

## A Study on the Online Shopping - Pre and Post Pandemic

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### ABSTRACT

Prior to the pandemic, online shopping was infrequent. However, when the COVID-19 situation worsened, people were unable to purchase the products they needed since stores were closed and there was only one way to get them: online shopping. As a result, they started buying online, but they soon realized that they had a lot of possibilities, so they progressively went toward it. People continued to shop online and in-store as the situation stabilized. People preferred both online and in-store purchasing, but it was discovered that online shopping surged after the pandemic.

**Keywords**— Online Shopping, Covid-19, Pandemic, Digital Revolution

During the COVID-19 pandemic, the online shopping scenario had changed. The pandemic impacted consumer's buying behavior and their impression of e-commerce, which is dependent on five elements. The following are the five factors: trust, persuade, privacy, time, and product variety availability. Following the imposition of lockdown, the entire nation was imprisoned inside their own home, causing shifts in consuming activity and pushing people into e-commerce. Consumers' nature changed from traveling to stores or supermarkets to place orders online for things ranging from essentials to branded products on available online platforms. COVID-19 cursed people with many obstacles, but it also encouraged individuals to buy things from online portals and helped them learn about e-commerce. This research paper offers a detailed assessment of consumers aged 18 and above on how their online buying habits evolved throughout the pandemic.

## I. INTRODUCTION

The technology revolution has changed the way we live, think, and behave, which has boosted the quantity and quality of human growth at both the micro and macro levels. The digital revolution began in the mid-twentieth century, allowing us to turn all material things or processes into digital form. The technology revolution includes e-commerce. Due to the surge in mobile phone users and internet users, E-commerce has seen tremendous growth. This allows consumers to communicate directly with the entity. Previously, few businesses saw online trading as an opportunity, but as time passed, many traditional business owners willingly switched to e-commerce platforms to scale their businesses, which helped the company maintain better transparency, analyze consumer behavior, and increase consumer engagement, which helped the entity adopt changes if necessary in a specific department such as market penetration, product design or packaging, product enhancement, and so on.

## II. LITERATURE REVIEW

Trust is an important factor in developing online purchases and establishing long-term relationships with consumers to encourage repeat purchases and loyalty. The technical elements of security, the ease of navigation, the mode of displaying information, and the verification of the individual all have a positive impact on confidence.

Some consumers have negative insights about online shopping because of a diversity of problematic causes and concerns. Dread of the unknown is the commonest reason that individuals stay away from online shopping. Previous research has found that perceived risk is an important factor in explaining consumer behavior.

Products, such as clothes and shoes, must be tried on before purchase, but when purchasing online, it's impossible to check, smell, and judge the quality of the

goods before buying, so buyers are hesitant to buy, as shown when it comes to online merchants. Some websites give very little information on their businesses and sellers, making customers feel unsafe when purchasing on these sites.

It has been discovered that positive social influence improves the relationship between faith and attitudes regarding online buying, as well as the relationship between attitude and buying intent. Consumers purpose for doing online purchases were also considerably forecasted by the perceived utility function, a concept related to performance expectations, according to authors such as Pascual Miguel et al. It has been discovered that performance expectations have a specific, significant, and positive impact on the behavioral intention to adopt and use a computer system. Consumers do not solely need superior merchandise or things that meet their needs. However, they additionally need multi-channel online services provided by e-commerce firms for a flawless experience. All online retailers ought to demand that their consumers' expectations be met in terms of convenience, numerous product availability, and progress in post-purchase services.

The increase in online purchases indicates that consumers' preferences changed from personally visiting the store to buying things online, owing to the advantage of online retailing in providing shopping experiences from the comfort and safety of their own homes. Many studies in the marketing and retail industries have focused on the attributes of consumers that utilize particular retail channels in terms of online and offline purchasing trends.

Younger purchasers are probably more likely to use online grocery shopping, possibly because they are more acquainted with online shopping and connected to technology. Previous research has indicated that the presence of teenagers has a positive effect on the adoption of online purchases, implying that food shoppers with accompanying children may experience longer and more difficult in-store journeys than those without children.

Several studies on the impact of convenience and perceived risk on online shopping discovered that consumers rated the reduction in shopping-related physical fatigue as a major benefit of online shopping.

The consumer's online shopping behavior is influenced, at least in part, by grocery shopping concerns. The findings suggest that as pandemic conditions improve,

many online shoppers will return to traditional shopping methods. Goolsbee and Syverson investigated the possibility that COVID-19 concerns are influencing consumer behavior by using mobile phone impressions to track customer visits to 2.25 million businesses across 110 industries during the first months of the pandemic.

In one of the studies, it was found that consumers buy items online because they believe it is more convenient for them, and the term convenience encompasses factors like saving time, information availability, hours of openness, simplicity of use, website navigation, less stress for purchasing, and lower prices.

### III. OBJECTIVES

- To examine the respondents socio-demographic profile.
- To determine whether consumers were shopping online prior to the pandemic.
- To research various aspects of online purchasing by consumers.
- To determine whether consumers were comfortable shopping online.
- To discover which methods of purchasing essentials consumers preferred during the pandemic.
- To ascertain the level of satisfaction with online shopping among consumers.
- To comprehend the entire online buying experience of consumers.

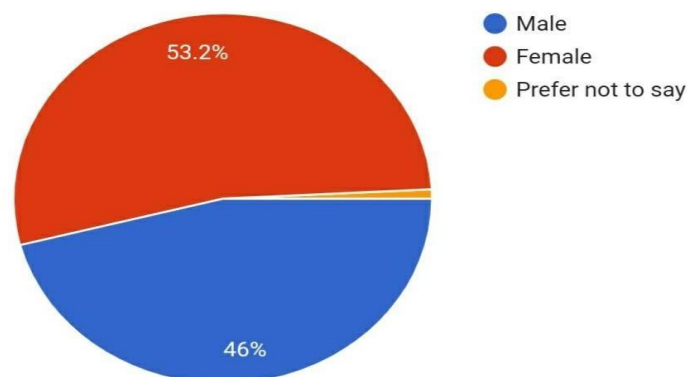
### IV. RESEARCH METHODOLOGY

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.

### V. DATA ANALYSIS AND INTERPRETATION

## 1. GENDER

Gender



(Source: Primary Data)

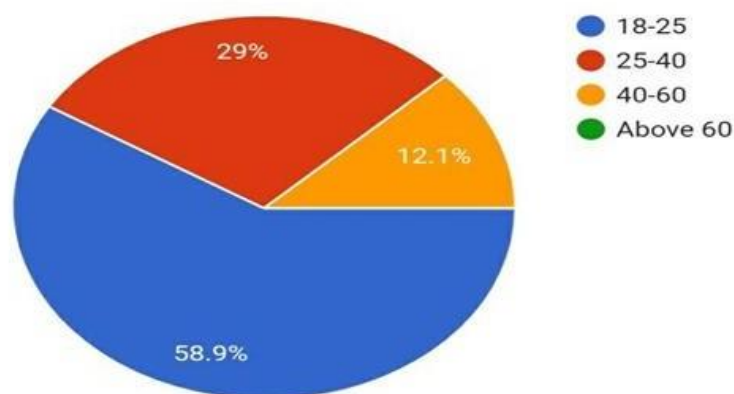
### Interpretation

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.

## 2. AGE

Age



(Source: Primary Data)

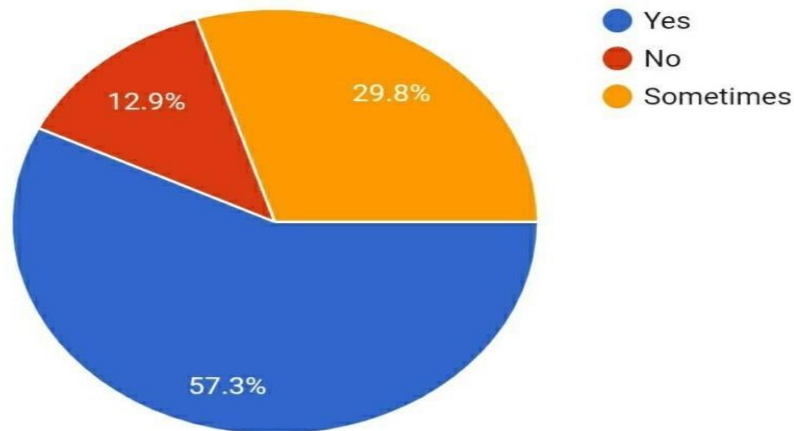
### Interpretation

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.

### 3. WERE YOU DOING ONLINE SHOPPING BEFORE PANDEMIC ALSO?

Were you doing online shopping before pandemic also ?



(Source: Primary Data)

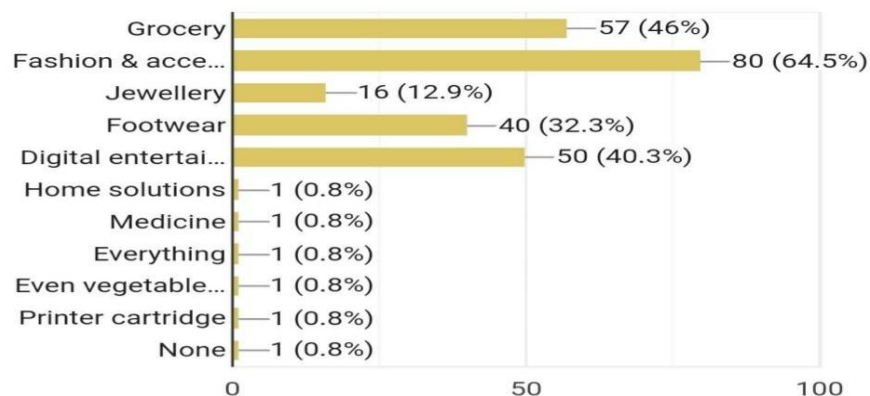
#### Interpretation

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.

### 4. FROM THE FOLLOWING WHICH ONLINE PURCHASES YOU WERE MAKING?

From the following which online purchases you were making ?



(Source: Primary Data)

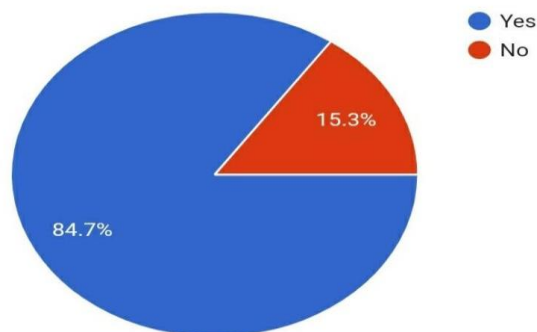
### Interpretation

The above 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.

### 5. ARE YOU COMFORTABLE WITH ONLINE SHOPPING?

Are you comfortable with online shopping ?



(Source: Primary Data)

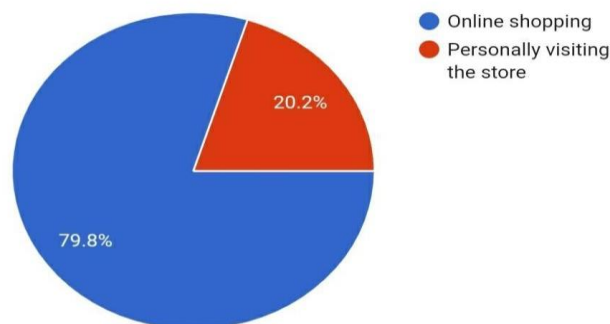
### Interpretation

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.

### 6. DURING PANDEMIC WHICH METHOD YOU HAD PREFERRED FOR SHOPPING

During pandemic which method you had preferred for shopping ?



(Source: Primary Data)

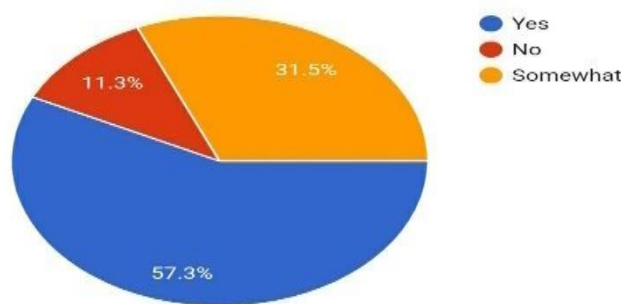
#### Interpretation

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.

#### 7. DURING COMPLETE LOCKDOWN (IN 2020) MOST OF US WERE SHIFTED TO ONLINE FOR SHOPPING. SO WERE YOU SATISFIED WITH ONLINE SHOPPING?

During complete lockdown (in 2020) most of us were shifted to online for shopping. So were you satisfied with online shopping ?



(Source: Primary Data)

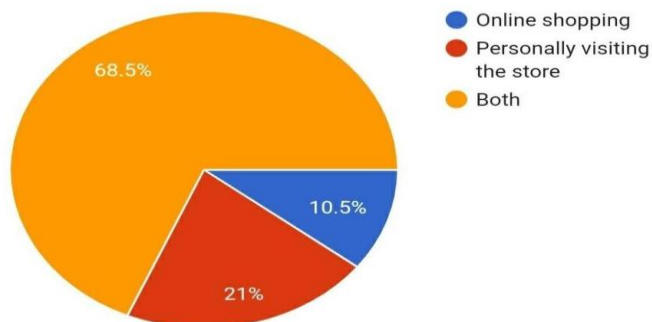
#### Interpretation

Consumers had the following requirements in a complete lockdown situation: 57.3% favored online

shopping; 31.5% respondents do shop online occasionally; and roughly 11.3% did not prefer online shopping.

#### 8. NOW THAT THE SITUATION IS GETTING BACK TO NORMAL WHICH METHOD WILL YOU PREFER FOR SHOPPING?

Now that the situation is getting back to normal which method will you prefer for shopping ?



(Source: Primary Data)



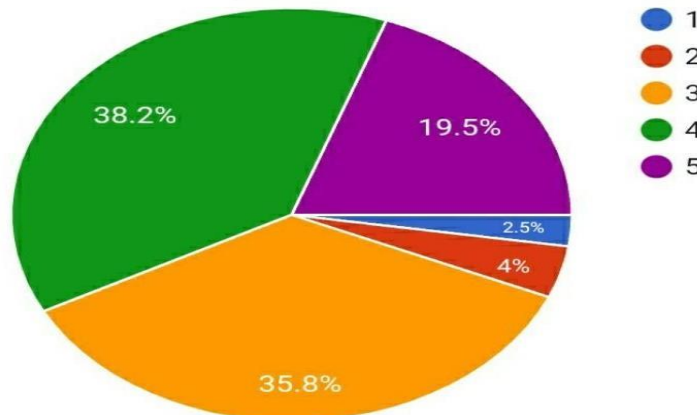
### Interpretation

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.

### 9. HOW WOULD YOU RATE YOUR OVERALL ONLINE SHOPPING EXPERIENCE? (1 IS THE LOWEST AND 5 IS THE HIGHEST)

How would you rate your overall online shopping experience ? (1 is the lowest and 5 is the highest)



(Source: Primary Data)

## VI. INTERPRETATION

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 e-commerce. Several consumers, on the other hand, have begun to return to shops or megastores for purchases.

## VII. CONCLUSION

Consumers began buying online to reduce risk the 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 chances. 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

## RECOMMENDATION

People may learn about or improve their creativity and potential in pandemic situations. Everyone should keep looking for new ways to spend their lives. We have entered the digital world to save time, and it is quite useful.

### **DECLARATION BE THE RESEARCH STUDENTS**

I Niyati B. Thakker, Nishi Shah, Dhruvi Nandu, and Hasti Gada hereby declare that this research paper titled “A Study on the Online Shopping - Pre and Post Pandemic, submitted by us is based on actual work carried out by us. Any reference to work done by any other person or institution or any material obtained from other sources have been duly cited and referenced. It is further to state that this work is not submitted anywhere else for any examination.

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