkart ties up with Uber for delivery of essentials commodities to its consumers. Uber India and South Asia director operations and Head of cities Prabhjeet Singh said the partnership with Flipkart went live making it the third such partnership in India after Spencer's retail and Big basket. Selling of product online, virtual gaming products, and rise in social media Shopping will no doubt increase Online Shopping for all sectors to rich to their prospects with ROI. No doubt social media Shopping will help Online Shopping to the next step in this critical juncture. As people are staying at home, no traveling, physical fitness is the concern where the gyms are closed, same time demand for organic product have more demand in Online Shopping.

Covid-19 changing everything in the world in general and India in particular. When people stay at home and order online their requirements same time news on the other hand is way up. In fact, spending by news and information media agencies and information companies jumped over during lock down period. People

don't just want to know what's going on with COVID-19 or coronavirus, they need to know. No doubt news organizations are capitalizing on those opportunities.

iii. Covid-19 Changed The Future Of Online Shopping

As Technology is changing our world at an astonishing pace, it becomes difficult to keep up with different new trends in the industry. With the arrival of the pandemic, people started spending more time online than ever before and enhanced their online presence widening the online business opportunity promising a bright future for Online Shopping agencies. With the advent of COVID-19, people around the world confined to their homes for long periods followed by the norms of social distancing which resulted in permanent behaviour change of the consumers causing a great shift in the consumption pattern of information, goods and services. More the people interact with the technologies more enjoyed the experience, making it a regular part of their lives irrespective of pandemic or no pandemic. No arena of the Shopping world has changed faster than Online Shopping and credit goes to CORONA-19 pandemic.

iv. During Covid 19 Consumer Behaviour

In the initial stage of the COVID-19 outbreak, although only the individuals who experienced the event will be directly affected, the negative emotions caused will be transmitted to the entire society through social networks. According to disaster psychology, different psychological changes of residents caused by different periods of emergencies make purchasing behaviors show distinctive characteristics, such as panic buying behaviors, impulse buying behaviors, compulsive buying behaviors and online buying behaviors. People's fear and anxiety about the pandemic are unlikely to abate in the near future, and the resulting changes in consumer demand might eventually damage the supply chain performance of consumer services companies.

These companies have already been experiencing significant challenges with their existing business models due to strict social isolation, delayed return-to-work, and disrupted logistics. The pandemic is putting some major businesses to the test since consumers may not restore their previous buying habits anytime soon. According to the Expectation Confirmation Theory, consumer services companies have to adjust their business models to meet new customer expectations in order to obtain consumer satisfaction. Changes in consumer purchase behavior under the COVID-19 pandemic have had an impact on the design of novelty-centered business models.

Novelty-centered business models place more emphasis on exploiting new opportunities in new ways, and their essence is to satisfy new customer value propositions, need or experience through innovations in the content, structure or governance of the activity system. Although the COVID-19 pandemic has led to a decline in consumers' purchase power, the requirements for product quality upgrades will not change. Changes in purchase object drives consumer services companies to design novelty-centered business models. With the improvement of consumers' overall consumption level, the enhancement of consumption power and the upgrade of consumption preferences, their satisfaction with standardized products gradually decreases, and the trend of pursuing more diversified and personalized products or services will continue. As consumer preferences increase in diversification, companies must launch new products and price them appropriately in the face of a fiercely competitive market, especially in the context of environmental uncertainty exacerbated by the COVID-19 pandemic. Novelty-centered business models can bring customers better products and experience through innovative methods on the basis of product technology innovation.

CONCLUSION

The digital marketing has been very useful for people from all the localities during this pandemic. Most of the industries have adopted digital marketing techniques to some extent prior to the onset of the COVID-19 pandemic, its adoption was accelerated during the pandemic. However, the utilization rate of digital

marketing platforms differs according to their size of the company and their consumers. In the future, we will have to pay more for our daily groceries and for many services, including healthcare. If this leads to a reduction in demand for products this would in itself be a benefit. Pandemic elevated the concerns on purchase patterns, household budgets, financial and mental stability. This heightened during the lockdown phases in every country. India is currently in the stage of relaxing the restrictions imposed post five consecutive lockdowns. People in India were aware of the possible 'lockdown', but the announcement was made quick and completely restricting people movements. Medical experts are of the opinion that lockdown was able to reduce the spread of virus. Online marketing has gained much importance in the current scenario. The ease of being able to shop at the security and safety of the house has indeed instilled the confidence among customers. However, lack of preparedness among the marketers has resulted in huge losses for them. The resilient nature of people forces them to bounce back to normal as observed from the study. Hence, marketers should be able to take control of the situation and grab this as a beginning of a new era of e-commerce and give a new freshness to the marketing channels.

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