

A STUDY ON IMPACT OF ONLINE SHOPPING DURING COVID-19

Submitted in partial fulfilment of the requirements for the award of

Bachelor of Commerce

By

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DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

**Accredited with Grade "A" by NAAC | 12B STATUS BY UGC |
APPROVED BY AICTE**

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

MAY 2022



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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **PRADEEP K** (39740170) who has done the Project work entitled ' **A STUDY ON IMPACT OF ONLINE SHOPPING DURING COVID-19**' under our supervision from December 2021 to February 2022.

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Submitted for Viva voce examination held on _____

Internal Examiner

External Examiner

DECLARATION

I PRADEEP K (39740170) hereby declare that the Project Report entitled “**A study on A STUDY ON IMPACT OF ONLINE SHOPPING DURING COVID-19**” done by me under the guidance of Annai Amala Vidya Mcom MBA Mphil, School of Business Administration is submitted in partial fulfilment of the requirements for the award of Bachelor of commerce degree.

Date:

Place: Chennai

Pradeep K

SIGNATURE OF THE CANDIDATE

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ABSTRACT

With the spread of the COVID-19 pandemic and the increasing importance of e-commerce, the study of online consumer behaviour is of particular relevance. The purpose of this study was to form a methodological approach to assess the relationships and the level of influence of the factors activating the purchasing behaviour of online consumers during COVID-19 pandemic. To determine the predisposition of online shopping behaviour at the time of making a purchase decision, this study used the questionnaire method. The survey was conducted among online shoppers in terms of ecommerce market growth.

The scientific contribution is the proposed methodological toolkit to assess the purchasing behaviour of online consumers, which identifies the most influential factors in their purchasing behaviour and provides an opportunity to assess the dynamics of their activity during the study period, to identify key trends and determine changes in their behaviour. The research revealed what changes in online consumer buying behaviour are typical in the COVID-19 pandemic. The impact of consumer awareness and experience has increased.

This study proved the shifting influence of online consumer purchasing behaviour factors during the pandemic. The increasing importance of the speed of decision making by consumers when purchasing goods and services online was determined.

Keywords: behaviour; correlation; e-commerce; multi-factor analysis; online shopper; pandemic

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CHAPTER 1

1.0 INTRODUCTION

The global economy in general and international trade in particular have suffered and continue to suffer massive losses from the coronavirus pandemic. The uncertainty in which businesses and end consumers found themselves immersed is further aggravated by multiple factors. Those include income decline, cross-border travel restrictions, shifting consumer demand, and the changing behaviour of market actors, to name a few. Global lockdown, social distancing, and other measures introduced to limit the spread of the COVID-19 pandemic have urged consumers to purchase more on the online market places.

The business landscape faced rapid transformations during the quarantine period as a result. Ultimately, the corona crisis accelerated the development of digital commerce. Globally, a new digitally immersed consumer has emerged, a more selective one, with financial difficulties. Shopping through online channels is actively progressing due to opportunity to save time and effort. Furthermore online shopping varies from direct and indirect e-store about their perception against the actual experience.

The global economy in general and international trade in particular have suffered and continue to suffer massive losses from the coronavirus pandemic. The uncertainty in which businesses and end consumers found themselves immersed is further aggravated by multiple factors. Those include income decline, cross-border travel restrictions, shifting consumer demand, and the changing behaviour of market actors, to name a few [1]. Global lockdown, social distancing, and other measures introduced to limit the spread of the COVID-19 pandemic have urged consumers to purchase more on the online marketplaces [2]. The business landscape faced rapid transformations during the quarantine period as a result. Ultimately, the corona crisis accelerated the development of digital commerce. Globally, a new digitally immersed consumer has emerged, a more selective one, with financial income losses, limited transport opportunities, and pandemic mitigation measures, which caused the reduction of supplier activities, have forced B2B manufacturers and sellers to reduce production and marketing costs, find new suppliers both abroad and within the country, and accelerate decision making. National companies received opportunities to diversity their product portfolio for the purposes of import substitution and to supply other firms and branches of foreign companies with necessary resources [3,4]. B2C markets, on the other hand, encountered a decline in purchasing power and cross-border mobility. On top of that, consumers shifted toward health and safety while maintaining a preference for inexpensive goods and services [5]. Products that bring comfort and a sense of

coziness to a living space received more attention than they normally would. Overall, the uncertainty and unpredictability of the situation made consumers postpone some of their demands [6]

The industrial market and consumer market both faced a need to accelerate digitalization and make it easy to find and purchase items online [7,8] The pandemic sparked a meteoric rise in online sales. As visits to physical stores were restricted, and many were running low on money, consumers went online to shop, causing online purchases to grow higher and higher [9]. Consumers were generally mindful Shoppers even before the pandemic [10]. Because of this, some shopping categories such as (presences were gradually downgraded on their priority lists, and COVID-19 accelerated Things in this direction [11].

The COVID-19 pandemic has affected the lifestyles and motivations of many people, such that their purchasing behaviours also changed. The present study seeks to assess these changes. In achieving this goal, the study determined the impact of the pandemic on e-commerce across industries to identify the priorities of online consumers. It also identified the most important factors influencing online consumers shopping behaviour based on a multi-stage survey as the pandemic spread. Based on the correlation analysis the presence of relationships between the studied factors and the complex indicator of activation of online consumer behaviour was determined, the direction of their changes

Against the background of the pandemic was investigated. This study aims to test the proposed approach to assessing the purchasing behaviour of online consumers, which can contribute to the identification of trends and patterns of online shopping. Therefore, it can be a component of a comprehensive toolkit in the design. Of e-commerce strategy, used both at the state level and for individual companies. The structure of the study includes an introduction, a literature review that points to the increasing scientific interest in e-commerce issues during the pandemic, a methodology describing proposed approach, the results, their discussion, and conclusions.

2020 will be reminded in history, because of Corona Virus Disease 2019 (COVID-19) that has influenced our lives in every field. COVID-19 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.

1.1 COMPANY PROFILE

Bigbasket.com (Innovative Retail Concepts Private Limited) is India's largest online food and grocery store. With over 18,000 products and over a 1000 brands in our catalogue you will find everything you are looking for. Right from fresh Fruits and Vegetables, Rice and Dals, Spices and Seasonings to Packaged products, Beverages,

Personal care products, Meats – we have it all. Choose from a wide range of options in every category, exclusively handpicked to help you find the best quality available at the lowest prices. Select a time slot for delivery and your order will be delivered right to your doorstep, anywhere in Bangalore, Hyderabad, Mumbai, Pune, Chennai, Delhi, Noida, Mysore, Coimbatore, Vijayawada Guntur, Kolkata, Ahmedabad-Gandhinagar, Luck now Kanpur, Gurgaon, Vadodara, Visakhapatnam, Surratt, Nagpur, Patna, Indore and Chandigarh Tricity. You can pay online using your debit/credit card or by cash on Delivery. We guarantee on time delivery, and the best quality!

CHAPTER 2

REVIEW OF LITERATURE

- E-Commerce and Covid-19 discussed in the study that there is a influence of Corona virus on the whole online business of the world. The nature of business has changed due to this pandemic According to the research more than 50%, shoppers are avoiding to go for offline shopping and crowded places. By 2020, the number of e-commerce publications had almost tripled compared to 2000. At the same time, it increased 1.4 times over the past year.
- Daroch, Gitika Nagrath and Ashutosh Gupta (2821): This research Paper speaks about the consumer behavior toward online shopping which further examines various factors limiting consumer for online shopping behavior. This Research paper ascertains the problems that consumers face during their shopping through online stores.
- Dr. Malathi Gottumukkala. Dr. K. Naga Sundari (2020): Their research Findings the consumer buying behavior towards online purchase. This study is conducted through online survey. The convenience sampling technique was used and data collected from 102 consumers and data collected by questionnaire with 5-point Likert Scale was used.
- M. Vidya, P. Selvamani (2019): This paper speaks about the consumer Behaviour towards online shopping. With the product related dimensions. The data was analysed using SPSS and tools like chi Square, ANOVA and correlation were applying. The results indicate the online shoppers are satisfied with all the products and services
- Pushpak Singhal (2018): The study is observed in nature and cross-sectional research design was applied and the primary data was collected through a questionnaire. A sample size of 200 respondents was taken who are at present living in Kolkata. This study examines the various factors that affected the online shopping behavior of the consumer by using buyer black box mode . Which is like

out mind processing various Stimuli receives and helping in it coming to a conclusion.

- Nikita Arora (2018), Customer perception and customer behavior helps us to understand the challenges faced by the marketers in comprehending the consumer mind. What exactly goes in the mind of the customer and what are the processes in the mind of consumer that influences him or her in buying. Different products or services.
- Neha Sharma (2018), conducted a study on Consumers' perception on online shopping, as per the study, Marketers strive to influence consumer attitudes, and understanding the prevailing attitude is the first step to changing it if needed. Thus, consumer attitude is taken into very vital importance so as to know the changes required within the products regarding the consumers.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH METHODOLOGY

- Research methods are the techniques and tools by which you research a subject or a topic. Research methodology involves the learning of various techniques to conduct research and acquiring knowledge to perform tests, experiments, surveys, and critical analysis.
- Research methodology simply refers to the practical “how” of any given piece of research. It’s about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

3.2 RESEARCH DESIGN

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. This Research design applied for the study is ‘Descriptive Research.

3.2.1 DESCRIPTIVE RESEARCH DESIGN

Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables

.

3.3 SAMPLING TECHNIQUE

Sample design is the theoretical basis and the practice mean by generalizing from characteristics of relatively few of the Comprising population. It is the method by which the sample is Chosen.

3.3.1 NON PROFITABILITY SAMPLING

Non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection

3.3.2 CONVENIENCE SAMPLING

A convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach.

3.4 SAMPLE SIZE

A sample of 100 respondents was taken as sample respondents for the purpose of study. The respondents were selected at random.

3.4.1 SAMPLE TARGETED PEOPLE

My survey targeted people is both Men and Women at the age Group of [18-60]

3.5 SOURCES OF DATA

Sources of Data begins with figuring out what sort of data is needed, followed by the collection of a sample from a certain section of the population. Next, you have to utilize a certain tool to gather the data from the chosen sample. The two types of sources of data are

3.5.1 Primary data

The Primary data for this study was collected through questionnaire.

3.5.2 Secondary data

Secondary data was collected from external sources like Websites, Journals etc.

3.6 STRUCTURE OF THE QUESTIONNAIRE

The questionnaire follows a simple and basic layout. It is made easy for the participants to respond to the questionnaire without any delay or confusion. The set of question and the answer options present in the questionnaire are predetermined and are constructed by myself based on general questions regarding the main topic. The structure of questionnaire used in this project is as follows.

3.6.1 Basic introduction

The questionnaire begins with small and simplifies description. Regarding the questionnaire – Title and description of the topic

3.6.2 Personal details

The actual questionnaire begins here where the participants are asked about their personal details such as their name, age, gender and occupation.

3.6.3 Research related questions

The next set of questions in the questionnaire consists of the questions related to public where the participants are asked on their general opinion on their attitude towards online shopping.

3.6.4 Perception questions

The next set of questions in the questionnaire focus on increase in online shopping related question on the participants experience on online shopping.

3.6.5 Suggestion questions

The last and final questions in the questionnaire focus on the suggestion questions of the participants regarding the questionnaire.

3.7 HYPOTHESIS

NULL HYPOTHESIS:

There is no significant difference in factor Influencing the satisfaction of male and female.

ALTERNATIVE HYPOTHESES:

There is significant is factor influencing the satisfaction of male and female.

3.7.1 ANALYTICAL TOOLS

Tools used in this research are Simple percentage method

CHAPTER 4

DATA ANALYSIS AND INTERPRETION

- Customer satisfaction is the best indicator of how likely a customer will make a Purchase in the future. Asking customers to rate their satisfaction on a scale basis is a Good way to see if they will become repeat customers. Ongoing satisfaction leads to Loyalty and repurchase. This chapter makes an analysis of Customer Satisfaction of Redmi Phones.
- The Data collected through structured questionnaire from 100 samples are analysed Carefully and interpretations are made accordingly.
- For this purpose the methods of percentage analysis and chi square test are applied. Diagrams such as Simple Bar Diagram, Pie Chart, and other charts were employed For presenting the Data.

4.1 Survey analysis of data

4.1.1 Online shopping

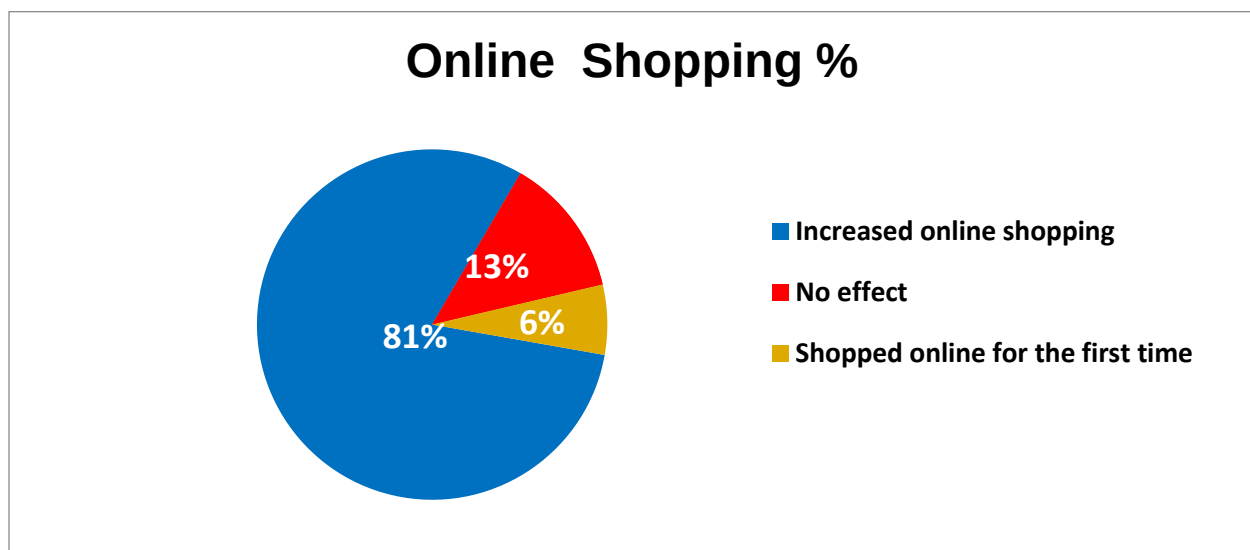


Figure 4.1

Table 4.1

Online Shopping in Covid-19	No of Percentage
Increased online shopping	75%
No effect	12%
Shopped online for the first time	6%

4.1.2 AGE OF RESPONDENT

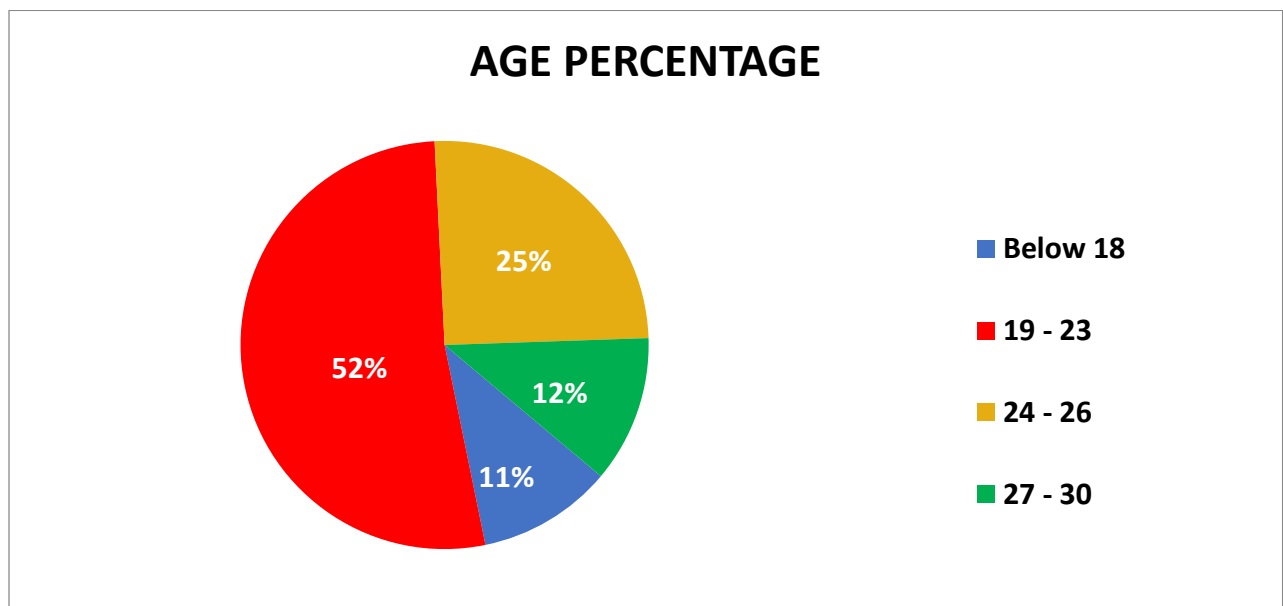


Figure 4.2

Table 4.2

Sno	AGE BETWEEN	AGE PERCENTAGE	Percentage
1	Below 18	11	11%
2	19 - 23	54	52%
3	24 - 26	26	25%
4	27 - 30	12	12%
Total		103	100%

4.2 INTERPRETATION

- The above table shows that 102 respondent are taken
- 11% of the respondents are belongs to below age 18
- 52% of the respondent belongs to the age group of 19 – 23
- 25% of the respondents belongs to the age group of 24 – 26
- 12% of the respondents belongs to the age group of 27-30

4.1.3 GENDER OF THE RESPONDENT

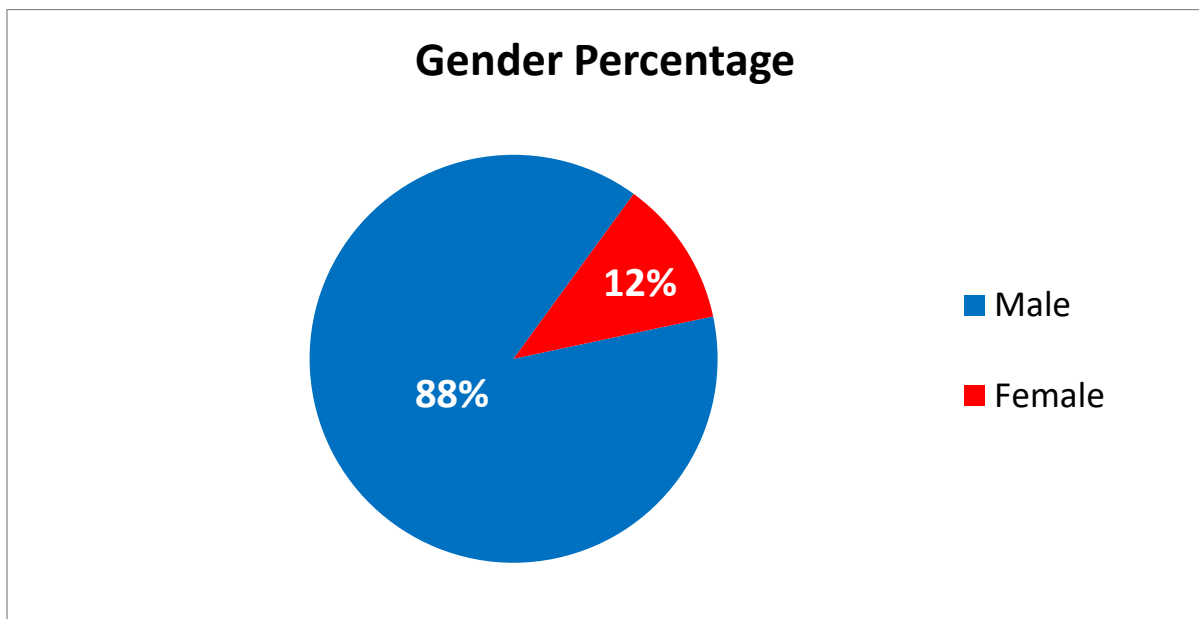


Figure 4.3

Table 4.3

S.no	Column1	Gender	Percentage
S.no	Gender	Gender Count	Percentage
1	Male	91	88%
2	Female	12	12%

4.3 INTERPRETATION

- From the chart 88% of the respondents is Male
- 12% of the respondents are Female
- The maximum 88% is male respondent
- The minimum 12% is Female respondents

4.1.4 OCCUPATION OF THE RESPONDENT

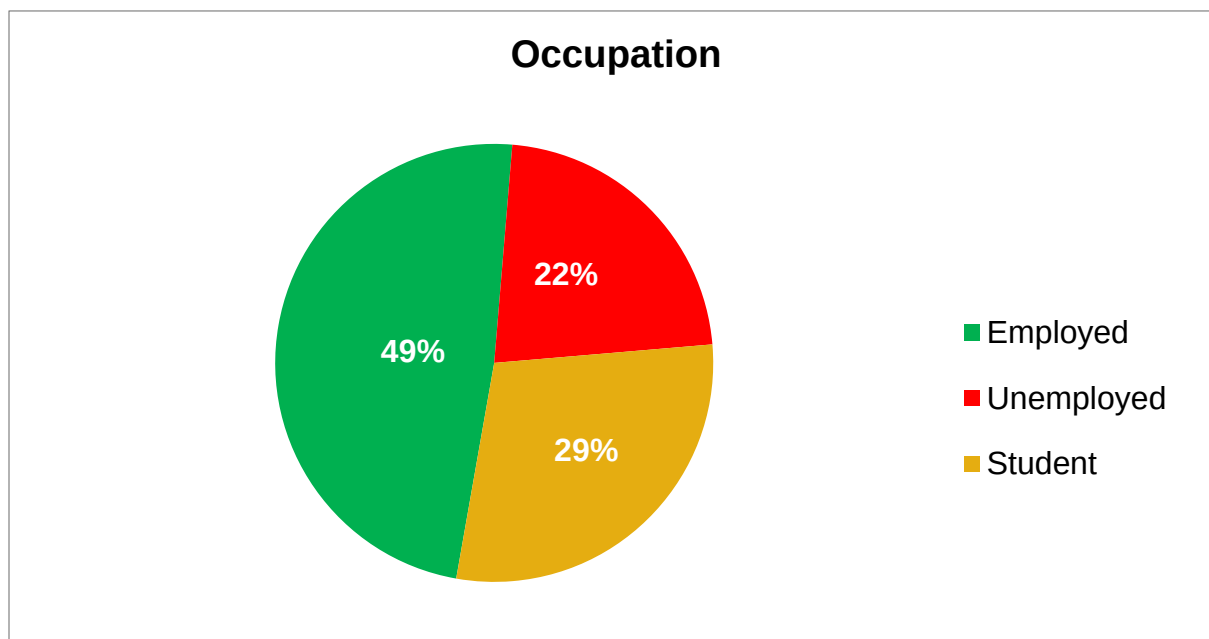


Figure 4.4

Table 4.4

Sno	Particulars	No of Respondents	Percentage
1	Employed	50	49%
2	Unemployed	23	22%
3	Student	30	29%

4.4 INTERPRETATION

- From the chart 49% of the respondent are employed
- 22% of the respondent are unemployed
- 29% of the respondent are student

4.1.5 How has the COVID-19 outbreak affected consumer's online shopping

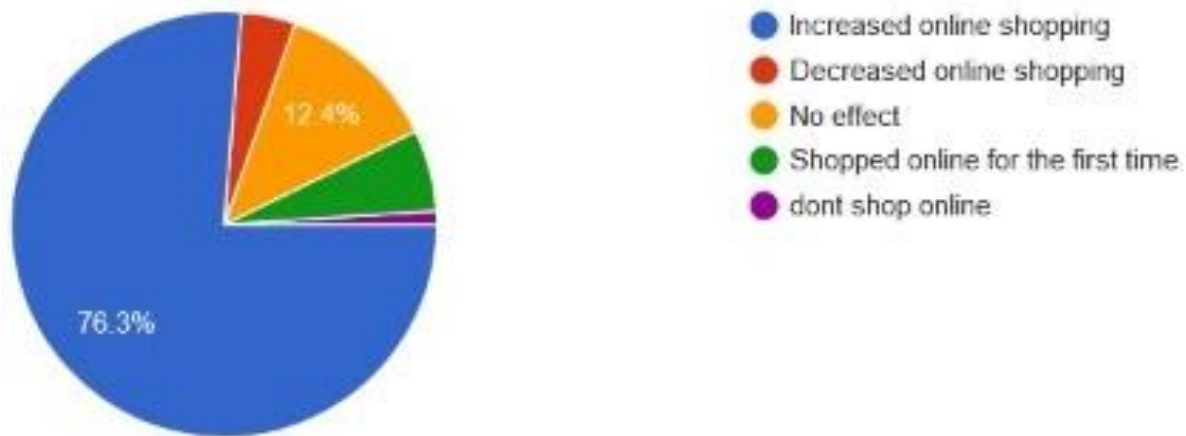


Figure 4.5

Table 4.5

S.no	No Of Respondents	Percentage
1	97	76.3
2	5	12.4

4.5 INTERPRETATION

In this pie chart we can observe that 76.3% of people has responded increased online shopping, 12.4% has responded no effect of online shopping and some of them are selected shopping online for first time

4.1.6 What method do consumers prefer to use when shopping mode

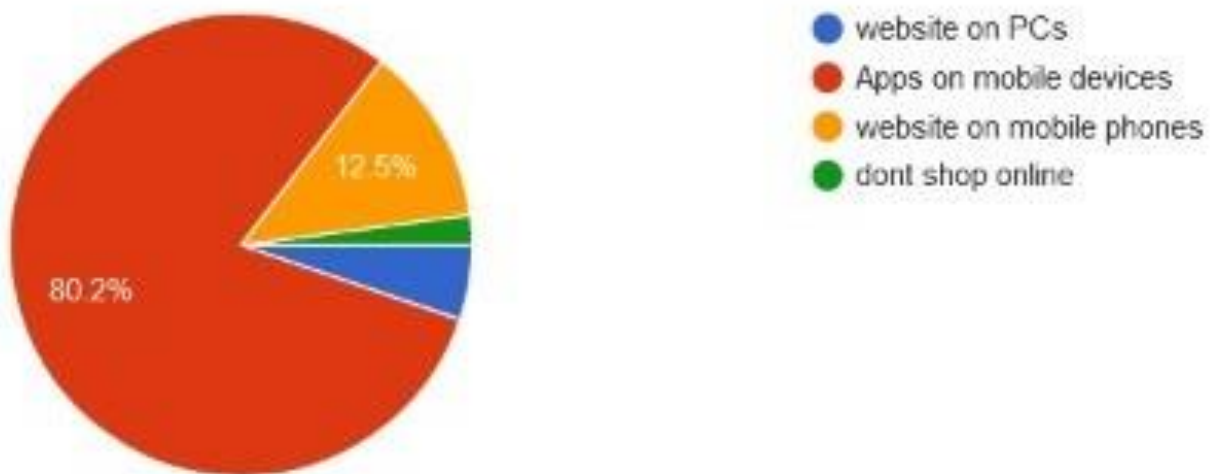


Figure 4.6

Table 4.6

S.no	No of respondant	Percentage
1	96	80.2
2	6	12.5

4.6 INTREPRETATION

In this pie chart we can observe that 80.2% has responded that Apps on the mobile devices , 12.5% has responded that website on mobile Phones and less than 12% has selected website on PC's and don't shop online .

4.1.7 How often did you use online shopping during a pandemic

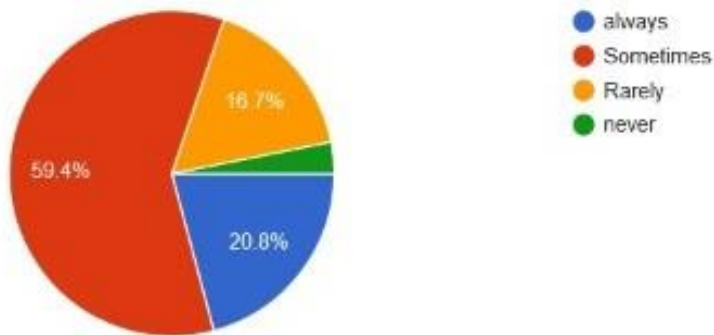


Figure 4.7

Table 4.7

S.no	No of respondent	Percentage
1	56	59.4
2	26	20.8
3	20	16.7

4.7 INTREPRETATION

In this pie chart we can observe that 59.4% of people responded that sometimes, 20.8% has responded always and, 16.7% has selected rarely

4.1.8 Is online shopping useful during pandemic

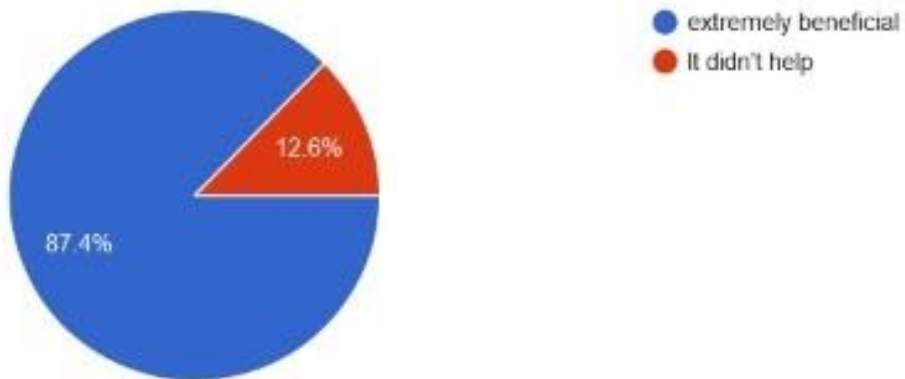


Figure 4.8

Table 4.8

S.no	No of respondents	Percentage
1	95	87.4
2	7	12.6

4.8 INTREPRETATION

In this pie chart we can observe that 87.4% of people has responded that extremely beneficial, and 12.6% has responded it didn't help.

4.1.9 Which product did you buy more often online during COVID-19

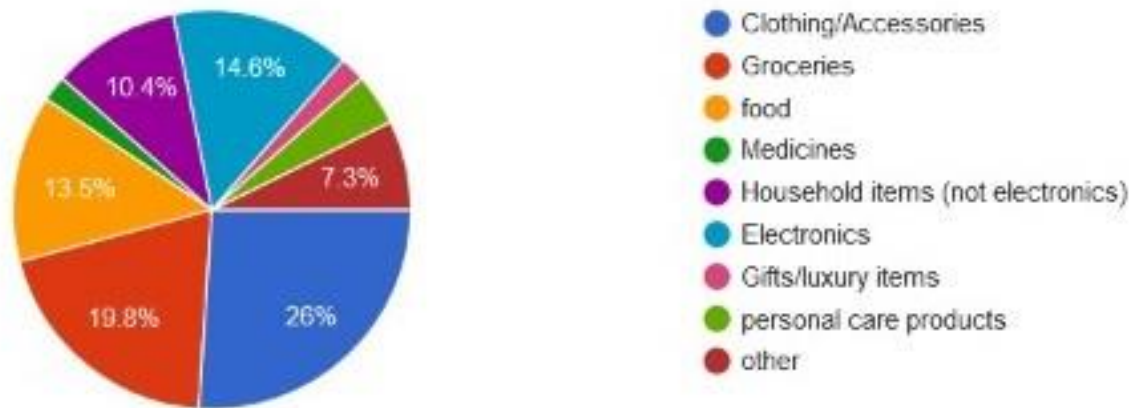


Figure 4.9

Table 4.9

S.no	No Of Respondent	Percentage
1	42	26
2	22	19.8
3	13	14.6
4	10	13.5
5	6	10.4
6	3	7.3

4.9 INTREPRETATION

In this pie chart we can observe that 26% has responded that clothing/accessories, 19.8% has responded groceries, 14.6% has responded that electronics, 13.5% has selected food, 10.4% has selected household items, and 7.3% has responded others.

4.1.10 How much did you spend on online shopping during COVID-19

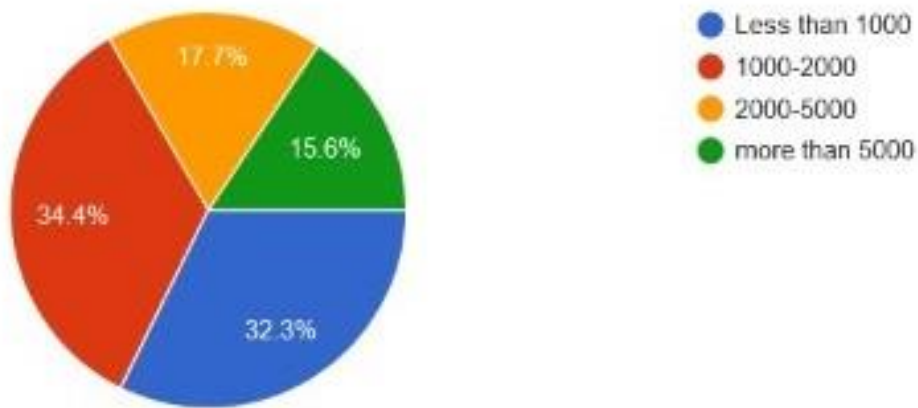


Figure 4.10

Table 4.10

S.no	No of respondent	Percentage
1	30	34.4
2	29	32.3
3	20	17.7
4	17	15.6

4.10 INTERPRETATION

In this pie chart we can observe that 34.4% has responded that 1000-2000 , 32.3% has responded less than 1000 , 17.7% has selected 2000-5000 , and 15.6% has responded more than 5000.

4.1.11 Do you prefer online shopping or offline shopping after the pandemic



Figure 4.11

Table 4.11

S.no	No of respondent	Percentage
1	49	50.5
2	47	49.5

4.11 INTREPRETATION

In this pie chart we can observe that 50.5% of people has responded that offline shopping and 49.5% has responded online shopping

4.1.12 How much are you satisfied with online shopping during COVID-19

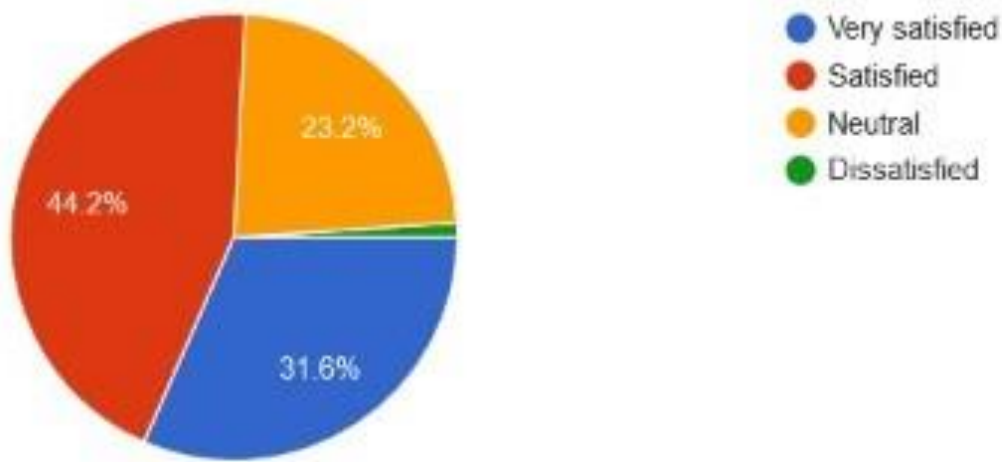


Figure 4.12

Table 4.12

S.no	No of respondent	Percentage
1	40	44.2
2	30	31.6
3	25	23.2

4.12 INTREPRETATION

In this pie chart we can observe that 44.2% has responded that satisfied, 31.6% has responded very satisfied and 23.2% has responded neutral

4.1.13 Is there any particular app or website you prefer

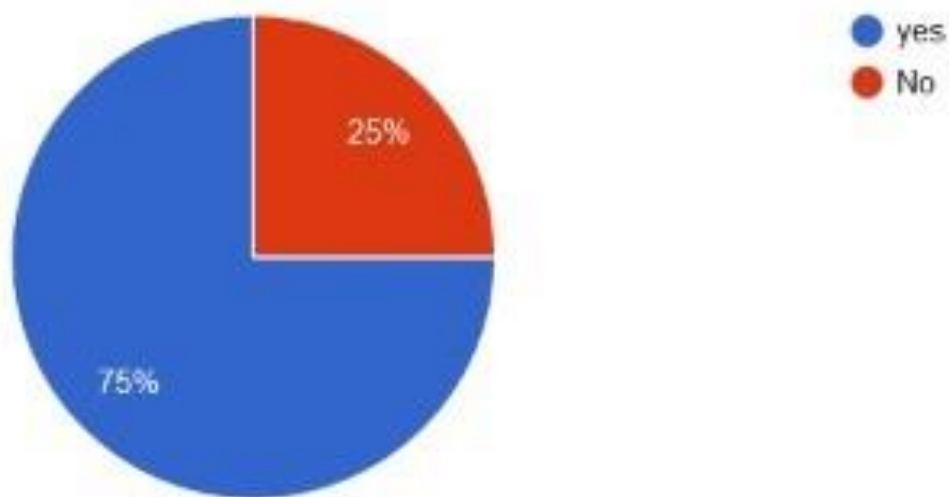


Figure 4.13

Table 4.13

S.no	No of respondent	Percentage
1	76	75
2	20	25

4.13 INTREPRETATION

In this pie chart we can observe that 75% of people that responded yes and , 25% has responded no.

4.2 HYPOTHESIS

NULL HYPOTHESIS (H0) : There is no significant relation between age and is there any particular app or website you prefer.

Alternate HYPOTHESIS (H1) : there is a significant relation between ages and is there any particular app or website you prefer.

4.3 CHI SQUARE

Chi square is a statical test used to examine the differences between categorical variable from a random sample in order to judge goodness of fit between expected and observed results

$$\chi^2 = \sum \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

Figure 4.14

Table 4.14

Age/is there any particular app or website you prefer	yes	NO	Total
10-20	30	10	40
21-30	22	11	33
31-40	24	6	30
Total	76	27	103

Expected value = row total x column total/grand total

TABLE OF EXPECTED VALUES

Table 4.15

Age/is there any particular app or website you prefer	yes	No
10-20	29.51	10.48
21-30	24.34	8.65
31-40	22.13	7.86

CALCULATION OF χ^2

Table 4.16

Observed values	Expected values	(o-e)	(o-e) ²	(o-e) ² /e
30	29.51	0.49	0.2401	0.008136
10	10.48	-0.48	0.2304	0.021985
22	24.34	-2.34	5.4756	0.224963
11	8.65	2.35	5.5225	0.638439
24	22.13	1.87	3.4969	0.158016
6	7.86	-1.86	3.4596	0.440153

$$\sum(O - E)^2 / E$$

$$X^2 = 1.491692$$

Significances level = 5% = 0.05

Degrees of freedom = (column-1) (row-1)

$$= (3-1) (4-1)$$

$$= 6$$

X^2 Tabular value = 12.592

X^2 Calculated value = 1.491692

Therefore X^2 tabular value $> X^2$ calculated value

So that, Null hypothesis accepted and alternative hypothesis rejected.

Chapter 5

Findings and suggestion

Based on the analysis and discussion on primary data in the previous chapter. Findings, suggestions, and conclusion of the study in logical manner.

5.1 Findings

- Majority 76.3% of the respondents says online shopping is increased in outbreak of corona virus.
- Majority of 80.2% of the respondent prefers apps in mobile phones
- Majority of 50.5% of the respondent prefers online shopping.
- Majority of 44.2 % of the respondent has satisfied with online shopping.
- Majority of 75% of the respondent says particular app and website.
- Majority of 81% of the respondents increased online shopping and only 6% of the respondent says shopping online for the first time
- Majority of 19-23 age group peoples uses online shopping the most.
- Majority of 88% of male are prefers online shopping and 12% of female.
- Majority of 49% employed person's uses online shopping more than unemployed and students.
- Overall 76% of respondents are prefers online shopping is better than offline shopping
- Overall 80.2% of peoples uses apps on mobile phones for online shopping.
- Majority of 87.4% of respondent both male and female says online shopping is useful during pandemic.
- Majority of 26% of people like to purchase clothing and accessories, 19.8% prefers groceries, and 13.5% of people uses to buy food using online shopping.

5.2 Suggestions

- Retailers have to change their attitude towards the market.
- Today's is a consumer market and as a result the priority is the consumer satisfaction. The firm has to be in the good books of the consumer.
- Better quality products, fair price and friendly after-sale services are the basic areas in which the business has to concentrate to a remarkable extent.
- Additional services should be provided to the consumers to woo them and build upon a loyalty which in turn would ensure a stable sales in the years to come.

CHAPTER 6

6.1 Conclusion:

- The analysis of online shopping during coronavirus pandemic showed a jump in e-commerce.
- This finding indicated the commitment of online shoppers to daily shopping. The pandemic thus stimulated online shoppers to show a constancy of buying behaviour.
- The correlation analysis revealed an increasingly strong association between online shopping activity and factors of a reflexive consumer.
- The relationship between the investigated factors also showed a tendency to grow stronger. Initially, online purchasing behaviour was influenced by Consumer Awareness and Experience and Introversion, and other factors had little impact.
- The situations changed, however, as the COVID-19 pandemic continued to spread.
- Thus this research says online shopping went to peak during COVID-19 than normal days.

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WEBSITES

www.wikipedia.com

www.iosrjournals.org

www.onlineshopping.com

APPENDIX

A STUDY ON IMPACT OF ONLINE SHOPPING DURING COVID-19

QUESTIONNAIRE

- 1) Name Of The Respondent _____
- 2) Age
 - a) Below 18
 - b) 19 – 23
 - c) 24 – 26
 - d) 27 – 30
- 3) Gender
 - a) Male
 - b) Female
- 4) Occupation
 - a) Employed
 - b) Un employed
 - c) Student
- 5) How has the COVID-19 outbreak affected consumer's online shopping?
 - a) Increased online shopping
 - b) Decreased online shopping
 - c) No effect
 - d) Shopped online for the first time
 - e) dont shop online

- 6) How often did you use online shopping during a pandemic?
- a) Always
 - b) Sometimes
 - c) Rarely
 - d) Never
- 7) Is online shopping useful during a pandemic?
- a) extremely beneficial
 - b) It didn't help
- 8) How much are you satisfied with online shopping during COVID-19?
- a) Very satisfied
 - b) Satisfied
 - c) Neutral
 - d) Dissatisfied
- 9) Is there any particular app or website you prefer?
- a) Yes
 - b) No
- 10) If yes, mention the app or website?
- a) Amazon
 - b) Flipchart
 - c) Big basket
 - d) Meesho
 - e) Others
- 11) Does online shopping increased or decreased?
- a) Increased
 - b) Decreased

12) Which product did you buy more often online during COVID-19?

- a) Clothing/Accessories
- b) Groceries
- c) Food
- d) Medicines
- e) Household items (not electronics)
- f) Electronics
- g) Gifts/luxury items
- h) personal care products
- i) other

13) How much did you spend on online shopping during COVID-19?

- a) Less than 1000
- b) 1000-2000
- c) 2000-5000
- d) more than 5000

14) Do you prefer online shopping or offline shopping after the pandemic?

- a) Online shopping
- b) Offline shopping