

# **A STUDY CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE SHOPPING DURING PANDEMIC**

Submitted in partial fulfillment of the requirements for the award of  
**Master of Business Administration**

by

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**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**

**APRIL - 2021**

## **DECLARATION**

I Philo Stephy A 39410148 hereby declare that the Project Report entitled A study on consumer buying behavior towards online shopping during pandemic done by me under the guidance of Dr.J.RANI is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

**DATE:**

**PLACE:**

**PHILO STEPHY A**



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## **SCHOOL OF MANAGEMENT STUDIES**

### **BONAFIDE CERTIFICATE**

This is to certify that this Project Report is the bonafide work of PHILO STEPHY A 39410148 who carried out the project entitled “**A study on consumer buying behaviour towards online shopping during pandemic**” under my supervision from January 2021 to April 2021.

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**Internal Guide**

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**Dean – School of Management Studies**

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Submitted for Viva voce Examination held on \_\_\_\_\_

**Internal Examiner**

**External Examiner**

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**PHILO STEPHY A**



## **ABSTRACT**

Consumer Behavior towards online shopping in this pandemic period of COVID - 19 is changing rapidly. Almost every aspect of our lifestyle has been altered due to this pandemic. There are many factors popping up in these difficult times which are governing the buying decisions and preferences of the people. This research takes a descriptive analysis towards obtaining its findings and results. The results of this report are supported by reliable secondary data and primary data as well. The study focuses on purchasing essentials and giving priority to safe and secure delivery of products. This research will help Ecommerce firms to understand the changing demands and behavior of its customers during this difficult time and give the best of services leading to customer delight.

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# CHAPTER 1

## 1.1 INTRODUCTION

In India, 700 million of internet users in India by 2020 and expected to increase 974 million by 2025. Indian E-commerce trade is expected to suppress US E-commerce trade and reach world's 2nd largest market by 2034. In 2018, online shoppers were 120 million and it may increase 220 million by 2025. E-commerce is about 0.76% of GDP in 2017 and 0.9% of GDP in 2018. Because of this pandemic retail sales are bowl-shaped by 5.7% than before, whereas e-commerce shopping boomed by 2% just in 2 weeks after lifting up partial lockdown rules. Customer behaviour is dynamic in nature. Customer preferences changes on time (generation) This is a study which grows hastily, and marketers need to understand the consumers buying patterns, their likes, and to what extent the product offers are reaching consumer expectations, etc. This is an ongoing process. To help marketers this online sales and purchases are introduced, which helps customer to get the desired product from all over the world at any time as per his ease. What made customer to buy & sell online, pay or receive online and etc is provided in the study. The objective of the study: To study how pandemic changed the consumer.

Every country is following the lock-down procedures to prevent measures, as has India. Both the private and public sectors appear to be confused by this virus. The fact that the effects of new corona viruses have a major impact on the country, the economy and society is unavoidable. The growing threat of new corona viruses is a crisis in public health and is obstructing the entire macro economy. It has also cut off the company's supply chain. Manufacturers and producers are expected to be further hampered. China is the central production hub for many companies worldwide. Any disruption in China's output will therefore simply have consequences. It is challenging for the online company to market its goods online and also to deal with immense problems as it imports its items from China. China is mainly responsible for machinery, equipment, instruments and equipment relating to communication. Disturbances in these sectors simply affect other countries' businesses. Likewise, the

Indian market relies on the Chinese product and will greatly impact the Country's economy. In addition, the lockdown has obstructed the country's import and export facilities. The automotive, metals and metal products, chemical and communications equipment, rubber, plastics and office machinery sectors have also been interrupted in addition to ecommerce business.

Many online retailers are experiencing shortages of goods that can not satisfy the consumers ' demand there. In the coming future, this may also increase the price of the products after all goes well. In fact, e-commerce firms are struggling to cope with the crisis. Addressing the situation does not only address one country, but also other countries. The majority of their sellers are from China. Many web firms would also sense their supply crunch stresses.

The growing use of internet in India provides a developing prospect for online shopping. Internet has changed the way of consumers shopping and buying and selling goods and services and also has entered into global phenomenon. e-commerce market in India rise 88% in 2013 to \$16 billion. There were 243 million claimed internet users in India out of which 192 million are active internet users who access internet at least once a month. In urban cities, the penetration of active internet users is nearly 36% whereas in rural village the penetration is 6%. So, if e-marketers know the factor affecting the Indian buying behaviour, their relationship and types of online buyers, they can make strategies to convert their potential customers into active ones. Many companies have started using internet with aim of cost cutting so that they can ahead of their competitors. Companies also use internet to convey information, to communicate, to sell the products, to take feedback of consumers and also to conduct satisfaction surveys.

## **1.2 INDUSTRY PROFILE**

E-commerce has transformed the way business is done in India. The Indian E-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion as of 2017. Much of the growth for the industry has been triggered by an increase in internet and smartphone penetration. As of August 2020, the number of internet connections in India significantly increased to ~760 million, driven by the 'Digital India' programme. Out of the total internet connections, ~61% connections were in urban areas, of which 97% connections were wireless.

### **1.1.1 Market Size**

Propelled by rising smart phone penetration, launch of 4G network and increasing consumer wealth, the Indian E-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion in 2017. Online retail sales in India is expected to grow 31% to touch US\$ 32.70 billion in 2018, led by Flipkart, Amazon India and Paytm Mall.

Smartphone shipments in India increased by~8% y-o-y to reach 50.0 million units in the first quarter of 2020, driven by positive shipments of all smart phone vendors in the market. Samsung led the Indian smart phone market with 24% shipping share, followed by Xiaomi at 23%.

### **1.1.2 Investments/ Developments**

Some of the major developments in the Indian e-commerce sector are as follows:

- On October 23, 2020, Flipkart acquired a 7.8% stake in Aditya Birla Fashion and Retail, a subsidiary of the Aditya Birla Group, for Rs. 1,500 crore (US\$ 203.8 million).
- Flipkart partnered with PayTM for its annual Big Billion Days Sale event in October 2020, offering customers the convenience of making payments directly through

the latter's application with the bonus of receiving PayTM cashbacks over and above Flipkart discounts.

- Infibeam Avenues signed a contract with Oman's second-largest bank, the Bank of Muscat, to process the bank's online card transactions of various payment networks through its digital payment solution—CCAvenue Payment Gateway Service in November 2020.
- In November 2020, Amazon India announced collaboration with Hindustan Petroleum Corporation Limited. Under this partnership, customers will be able to book and pay for their LPG cylinders until the delivery.
- In November 2020, Reliance Retail Ventures Ltd. (RRVL), a subsidiary of Reliance Industries (RIL), acquired a minority stake of Urban Ladder Home Decor Solutions Pvt. Ltd. for Rs. 182.12 crore (US\$ 24.67 million).
- In November 2020, Flipkart acquired Scapic, an Augmented Reality (AR) firm, to boost user experience.
- In November 2020, Amazon India has opened 'Made in India' toy store, in line with the government's 'Atmanirbhar Bharat' vision. The store will allow thousands of manufacturers and vendors to sell toys driven by the Indian culture, folk tales and toys that promote creative thinking and are locally crafted & manufactured.
- In October 2020, Amazon India collaborated with the Indian Railway Catering and Tourism Corporation (IRCTC) to enable users to book and reserve train tickets on Amazon.
- In October 2020, Flipkart acquired a 140-acre land at Rs. 432 crore (US\$ 58.87 million) to establish their largest fulfilling centre in Asia, in Manesar, Gurgaon, in a bid to scale their fulfilment infrastructure to cater to increased demand post COVID-19.
- In October 2020, Amazon India invested over Rs. 700 crore (US\$ 95.40 million) into its payment unit, Amazon Pay.

### **1.1.3 Government initiatives**

Since 2014, the Government of India has announced various initiatives, namely Digital India, Make in India, Start-up India, Skill India and Innovation Fund. The timely

and effective implementation of such programs will likely support growth of E-commerce in the country. Some of the major initiatives taken by the Government to promote E-commerce in India are as follows:

- In a bid to systematise the onboarding process of retailers on e-commerce platforms, the Department for Promotion of Industry and Internal Trade (DPIIT) is reportedly planning to utilise the Open Network for Digital Commerce (ONDC) to set protocols for cataloguing, vendor discovery and price discovery. The department aims to provide equal opportunities to all marketplace players to make optimum use of the e-commerce ecosystem in the larger interest of the country and its citizen.
- National Retail Policy: The government had identified five areas in its proposed national retail policy—ease of doing business, rationalisation of the licence process, digitisation of retail, focus on reforms and an open network for digital commerce—stating that offline retail and e-commerce need to be administered in an integral manner.
- The Consumer Protection (e-commerce) Rules 2020 notified by the Consumer Affairs Ministry in July directed e-commerce companies to display the country of origin alongside the product listings. In addition, the companies will also have to reveal parameters that go behind determining product listings on their platforms.
- Government e-Marketplace (GeM) signed a Memorandum of Understanding (MoU) with Union Bank of India to facilitate a cashless, paperless and transparent payment system for an array of services in October 2019.
- Under the Digital India movement, Government launched various initiatives like Umang, Start-up India Portal, Bharat Interface for Money (BHIM) etc. to boost digitisation.
- In October 2020, Minister of Commerce and Industry, Mr. Piyush Goyal invited start-ups to register at public procurement portal, GeM, and offer goods and services to government organisations and PSUs.
- In October 2020, amending the equalisation levy rules of 2016, the government mandated foreign companies operating e-commerce platforms in India to have permanent account numbers (PAN). It imposed a 2% tax in the FY21 budget on

the sale of goods or delivery of services through a non-resident ecommerce operator.

- In order to increase the participation of foreign players in E-commerce, Indian Government hiked the limit of FDI in E-commerce marketplace model to up to 100% (in B2B models).
- Heavy investment made by the Government in rolling out fiber network for 5G will help boost E-commerce in India.

## CHAPTER 2

### 2.1 REVIEW OF LITERATURE

**(Accenture, 2020)** In the study named “Consumer behavior towards online shopping in India”, the researchers gave a comprehensive view about how in this technological era, online shopping has become an integral part of our daily lifestyle due to high level of internet penetration and other factors. (Singh, 2018) A study on “Consumer’s buying behavior towards online shopping. A case study of Flipkart.com users in Udumalpet Town” gave a detailed description about the various attitudes or behavioral traits of users towards online shopping. (Lakshmanan and Karthik, 2016)

Without the presence of the customers, there is no existence of any business firm. With the distinct roles played by the consumers in the form of user and buyer, it’s quite essential for the marketer to keep a strong track of the mindsets of the customers, in order to not only acquire but also retain them. Even during this crucial period when the whole of the world is under the grasp of this pandemic COVID - 19, the firms are busy analyzing the mindsets of their potential customers, in order to bring about the highest level of satisfaction even in these difficult times. In order to create opportunities one needs to identify the different aspects which can help them to evolve during this time. One of such sectors is the ecommerce which at the very onset of the disease understood the limitations, opportunities and challenges that they are going to face. A study conducted on “Analysis on consumer’s online buying behavior of essentials during COVID - 19 in central suburbs of Mumbai” highlighted that consumers are willing to experience and try new technological advancements available, so they are showing more interest in online shopping. (Rao and Moorthy, 2020) In the study “Impact of COVID - 19 n consumer behavior: Will the old habits return or die”, researchers gave a detailed explanation about how COVID - 19 is affecting the shopping habits of the consumers. (Sheth, 2020)

**(Forbes, 2020)** In the study named "Customer Perception towards online buying of Electronic Products from Flipkart and Amazon " describes the scenario how majority customers were purchasing electronics items from Flipkart and other online shopping sites prior to this pandemic period. (Ahuja, 2018) Another study on "Consumer's Online Shopping behavior with reference to the Flipkart" gave a detailed description about the features of Flipkart which consumers like the most, and the products which consumers prefer to buy the most from Flipkart. (Pandey & Parmar, 2019) A study conducted by Forbes on "How will the pandemic change consumer behaviors" stated that "COVID - 19 will have an enduring impact on society long after the lockdown is over" (Forbes, 2020) Forbes conducted another study named "Consumer Behavior in the new normal" in which it talked about how things have changed after this pandemic came into existence, and how people are coping up with the new rules and regulations during this pandemic.

**Lissitsa Sabina and Kol Ofrit (July, 2016)** in the paper "Generation X vs. Generation Y – A decade of online shopping" explained that study is based on annual social survey in Israel. Generational Cohort Theory was used to examine the trends of 16 internet shopping and online purchasing behaviour among generation X and generation Y in the past decade. Study finds out that, the rate of internet access and online purchasing increased continuously in both generations. Authors used Generational Cohort Theory as segmenting tool. Rate of internet access was higher in generation Y and the percentage of those who bought electrical appliance, furniture or vacation online was higher in generation X. study revealed that Generation Y is more attractive population for businesses due to its hedonism, extravagance and great connectivity but it is also important to focus on Generation X as they buys more due to high income and more free time.

**Dayal Smita (Jan, 2016)** in the paper an analysis of the social media influence on the online buying behavior of Indian Consumers attempts to capture the impact of social media on buying behaviour of Indian customers. The study is based on secondary data and reveals that there are three areas whereby social media is applying. Two of these areas focus on enhancing existing business processes, while third category

attempts to re-invent a certain space within the industry together. Social marketing is using various tactics, tools, media and technology across all components of marketing mix. Social CRM (customer relation management) includes simultaneous interactions and conversations with customers and in order to improve business processes, targeting, retaining, acquiring, understanding, listening to and collaborating with customers are important. And lastly, social networks have created a space for new services that is slowly being filled by small sized entrepreneurial companies. Social media thus implies a fundamental shift in the way firms interact with prospects, customers, employees and other stakeholders.

**Simranjit Singh, Sonia Bajwa (2017)** had carried out a research study on “buying behaviour of consumer towards counterfeit products: a case study of moga city”. The main objective of the research was to put emphasis on the reasons for counterfeit purchase and the norms they follow while forming this behaviour. The other objectives were to find out the dominant factors affecting on the consumer while purchasing counterfeit goods, to know the relationship of these factors with the purchase behaviour and application of TPB model for knowing the factors creating inclination towards counterfeit. The sample size was for research was 100 respondents. A structures questionnaire was used by following the convenience sampling method. The data were described with the help of pivot table and pie charts with percentages. After the analysis the researcher had found that behaviour of the respondents that leads them to go for committing a crime of purchasing such knock offs and pirated items. Cost and status seeking have known to be the two reasons for committing an illegal practice. If the money income of the consumer is increased then this could work as a measure of curbing this practice.

**M. Dhanalakshmi, M. Sakthivel, M. Nandhini (2017)** performed a research study on “A Study on Customer Perception towards Online Shopping, Salem”. The main objective of the research was to study the customer perception towards online shopping at Salem district. The sample size of the research was 150 respondents. The researchers had adopted random convenience sampling technique to gather the data. The data were analyzed using the simple percentage analysis and ANOVA

(analysis of variances) methods. As a result of data analysis and interpretation, the researchers conclude that the consumer's perception of online shopping varies from person to person and the perception is limited to a certain extent by the availability of the proper connectivity and the exposure to the online shopping has to be improved to make the customer satisfied. The perception of the consumer also has similarities and difference based on their personal characteristics usage based on their needs and demand. The study reveals that most of the students are attached to the online shopping and hence the elder people don't use online shopping much as compared to the younger ones, so awareness has been fashioned in the coming era. Finally, the researchers suggested that the online transaction should be flexible for the customers who perceived in shopping.

**Pritam P. Kothari, Shivganga S. Maindargi (2016)** performed a research study on A Study on Customers Attitude towards Online Shopping in India and its Impact: With Special Reference to Solapur City. The main objective of the research was to highlight the factors which online Indian customers keep in mind while shopping. The sample size of research was 100 respondents from Solapur city. The researcher had used sampling method and Krejcie and Morgan formula to calculate the sample size. After the data analysis and interpretation, the researcher found that occupation of consumers is independent of Purchase habit of consumers in online shopping. Finally the researcher concluded that the future of online shopping in India looks very bright. Online shopping gives customers best alternatives to save money and time. Companies Offer detail product information, easy mode of payment, facility of comparison of price and very important completely hassle free shopping experience. The Success of online shopping depends on its popularity, its brand image and its unique promotional policies.

**Manisha Kinker, N.K. Shukla (2016)** performed a research study on "An Analysis of Consumer Behaviours towards Online Shopping of Electronic Goods With special reference to Bhopal and Jabalpur city". The main objective of the research was to clarify and get insight into consumer Behaviour towards online shopping of electronic goods, to study consumers' expectations of online stores, to find out factors that

influences the consumers towards online shopping and to analyze the consumer's wants and needs especially in Bhopal and Jabalpur city of Madhya Pradesh. The sample size of the research was 40 respondents of Bhopal and Jabalpur city. The findings of the proposed research work are as follows as Customer-Oriented Factors „Time Saving“, „Product Quality“, „Product Price“, „Convenience“, „Accessibility“, „Shop Anywhere and Anytime“ are the main specific factors influence customers attitudes toward electronic product online shopping. The minor factors that influences customer's attitudes toward electronic product online shopping are technological factors, assured quality, cash on delivery and various promotions and discounts .The attitude towards online shopping is different in Bhopal and Jabalpur city. After the data analysis, the researcher concludes that the electronic product online market takes a high percent of individuals shopping on it.

**Pawan Kumar, Kanchan (2017)** performed a research study on “Online Shopping Behaviour among Students with Special Reference to Ludhiana, Punjab, India”. The main objective of the research was to understand the online purchase pattern of youth in India and to study the factors those contribute to online shopping

## **CHAPTER 3**

### **RESEARCH DESIGN**

#### **3.1 NEED FOR STUDY**

The effect of E-commerce business on Consumer behaviour are driving the business wide adoption of Consumer behaviour analysis for pulling in more shoppers and improving their shopping experience. There is a noteworthy change in buyer's mentalities and shopping conduct, most of them are relied upon to remain post-pandemic. The lockdown has forced purchasers to question their shopping habits including buying habits, preference and the emotional move towards internet business. To what extend the pandemic changed the buying behaviour of consumer towards online purchases.

#### **3.2 SCOPE OF THE STUDY**

The research measures the experiences of customers. Defines and analyses the experiences based on key deliverables. Gains insight into Customer preference towards different online websites. Customer experience is how customers engage with online shopping during pandemic.

#### **3.3 OBJECTIVE OF THE STUDY**

##### **3.3.1 Primary objective:**

- To study the consumer behavior towards online shopping during pandemic.

##### **3.3.2 Secondary objective:**

- To analyze what are the main product range consumer are buying from online during pandemic.
- To determine preference of the consumer towards different online websites.
- To analyze safety precautions taken by the online website for safe delivery during pandemic.

### **3.4 SOURCES OF DATA**

#### **Primary data**

Primary data, by contrast, are collected by the investigator conducting the research.

#### **Questionnaire**

The questionnaire tried to capture the responses of the customers mainly on the key deliverables, derived from the survey conducted, and a few questions have been included to gauge the level of satisfaction and to gain insight into customer expectations.

#### **Secondary Data**

Sources Secondary data refers to data that was collected by someone other than the user. Common sources of secondary data for Journal, Books, Websites, organisational records and data that was originally collected for other research purposes.

### **3.5 PERIOD OF STUDY**

The period of study is from DEC 2020 TO MAR 2021 which is a three months of study.

### **3.6 LIMITATIONS OF THE STUDY**

The analysis of the present study has been carried out based on the information has collected from the general people. The study is an opinion survey caution may have to be exercised while extending the result to other areas. Due to time constrict only 120 numbers of respondents were considered. The result fully depends on the information given by the respondents which may be based.

### **3.7 ANALYTICAL TOOLS**

The analytical tools used are spss for testing the hypothesis, Chi Square test in spss too

## CHAPTER 4

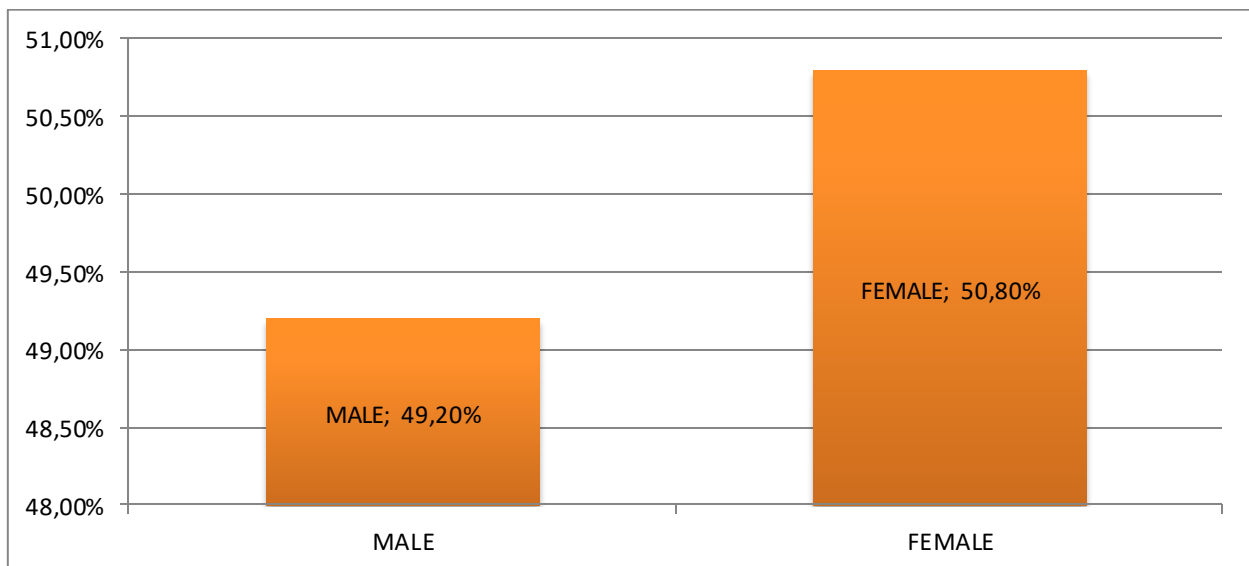
### DATA ANALYSIS AND INTERPRETATION

#### 4.1 PERCENTAGE ANALYSIS

**Table 4.1.1: Showing gender of the respondents**

| Gender | No of respondent | Percentage |
|--------|------------------|------------|
| Male   | 59               | 49.2       |
| Female | 61               | 50.8       |
| Total  | 120              | 100.0      |

**Source: primary data**



**Chart 4.1.1 gender of the respondents**

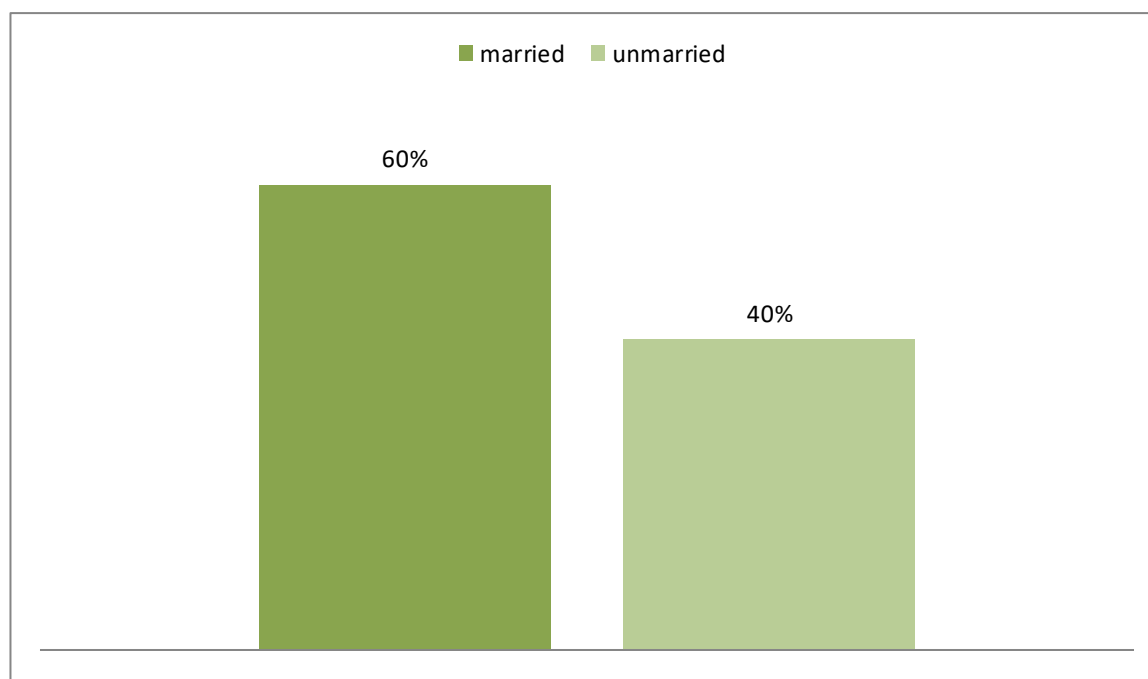
#### **Interpretation:**

From the above table out of 120 respondents, 49% of the respondents are male. 51% of the respondents are female. Majority (51%) of the respondents are female.

**Table 4.1.2: showing marital status of the respondents**

| Marital status | No of respondents | Percentage |
|----------------|-------------------|------------|
| Married        | 72                | 60         |
| Unmarried      | 48                | 40         |
| Total          | 120               | 100        |

**Source: primary data**



**Chart 4.1.2 showing marital status of the respondents**

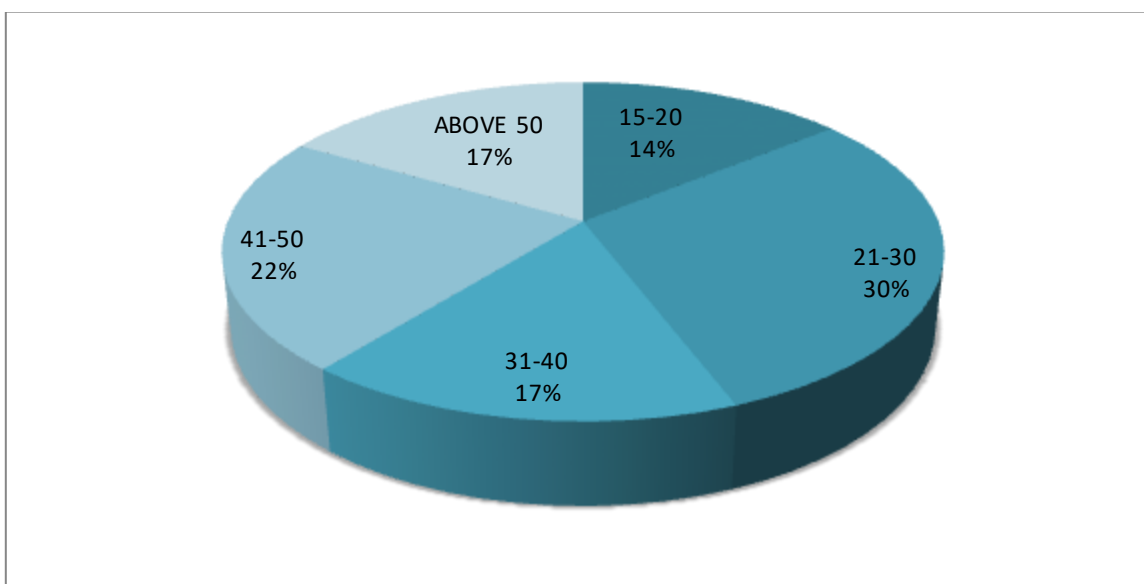
**Interpretation:**

From the above table, out of 120 respondents 60% respondents are married. 40% respondents are unmarried. Majority of the respondent are married (60%)

**Table 4.1.3 showing age of the respondents**

| Age      | No of respondents | Percentage |
|----------|-------------------|------------|
| 15-20    | 17                | 14.2       |
| 21-30    | 36                | 30         |
| 31-40    | 20                | 16.7       |
| 41-50    | 27                | 22.5       |
| Above 50 | 20                | 16.7       |
| Total    | 120               | 100        |

**Source: primary data**



**Chart 4.1.3 shows age of the respondents**

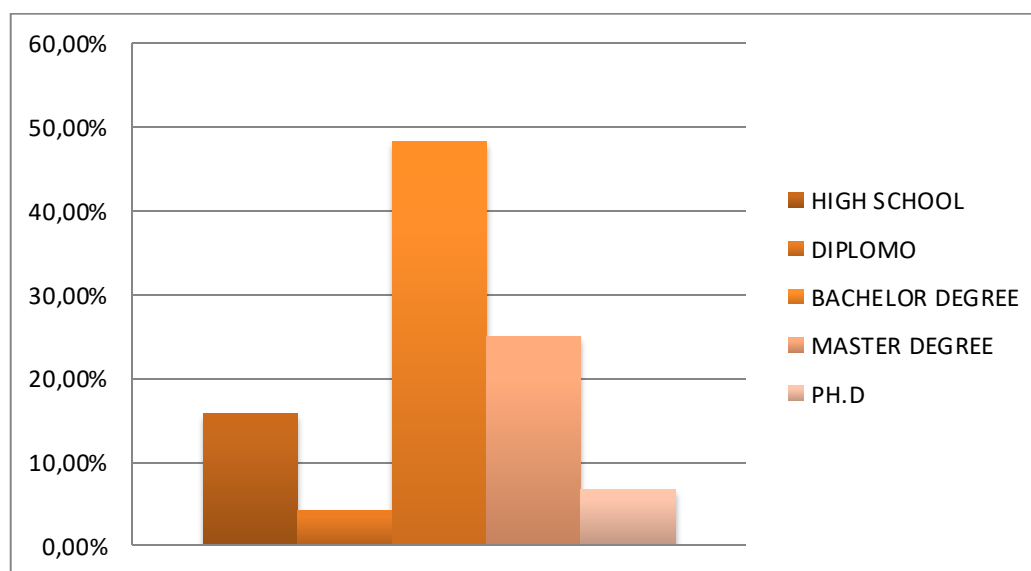
**Interpretation:**

From the above table, out of 120 respondents 14% of the respondents are 15-20 age group. 30% of the respondents are 21-30 age group. 17% of the respondents are 31-40 age group. 22% of the respondents are 41-50 age group. 17% of the respondents are above 50 age group. Majority of the respondent are 21 to 30 age (30%)

**Table 4.1.4 showing highest qualification of the respondents**

| Qualification   | No of respondents | Percentage |
|-----------------|-------------------|------------|
| High school     | 19                | 15.8       |
| Diplomo         | 5                 | 4.2        |
| Bachelor degree | 58                | 48.3       |
| Master degree   | 30                | 25         |
| Ph.D            | 8                 | 6.7        |
| Total           | 120               | 100        |

**Source: primary data**



**Chart 4.1.4 showing highest qualification of the respondents**

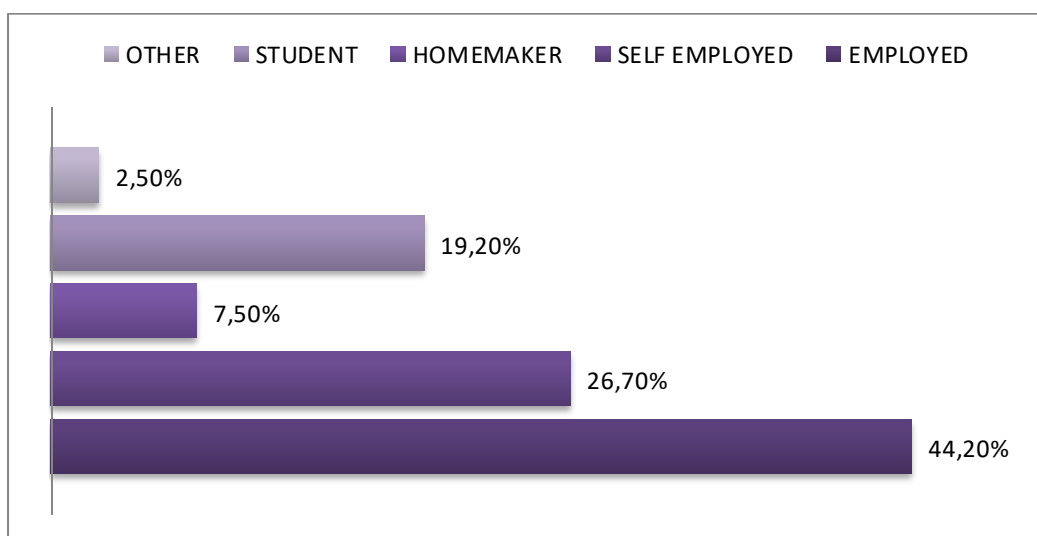
**Interpretation:**

From the above table, out of 120 respondents 16% of the respondent highest qualification is high school. 4% of the respondent highest qualification is diploma. 48% of the respondent highest qualification is bachelor degree. 25% of the respondent highest qualification is master degree. 7% of the respondent highest qualification is Ph.D. Majority of the respondent highest qualification bachelor degree (48.3%)

**Table 4.1.5 showing employment status of respondents**

| Employment status | No of respondent | Percentage |
|-------------------|------------------|------------|
| Employed          | 53               | 44.2       |
| Self employed     | 32               | 26.7       |
| Homemaker         | 9                | 7.5        |
| Student           | 23               | 19.2       |
| Other             | 3                | 2.5        |
| Total             | 120              | 100        |

**Source: primary data**



**Chart 4.1.5 shows the employment status of respondents**

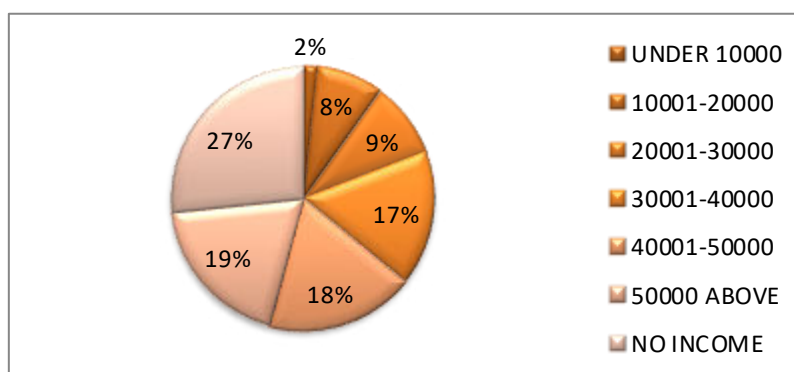
**Interpretation:**

From the above table, out of 120 respondents 44% respondents are employed. 27% respondents are self employed. 7% respondents are homemaker. 19% respondents are students. 3% respondents are other category. Majority of the respondent are employed (44.2%)

**Table 4.1.6 showing the monthly income of the respondents**

| Income      | No of respondents | Percentage |
|-------------|-------------------|------------|
| Under 10000 | 2                 | 1.7        |
| 10001-20000 | 10                | 8.3        |
| 20001-30000 | 11                | 9.2        |
| 30001-40000 | 20                | 16.7       |
| 40001-50000 | 22                | 18.3       |
| 50000 above | 23                | 19.2       |
| No income   | 32                | 26.7       |
| Total       | 120               | 100        |

**Source: primary data**



**Chart 4.1.6 shows the monthly income of the respondents**

**Interpretation:**

From the above table, out of 120 respondents 2% of the respondent monthly income is under 10000. 8% of the respondent monthly income is 10001-20000. 9% of the respondent monthly income is 20001-30000. 17% of the respondent monthly income is 30001-40000. 18% of the respondent monthly income is 40001-50000. 19% of the respondent monthly income is above 50000. 27% of the respondent does not have income. Majority of the respondent are not having any income (27%)

**Table 4.1.7 showing buying behavior of the respondents**

| Buying products in online | No of respondent | Percentage |
|---------------------------|------------------|------------|
| Yes                       | 120              | 100        |
| No                        | 0                | 0          |
| Total                     | 120              | 100        |

**Source: primary data**



**Chart 4.1.7 shows the respondent buying behavior of online products**

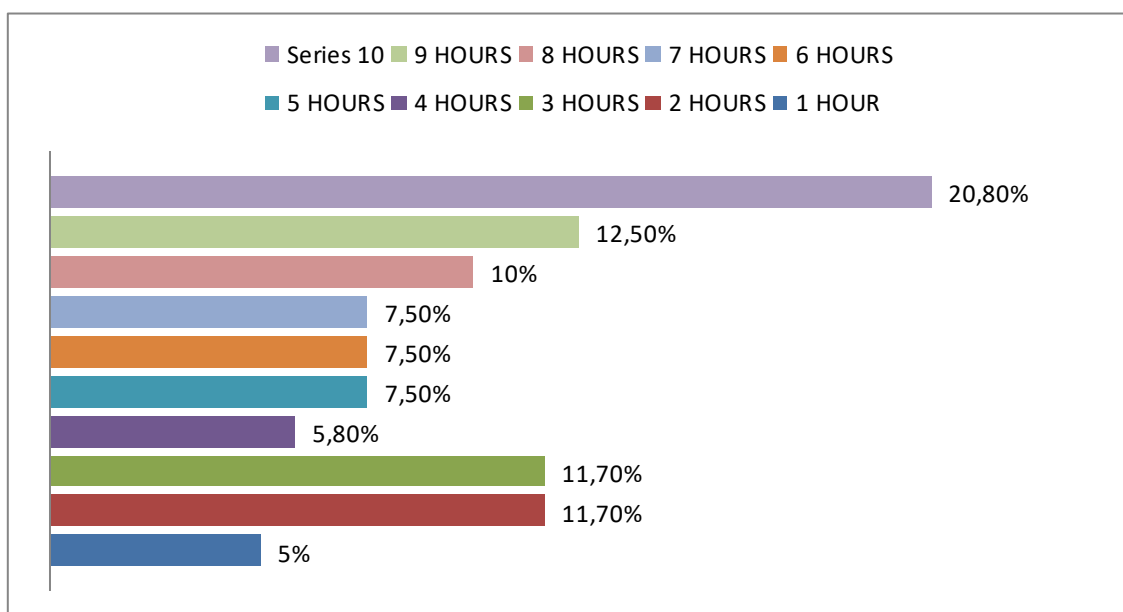
**Interpretation:**

From the above table, out of 120 respondent 100% of the respondent buy products through online during pandemic. Majority of the respondent buy products through online (100%)

**Table 4.1.8 shows the hours spend by the respondent in a week**

| No of hours spend in week | No of respondent | Percentage |
|---------------------------|------------------|------------|
| 1 hour                    | 6                | 5          |
| 2 hours                   | 14               | 11.7       |
| 3 hours                   | 14               | 11.7       |
| 4 hours                   | 7                | 5.8        |
| 5 hours                   | 9                | 7.5        |
| 6 hours                   | 9                | 7.5        |
| 7 hours                   | 9                | 7.5        |
| 8 hours                   | 12               | 10         |
| 9 hours                   | 15               | 12.5       |
| 10 hours above            | 25               | 20.8       |
| Total                     | 120              | 100        |

**Source: primary data**



**Chart 4.1.8 shows the no of hours spend by the respondent in a week**

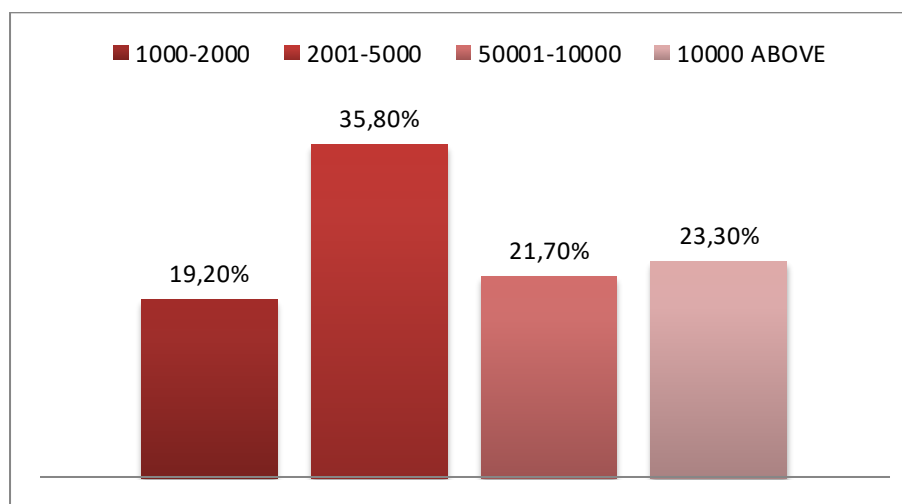
**Interpretation:**

From above table, out of 120 respondent 5% of the respondent spend online shopping for 1 hour in a week. 11.7% of the respondent spend online shopping for 2 hours in a week. 11.7% of the respondent spend online shopping for 3 hours in a week. 5.8% of the respondent spend online shopping for 4 hours in a week. 7.5% of the respondent spend online shopping for 5 hours in a week. 7.5% of the respondent spend online shopping for 6 hours in a week. 7.5% of the respondent spend online shopping for 7 hours in a week. 10% of the respondent spend online shopping for 8 hours in a week. 12.5% of the respondent spend online shopping for 9 hours in a week. 25% of the respondent spend online shopping for more than 10 hours. Majority of the respondent spend online shopping more than 10 hours per week (20.8%)

**Table 4.1.9 shows money spend in month by the respondent for online shopping during pandemic**

| Money spend in a month | No of respondent | Percentage |
|------------------------|------------------|------------|
| 1000-2000              | 23               | 19.2       |
| 2001-5000              | 43               | 35.8       |
| 5001-10000             | 26               | 21.7       |
| 10000 above            | 28               | 23.3       |
| Total                  | 120              | 100        |

**Source: primary data**



**Chart 4.1.9 shows the money spend by the respondent for online shopping per month**

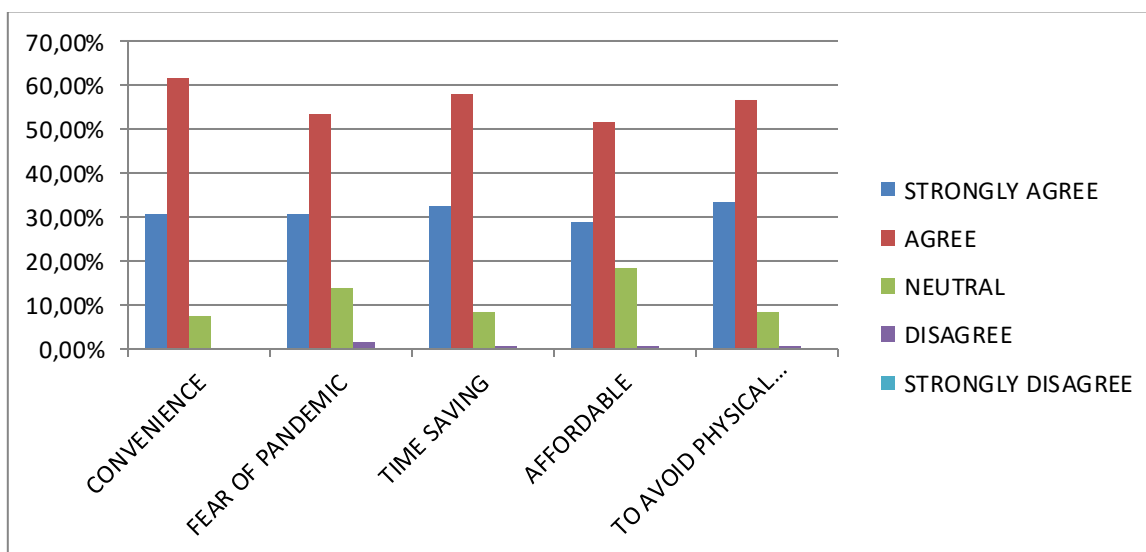
**Interpretation:**

From above table, out of 120 respondent 19.2% of the respondent spend 1000-2000 per month. 35.8% of the respondent spend 2001-5000 per month. 21.7% of the respondent spend 5001-10000 per month. 23.3% of the respondent spend above 10000 per month. Majority of the respondent spend 2001 to 5000 per month (35.8%)

**Table 4.1.10 showing reason to shop online during pandemic**

| Reason                    | Strongly agree | agree         | neutral       | Disagree | Strongly disagree | Total |
|---------------------------|----------------|---------------|---------------|----------|-------------------|-------|
| Convenience               | 37<br>(30.8%)  | 74<br>(61.6%) | 9<br>(7.5%)   | 0        | 0                 | 120   |
| Fear of pandemic          | 37<br>(30.8%)  | 64<br>(53.3%) | 17<br>(14.1%) | 2 (1.6%) | 0                 | 120   |
| Time saving               | 39<br>(32.5%)  | 70<br>(58.3%) | 10<br>(8.3%)  | 1 (0.8%) | 0                 | 120   |
| Affordable                | 35<br>(29.1%)  | 62<br>(51.6%) | 22<br>(18.3%) | 1 (0.8%) | 0                 | 120   |
| To avoid physical contact | 41<br>(33.3%)  | 68<br>(56.6%) | 10<br>(8.3%)  | 1 (0.8%) | 0                 | 120   |

**Source: primary data**



**Chart 4.1.10 shows reason to shop online**

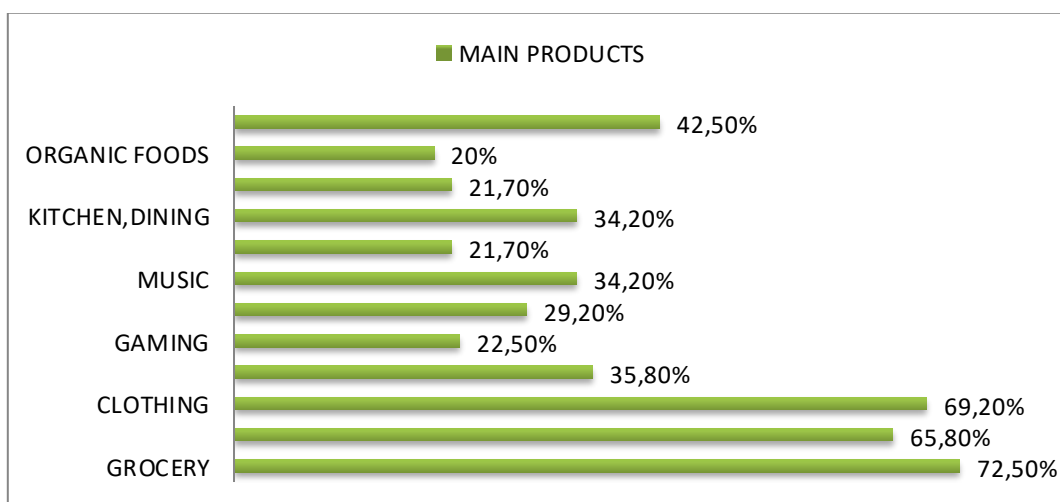
**Interpretation:**

From above table, out of 120 respondent 30.8% respondent strongly agree with convenience is reason to shop online. 61.6% agree with convenience, 7.5% choose neutral. 30.8% respondent strongly agree with fear of pandemic is the reason to shop online, 53.3% agree, 14.1% neutral, 1.6% disagree with the reason. 32.5% respondent strongly agree with time saving, 58.3% agree, 8.3% neutral, 0.8% disagree with reason. 29.1% respondent strongly agree affordable, 51.6% agree, 18.3% neutral, 0.8% disagree with reason. 33.3% respondent strongly agree to avoid physical contact, 56.6% agree, 8.3% neutral, 0.8% disagree with reason to shop online. Majority of the respondent agree with convenience (61.6%), fear of pandemic (53.3%), time saving (58.3%), affordable (51.6%), to avoid physical contact (56.6%).

**Table 4.1.11 showing main products purchased during pandemic**

| Main products          | No of respondent | Total no of respondent | Percentage (%) | Total percentage (%) |
|------------------------|------------------|------------------------|----------------|----------------------|
| Grocery                | 87               | 120                    | 72.5           | 100                  |
| Appliances,electronics | 79               | 120                    | 65.8           | 100                  |
| Clothing               | 83               | 120                    | 69.2           | 100                  |
| Beauty products        | 43               | 120                    | 35.8           | 100                  |
| Gaming                 | 27               | 120                    | 22.5           | 100                  |
| Software               | 35               | 120                    | 29.2           | 100                  |
| Music, movies          | 41               | 120                    | 34.2           | 100                  |
| Home décor             | 26               | 120                    | 21.7           | 100                  |
| Kitchen,dining         | 41               | 120                    | 34.2           | 100                  |
| Garden things          | 26               | 120                    | 21.7           | 100                  |
| Organic foods          | 24               | 120                    | 20             | 100                  |
| Food items             | 51               | 120                    | 42.5           | 100                  |
| Sanitizer, facemask    | 76               | 120                    | 63.3           | 100                  |

**Source: primary data**



**Chart 4.1.11 shows main product purchased by respondents**

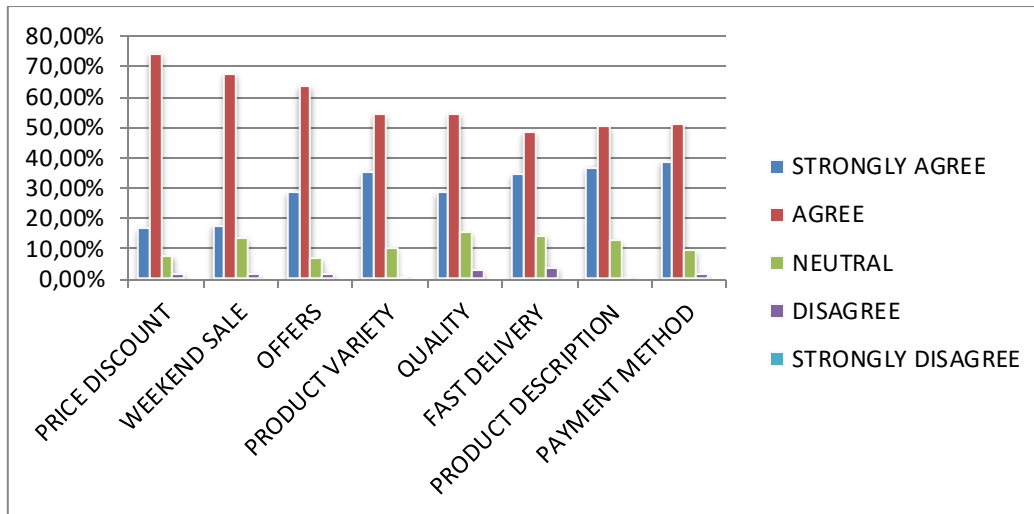
**Interpretation:**

From above table, out of 120 respondent 72.5% of respondent buy grocery, 65.8% respondent buy appliances and electronics, 69.2% respondent buy clothing, 35.8% respondent buy beauty products, 22.5% respondent buy gaming, 29.2% respondent buy software, 34.2% respondent buy music and movies. 21.7% respondent buy kitchen and dining, 21.7% respondent buy outdoor things, 20% of respondent buy organic foods, 42.5% respondent buy food items, 63.3% respondent buy sanitizer and face mask. Majority of the respondent buy grocery (72.5%)

**Table 4.1.12 showing respondent preferences towards different online website**

| Preference                   | Strongly agree | agree         | Neutral       | Disagree    | Strongly disagree | Total no of respondent |
|------------------------------|----------------|---------------|---------------|-------------|-------------------|------------------------|
| Price discount               | 20<br>(16.6%)  | 89<br>(74.1%) | 9<br>(7.5%)   | 2<br>(1.6%) | 0                 | 120                    |
| Weekend sale                 | 21<br>(17.5%)  | 81<br>(67.5%) | 16<br>(13.3%) | 2<br>(1.6%) | 0                 | 120                    |
| Offers                       | 34<br>(28.3%)  | 76<br>(63.3%) | 8<br>(6.6%)   | 2<br>(1.6%) | 0                 | 120                    |
| Product variety              | 42<br>(35%)    | 65<br>(54.1%) | 12<br>(10%)   | 1<br>(0.8%) | 0                 | 120                    |
| Quality                      | 34<br>(28.3%)  | 65<br>(54.1%) | 18<br>(15%)   | 3<br>(2.5%) | 0                 | 120                    |
| Fast delivery                | 41<br>(34.1%)  | 58<br>(48.3%) | 17<br>(14.1%) | 4<br>(3.3%) | 0                 | 120                    |
| Detailed product description | 44<br>(36.6%)  | 60<br>(50%)   | 15<br>(12.5%) | 1<br>(0.8%) | 0                 | 120                    |
| Various payment method       | 46<br>(38.3%)  | 61<br>(50.8%) | 11<br>(9.1%)  | 2<br>(1.6%) | 0                 | 120                    |

Source: primary data



**Chart 4.1.12 showing preference towards different online websites of the respondents**

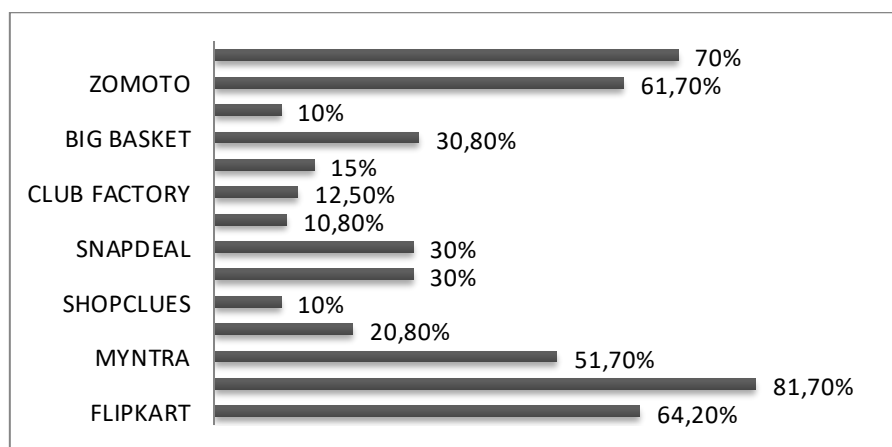
#### **Interpretation:**

From above table, out of 120 respondent 16.6% strongly agree with price discount, 74.1% agree, 7.5% neutral, 1.6% disagree. 17.5% strongly agree with weekend sale, 67.5% agree, 13.3% neutral, 1.6% disagree. 28.3% strongly agree with offers, 63.3% agree, 6.6% neutral, 1.6% disagree. 35% strongly agree with product variety, 54.1% agree, 10% neutral, 0.8% disagree. 28.3% strongly agree with quality, 54.1% agree, 15% neutral, 2.5% disagree. 34.1% strongly agree with fast delivery, 48.3% agree, 14.1% neutral, 3.3% are disagree. 36.6% strongly agree with detailed product description, 50% agree, 12.5% neutral, 0.8% disagree. 38.3% strongly agree with various payment method, 50.8% agree, 9.1% neutral, 1.6% are disagree. Majority of the respondent agree with price discount (74.1%), weekend sale (67.5%), offers (63.3%), product variety (54.1%), quality (54.1%), fast delivery (48.3%), detailed product description (50%), various payment method (50.8%).

**Table 4.1.13 showing website that are most comfortable buying products during pandemic**

| Website      | No of respondent | Total no of respondent | Percentage | Total no of percentage |
|--------------|------------------|------------------------|------------|------------------------|
| Flipkart     | 77               | 120                    | 64.2       | 100                    |
| Amazon       | 98               | 120                    | 81.7       | 100                    |
| Myntra       | 62               | 120                    | 51.7       | 100                    |
| Nykaa        | 25               | 120                    | 20.8       | 100                    |
| Shopclues    | 12               | 120                    | 10         | 100                    |
| Ajio         | 37               | 120                    | 30         | 100                    |
| Snapdeal     | 36               | 120                    | 30         | 100                    |
| Ebay         | 13               | 120                    | 10.8       | 100                    |
| Club factory | 15               | 120                    | 12.5       | 100                    |
| Meesho       | 18               | 120                    | 15         | 100                    |
| Big basket   | 37               | 120                    | 30.8       | 100                    |
| Olx          | 12               | 120                    | 10         | 100                    |
| Zomoto       | 74               | 120                    | 61.7       | 100                    |
| Swiggy       | 84               | 120                    | 70         | 100                    |

**Source: primary data**



**Chart 4.1.13 shows websites that are most comfortable for respondents**

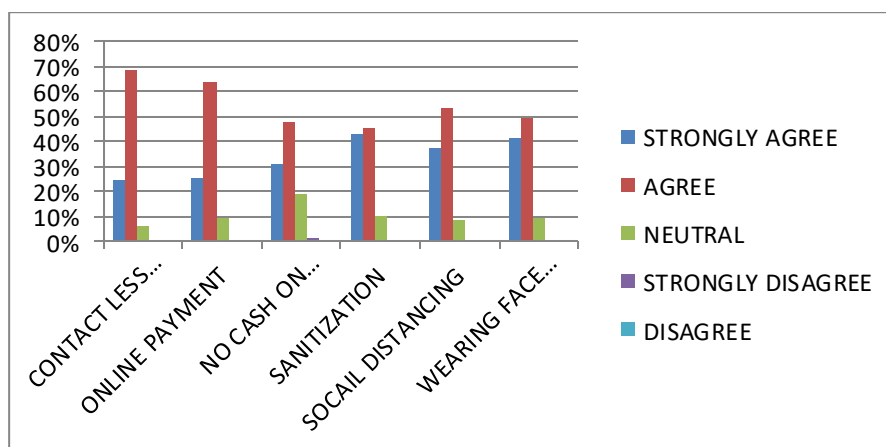
**Interpretation:**

From above table, out of 120 respondent 64.2% use flipkart, 81.7% respondent use amazon, 51.7% respondent use myntra, 20.8% respondent use nykaa, 10% respondent use shopclues, 30.8% respondent use ajio, 30% respondent use snapdeal. 10.8% respondent use ebay, 12.5% respondent use club factory, 15% respondent use meesho, 30.8% respondent use big basket, 10% respondent use olx, 61.7% respondent use zomato. 70% respondent use swiggy. Majority of the respondent comfortable buying products in amazon (81.7%)

**Table 4.1.14 showing safety measures taken by online website for safe delivery**

| Safety measures       | Strongly agree | Agree         | Neutral       | Disagree    | Strongly disagree | Total no of respondent |
|-----------------------|----------------|---------------|---------------|-------------|-------------------|------------------------|
| Contact less delivery | 30<br>(25%)    | 82<br>(68.3%) | 8<br>(6.6%)   | 0           | 0                 | 120                    |
| Online payment        | 31<br>(25.8%)  | 77<br>(64.1%) | 11<br>(9.1%)  | 1<br>(0.8%) | 0                 | 120                    |
| No cash on delivery   | 37<br>(30.8%)  | 57<br>(47.5%) | 23<br>(19.1%) | 2<br>(1.6%) | 1<br>(0.8%)       | 120                    |
| Sanitization          | 52<br>(43.3%)  | 55<br>(45.8%) | 12<br>(10%)   | 1<br>(0.8%) | 0                 | 120                    |
| Social distancing     | 45<br>(37.5%)  | 64<br>(53.3%) | 10<br>(8.3%)  | 1<br>(0.8%) | 0                 | 120                    |
| Wearing face mask     | 50<br>(41.6%)  | 59<br>(49.1%) | 11<br>(9.1%)  | 0           | 0                 | 120                    |

**Source: primary data**



**Chart 4.1.14 shows safety measures taken by online website**

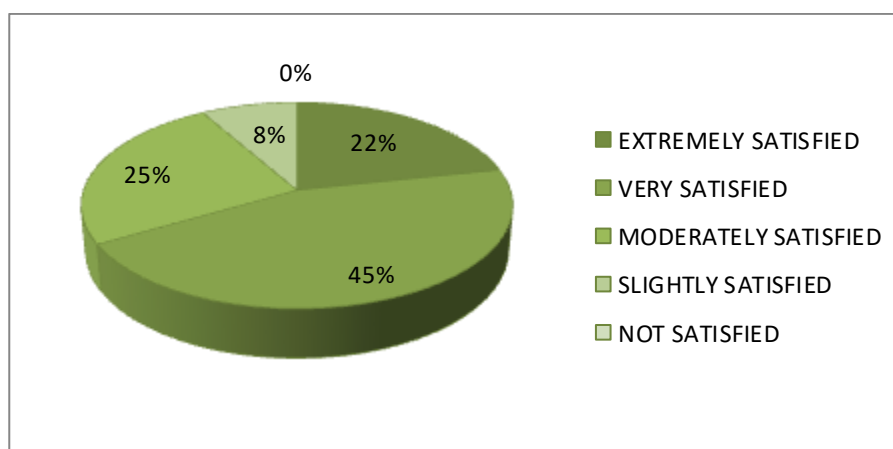
**Interpretation:**

From above table, out of 120 respondent 25% respondent strongly agree with contact less delivery, 68.3% agree, 6.6% neutral. 25.8% respondent strongly agree with online payment, 64.1% agree, 9.1% neutral, 0.8% disagree. 30.8% strongly agree with no cash on delivery, 47.5% agree, 19.1% neutral, 1.6% disagree, 0.8% strongly disagree. 43.3% respondent strongly agree with sanitization, 45.8% agree, 10% neutral, 0.8% disagree. 37.5% respondent strongly agree with social distancing, 53.3% agree, 8.3% neutral, 0.8% disagree. 41.6% respondent strongly agree with wearing face mask, 49.1% agree, 9.1% neutral. Majority of the respondent agree with contact less delivery (68.3%), online payment (64.1%), no cash on delivery (47.5%), sanitization (45.8%), social distancing (53.3%), face mask (49.1%).

**Table 4.1.15 showing the level of satisfaction with online website for safe product delivery during pandemic**

| Level of satisfaction | No of respondent | Percentage |
|-----------------------|------------------|------------|
| Extremely satisfied   | 26               | 21.7       |
| Very satisfied        | 54               | 45         |
| Moderately satisfied  | 30               | 25         |
| Slightly satisfied    | 10               | 8.3        |
| Not satisfied         | 0                | 0          |
| Total                 | 120              | 100        |

**Source: primary data**



**Chart 4.1.15 shows the level of satisfaction of the respondents**

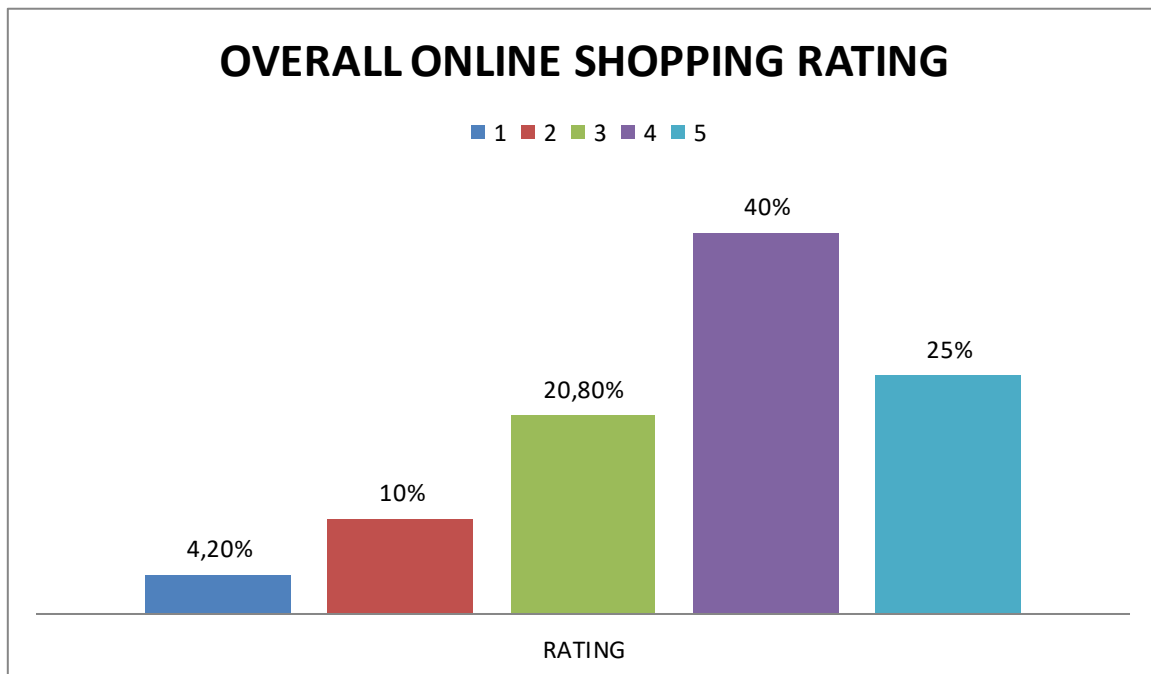
#### **Interpretation:**

From above table, out of 120 respondent 21.7% respondent extremely satisfied with online website for safe delivery during pandemic. 45% respondent very satisfied with online website for safe delivery. 25% respondent moderately satisfied with online website for safe delivery. 8.3% respondent slightly satisfied with online website for safe delivery. Majority of the respondent very satisfied with online shopping (45%).

**Table 4.1.16 shows the overall experience of online shopping during pandemic**

| Overall experience rating | No of respondent | Percentage |
|---------------------------|------------------|------------|
| 1                         | 5                | 4.2        |
| 2                         | 12               | 10         |
| 3                         | 25               | 20.8       |
| 4                         | 48               | 40         |
| 5                         | 30               | 25         |
| Total                     | 120              | 100        |

**Source: primary data**



**Chart 4.1.16 shows the overall experience of respondent during online shopping**

**Interpretation:**

From above table, out of 120 respondent 4.2% respondent select 1 rating for overall experience of online shopping. 10% respondent select 2 rating. 20.8% of the respondent select 3 rating. 40% respondent select 4 rating. 25% respondent select 5 rating. Majority of the respondent selected 4 rating for overall online shopping experience (40%)

## 4.2 chi square test

The table showing the relationship between income and amount spend per month in online shopping.

Null hypothesis (H0): There is no association between income and the amount spend per month in online shopping.

Alternative hypothesis (H1): There is association between income and the amount spend per month in online shopping.

Cases processing summary

| Income *<br>Spend per<br>month | Cases |         |         |         |       |         |
|--------------------------------|-------|---------|---------|---------|-------|---------|
|                                | Valid |         | Missing |         | Total |         |
|                                | N     | Percent | N       | Percent | N     | Percent |
|                                | 120   | 100.0%  | 0       | 0.0%    | 120   | 100.0%  |

Income\* spend per month crosstabulation

| Income |             | Spend per month |           |           |            |             |       |
|--------|-------------|-----------------|-----------|-----------|------------|-------------|-------|
|        |             |                 | 1000-2000 | 2001-5000 | 5001-10000 | 10000 above | Total |
|        | Under 10000 | Count           | 2         | 0         | 0          | 0           | 2     |
|        |             | Expected        | 4         | 7         | .4         | 5           | 2.0   |
|        | 10001-20000 | Count           | 2         | 8         | 0          | 0           | 10    |
|        |             | Expected        | 1.8       | 3.7       | 2.2        | 2.3         | 10.0  |
|        | 20001-30000 | Count           | 1         | 6         | 2          | 1           | 10    |
|        |             | Expected        | 1.8       | 3.7       | 2.2        | 2.3         | 10.0  |
|        | 30001-40000 | Count           | 2         | 10        | 5          | 3           | 20    |
|        |             | Expected        | 3.7       | 7.3       | 4.3        | 4.7         | 20.0  |
|        | 40001-50000 | Count           | 0         | 5         | 10         | 7           | 22    |
|        |             | Expected        | 4,0       | 8.1       | 4.8        | 5.1         | 22.0  |
| 50000  | Count       | 0               | 6         | 5         | 12         | 23          |       |

|       |              |          |      |      |      |      |       |
|-------|--------------|----------|------|------|------|------|-------|
|       | above        | Expected | 4.2  | 8.4  | 5.0  | 5.4  | 23.0  |
|       | No<br>income | count    | 15   | 9    | 4    | 5    | 33    |
|       |              | expected | 6.1  | 12.1 | 7.2  | 7.7  | 33.0  |
| Total |              | Count    | 22   | 44   | 26   | 28   | 120   |
|       |              | expected | 22.0 | 44.0 | 26.0 | 28.0 | 120.0 |

#### Chi-square tests

|                                 | Value  | Df | Asymptotic<br>significance(2-<br>sided) |
|---------------------------------|--------|----|-----------------------------------------|
| Pearson chi-square              | 64.719 | 18 | .000                                    |
| Likelihood ratio                | 67.444 | 18 | .000                                    |
| Linear-by-linear<br>association | 1.145  | 1  | .285                                    |
| N of valid cases                | 120    |    |                                         |

- a. 19 cells (67.9%) have expected count less than 5. The minimum expected count is .37

**Source: primary data**

#### **Interpretation:**

Since p value is lesser than 0.05, we reject null hypothesis and accept the alternative hypothesis. Therefore, there is significant relationship between income and amount spend for online shopping.

### 4.3 Anova

The table showing significant difference between age and level of satisfaction with online website for safe product delivery during pandemic.

Null hypothesis (H0): There is no significant difference in age and level of satisfaction

Alternative hypothesis (H1): There is significant difference in age and level of satisfaction

| <b>Descriptives</b>  |     |      |                |            |                                  |
|----------------------|-----|------|----------------|------------|----------------------------------|
| AGE                  |     |      |                |            |                                  |
|                      | N   | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean |
|                      |     |      |                |            | Lower Bound                      |
| extremely satisfied  | 26  | 3.15 | 1.287          | .252       | 2.63                             |
| very satisfied       | 53  | 3.06 | 1.433          | .197       | 2.66                             |
| moderately satisfied | 31  | 2.65 | 1.226          | .220       | 2.20                             |
| slightly satisfied   | 10  | 3.10 | 1.197          | .379       | 2.24                             |
| Total                | 120 | 2.98 | 1.331          | .122       | 2.73                             |

| <b>Descriptives</b>  |                                  |         |         |
|----------------------|----------------------------------|---------|---------|
| AGE                  |                                  |         |         |
|                      | 95% Confidence Interval for Mean | Minimum | Maximum |
|                      | Upper Bound                      |         |         |
| extremely satisfied  | 3.67                             | 1       | 5       |
| very satisfied       | 3.45                             | 1       | 5       |
| moderately satisfied | 3.09                             | 1       | 5       |
| slightly satisfied   | 3.96                             | 2       | 5       |
| Total                | 3.22                             | 1       | 5       |

| <b>ANOVA</b>   |                |     |             |      |      |
|----------------|----------------|-----|-------------|------|------|
| AGE            |                |     |             |      |      |
|                | Sum of Squares | Df  | Mean Square | F    | Sig. |
| Between Groups | 4.713          | 3   | 1.571       | .884 | .452 |
| Within Groups  | 206.212        | 116 | 1.778       |      |      |
| Total          | 210.925        | 119 |             |      |      |

## Post Hoc Tests

### Homogeneous Subsets

| <b>AGE</b>            |    |                         |
|-----------------------|----|-------------------------|
| Duncan <sup>a,b</sup> |    |                         |
| LEVELOFSATISFACTION   | N  | Subset for alpha = 0.05 |
|                       |    | 1                       |
| moderately satisfied  | 31 | 2.65                    |
| very satisfied        | 53 | 3.06                    |
| slightly satisfied    | 10 | 3.10                    |
| extremely satisfied   | 26 | 3.15                    |
| Sig.                  |    | .265                    |

a. Uses harmonic mean sample size = 21.098

**Source: primary data**

### Interpretation:

From the anova table the sig. value is 0.452. which is greater than 0.05. Hence we accept null hypothesis. Therefore there is no significant difference in the age and level of satisfaction.

## 5.1 Findings:

- Most of the respondents buy the products through online mode during pandemic
- 20.8% of the respondents spends time in online shopping for more than 10 hours in a week
- 35.80% of the respondent spend 2001 to 5000 money in online shopping for a month
- Most of the respondents agree with convenience, fear of pandemic, time saving, affordable, to avoid physical contact is the reason to shop online
- The main product buy by the respondent during pandemic is grocery
- Most of the respondents agree with price discount, week end sale, offers, product variety, quality, fast delivery, product description, payment method for preferring different online websites
- 81.7% of the respondents select amazon for comfortable buying products during pandemic
- Most of the respondents agree with contact less delivery, online payment, no cash on delivery, sanitization, social distancing, wearing face mask are the safety precautions taken for safe delivery during pandemic
- Most of the respondents are very satisfied about safe delivery
- The overall rating of online shopping experience given by the respondent is 4

## 5.2 Suggestions:

- Online websites instead of going the regular ecommerce way of grocery shopping, the firm should start up by bringing existing retailers online. For the purchase of grocery item consumer can choose the nearby local store from the listed stores along with the convenient time of the delivery.
- Online website can give more offers and free shipping during pandemic
- The need for service is just as alive online as it is in-store and one of the best things you can provide to customers purchasing online is real-time support. Live chat functionality assures that customers receive answers to any questions or concerns they might have.
- Allow online shoppers to engage with your ecommerce site and visualize how to incorporate your products into their everyday lives with the power of social proof.
- Include customer reviews in online website it can built trust among consumer.

## 6.1 CONCLUSION

Online website destinations has the appeal during pandemic circumstance to maintain a strategic distance from the dangers. Consumer buying behavior towards online shopping during pandemic around 100% accepted. Most commonly preferred sites during pandemic is Amazon followed by Flipkart over the other online sites as essentials are being highly preferred, who has highest shares in essentials domain. 43% of individual prefer to pay amount using debt card (recorded highest number of transaction) followed by COD. Consumers are more likely to continue online purchases Post pandemic also as Online shopping creates hustle free efforts and easy to shop with different offers. Great equality of items with sensible cost will fulfill the customers' requirements. During pandemic services and items gave by web-based business locales fulfilled very great number of clients. Just minimum people were dissatisfied. Though, particularly fulfilled, and impartial nearly share same degree of rate. When the residue has settled, a few shoppers may come back to their old habits, however numerous who have discovered worth and fulfillment with their online experience will continue with their online utilization. In the long haul, this will be inflection point for digital change across ecosystem.

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## **APPENDIX- 1**

### **Questionnaire:**

1. Name

2. location

3. Gender

4. Marital Status

5. Age

15-20

21-30

31-40

41-50

Above 50

6. Highest qualification

High school

Diplomo

Bachelor's degree

Master's degree

Ph.D

7. Select your employment status

Employed

Self employed

Homemaker

Student

Other

8. Select your monthly income

9. Do you buy products in online during pandemic?

Yes

No

10. How many hours do you spend on the online shopping during pandemic in a week?

1 hour

2 hour

3 hour

4 hour

5 hour

6 hour

7 hour

8 hour

9 hour

10 hours above

11. During the pandemic, How much do you spend on the online shopping per month?

1000-2000

2001-5000

5001-10000

10000 above

12. what is the reason to shop online during pandemic?

|             |                |       |         |          |                   |
|-------------|----------------|-------|---------|----------|-------------------|
| Convenience | strongly agree | agree | neutral | disagree | strongly disagree |
|-------------|----------------|-------|---------|----------|-------------------|

|                  |                |       |         |          |                   |
|------------------|----------------|-------|---------|----------|-------------------|
| Fear of pandemic | strongly agree | agree | neutral | disagree | strongly disagree |
|------------------|----------------|-------|---------|----------|-------------------|

|             |                |       |         |          |                   |
|-------------|----------------|-------|---------|----------|-------------------|
| Time saving | strongly agree | agree | neutral | disagree | strongly disagree |
|-------------|----------------|-------|---------|----------|-------------------|

|            |                |       |         |          |                   |
|------------|----------------|-------|---------|----------|-------------------|
| Affordable | strongly agree | agree | neutral | disagree | strongly disagree |
|------------|----------------|-------|---------|----------|-------------------|

To avoid physical

|         |                |       |         |          |                   |
|---------|----------------|-------|---------|----------|-------------------|
| Contact | strongly agree | agree | neutral | disagree | strongly disagree |
|---------|----------------|-------|---------|----------|-------------------|

13. What type of product do you buy online during pandemic?

Grocery & household supplies

Tv appliances, electronics

Clothing

Beauty, health

Gaming

Software

Music, movies

Home furniture

Kitchen, dining utensils

Garden, outdoor things

Organic foods

Food items

Sanitizer, face mask

14. why do you prefer different online website during pandemic?

|                |                |       |         |          |                   |
|----------------|----------------|-------|---------|----------|-------------------|
| Price discount | strongly agree | agree | neutral | disagree | strongly disagree |
|----------------|----------------|-------|---------|----------|-------------------|

|              |                |       |         |          |                   |
|--------------|----------------|-------|---------|----------|-------------------|
| Weekend sale | strongly agree | agree | neutral | disagree | strongly disagree |
|--------------|----------------|-------|---------|----------|-------------------|

|        |                |       |         |          |                   |
|--------|----------------|-------|---------|----------|-------------------|
| Offers | strongly agree | agree | neutral | disagree | strongly disagree |
|--------|----------------|-------|---------|----------|-------------------|

|                 |                |       |         |          |                   |
|-----------------|----------------|-------|---------|----------|-------------------|
| Product variety | strongly agree | agree | neutral | disagree | strongly disagree |
|-----------------|----------------|-------|---------|----------|-------------------|

|         |                |       |         |          |                   |
|---------|----------------|-------|---------|----------|-------------------|
| Quality | strongly agree | agree | neutral | disagree | strongly disagree |
|---------|----------------|-------|---------|----------|-------------------|

|               |                |       |         |          |                   |
|---------------|----------------|-------|---------|----------|-------------------|
| Fast delivery | strongly agree | agree | neutral | disagree | strongly disagree |
|---------------|----------------|-------|---------|----------|-------------------|

|                  |                |       |         |          |                   |
|------------------|----------------|-------|---------|----------|-------------------|
| Detailed product | strongly agree | agree | neutral | disagree | strongly disagree |
|------------------|----------------|-------|---------|----------|-------------------|

|                 |                |       |         |          |                   |
|-----------------|----------------|-------|---------|----------|-------------------|
| Various payment | strongly agree | agree | neutral | disagree | strongly disagree |
|-----------------|----------------|-------|---------|----------|-------------------|

15. On which website are you most comfortable buying products during pandemic?

Flipkart

Amazon

Myntra

Nykaa

Shopclues

Ebay

Club factory

Meesho

Big basket

Olx

Zomato

swiggy

16. what are the safety measures taken by the online website for safe delivery during pandemic?

Contact less delivery   strongly agree   agree   neutral   disagree   strongly disagree

Online payment                strongly agree   agree   neutral   disagree   strongly disagree

No cash on delivery        strongly agree   agree   neutral   disagree   strongly disagree

Social distancing            strongly agree   agree   neutral   disagree   strongly disagree

Wearing face mask        strongly agree   agree   neutral   disagree   strongly disagree

17. Mention the level of satisfaction with online website for safe product delivery during pandemic?

Extremely satisfied

Very satisfied

Moderately satisfied

Slightly satisfied

Not satisfied

18. Rate overall experience of online shopping during pandemic?

1 2 3 4 5

## **APPENDIX - 2**

### **A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS ONLINE SHOPPING DURING PANDEMIC**

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#### **Abstract**

Consumer Behavior towards online shopping in this pandemic period of COVID - 19 is changing rapidly. Almost every aspect of our lifestyle has been altered due to this pandemic. There are many factors popping up in these difficult times which are governing the buying decisions and preferences of the people. This research takes a descriptive analysis towards obtaining its findings and results. The results of this report are supported by reliable secondary data and primary data as well. The study focuses on purchasing essentials and giving priority to safe and secure delivery of products. This research will help Ecommerce firms to understand the changing demands and behavior of its customers during this difficult time and give the best of services leading to customer delight.

**Key Words: Consumer behavior, Pandemic, E-commerce**

#### **Introduction**

Every country is following the lock-down procedures to prevent measures, as has India. Both the private and public sectors appear to be confused by this virus. The fact that the effects of new corona viruses have a major impact on the country, the economy and society is unavoidable. The growing threat of new corona viruses is a crisis in public health and is obstructing the entire macro economy. It has also cut off the company's supply chain. Manufacturers and producers are expected to be further hampered. China is the central production hub for many companies worldwide. Any disruption in China's output will therefore simply have consequences. It is challenging for the online company to market its goods online and also to deal with immense problems as it imports its items from China. China is mainly responsible for machinery, equipment, instruments and equipment relating to communication. Disturbances in these sectors simply affect other countries' businesses. Likewise, the Indian market relies on the Chinese product and will greatly impact the Country's economy. In addition, the lockdown has obstructed the country's import and export facilities. The automotive, metals and metal products, chemical and communications equipment, rubber, plastics and office machinery sectors have also been interrupted in addition to ecommerce business.

Many online retailers are experiencing shortages of goods that can not satisfy the consumers ' demand there. In the coming future, this may also increase the price of the products after all goes well. In fact, e-commerce firms are struggling to cope with the crisis. Addressing the situation does not only address one country, but also other countries. The majority of their sellers are from China. Many web firms would also sense their supply crunch stresses.

## **Literature Review**

(**Accenture, 2020**) In the study named “Consumer behavior towards online shopping in India”, the researchers gave a comprehensive view about how in this technological era, online shopping has become an integral part of our daily lifestyle due to high level of internet penetration and other factors. (Singh, 2018) A study on “Consumer’s buying behavior towards online shopping. A case study of Flipkart.com users in Udumalpet Town” gave a detailed description about the various attitudes or behavioral traits of users towards online shopping. (Lakshmanan and Karthik, 2016)

(**Forbes, 2020**) In the study named “Customer Perception towards online buying of Electronic Products from Flipkart and Amazon ” describes the scenario how majority customers were purchasing electronics items from Flipkart and other online shopping sites prior to this pandemic period. (Ahuja, 2018) Another study on “Consumer’s Online Shopping behavior with reference to the Flipkart” gave a detailed description about the features of Flipkart which consumers like the most, and the products which consumers prefer to buy the most from Flipkart. (Pandey & Parmar, 2019) A study conducted by Forbes on “How will the pandemic change consumer behaviors” stated that “COVID - 19 will have an enduring impact on society long after the lockdown is over” (Forbes, 2020) Forbes conducted another study named “Consumer Behavior in the new normal” in which it talked about how things have changed after this pandemic came into existence, and how people are coping up with the new rules and regulations during this pandemic.

**Lissitsa Sabina and Kol Ofrit (July, 2016)** in the paper "Generation X vs. Generation Y – A decade of online shopping" explained that study is based on annual social survey in Israel. Generational Cohort Theory was used to examine the trends of 16 internet shopping and online purchasing behaviour among generation X and generation Y in the past decade. Study finds out that, the rate of internet access and online purchasing increased continuously in both generations. Authors used Generational Cohort Theory as segmenting tool. Rate of internet access was higher in generation Y and the percentage of those who bought electrical appliance, furniture or vacation online was higher in generation X. study revealed that Generation Y is more attractive population for businesses due to its hedonism, extravagance and great connectivity but it is also important to focus on Generation X as they buys more due to high income and more free time.

**Dayal Smita (Jan, 2016)** in the paper an analysis of the social media influence on the online buying behavior of Indian Consumers attempts to capture the impact of social media on buying behaviour of Indian customers. The study is based on secondary data and reveals that there are three areas whereby social media is applying. Two of these areas focus on enhancing existing business processes, while third category attempts to re-invent a certain space within the industry together. Social marketing is using various tactics, tools, media and technology across all components of marketing mix.

**Simranjit Singh, Sonia Bajwa (2017)** had carried out a research study on “buying behaviour of consumer towards counterfeit products: a case study of moga city”. The main objective of the research was to put emphasis on the reasons for counterfeit purchase and the norms they follow while forming this behaviour.

## Research Methodology

The effect of E-commerce business on Consumer behaviour are driving the business wide adoption of Consumer behaviour analysis for pulling in more shoppers and improving their shopping experience. There is a noteworthy change in buyer's mentalities and shopping conduct, most of them are relied upon to remain post-pandemic. The lockdown has forced purchasers to question their shopping habits including buying habits, preference and the emotional move towards internet business. To what extend the pandemic changed the buying behaviour of consumer towards online purchases The research measures the experiences of customers. Defines and analyses the experiences based on key deliverables. Gains insight into Customer preference towards different online websites. Customer experience is how customers engage with online shopping during pandemic.

### Objective

- To study the consumer behavior towards online shopping during pandemic.
- To analyze safety precautions taken by the online website for safe delivery during pandemic.

### Analysis and Findings

In this chapter, effort has been made to identify the demographic profile of the respondents and to find out the consumers income and money spend per month for online shopping.

#### 6.1. Classification of Respondents

| Income      | No of respondents | Percentage |
|-------------|-------------------|------------|
| Under 10000 | 2                 | 1.7        |
| 10001-20000 | 10                | 8.3        |
| 20001-30000 | 11                | 9.2        |
| 30001-40000 | 20                | 16.7       |
| 40001-50000 | 22                | 18.3       |
| 50000 above | 23                | 19.2       |
| No income   | 32                | 26.7       |
| Total       | 120               | 100        |

#### Source: Primary Data

From the above table, out of 120 respondents 2% of the respondent monthly income is under 10000. 8% of the respondent monthly income is 10001-20000. 9% of the respondent monthly income is 20001-30000. 17% of the respondent monthly income is 30001-40000. 18% of the respondent monthly income is 40001-50000. 19% of the respondent monthly income is above 50000. 27% of the respondent does not have income. Majority of the respondent are not having any income (27%)

## 6.2 chi square test

The table showing the relationship between income and amount spend per month in online shopping.

Null hypothesis (H0): There is no association between income and the amount spend per month in online shopping.

Alternative hypothesis (H1): There is association between income and the amount spend per month in online shopping

| Income *<br>Spend per<br>month | Cases |         |         |         |       |         |
|--------------------------------|-------|---------|---------|---------|-------|---------|
|                                | Valid |         | Missing |         | Total |         |
|                                | N     | Percent | N       | Percent | N     | Percent |
|                                | 120   | 100.0%  | 0       | 0.0%    | 120   | 100.0%  |

Income\* spend per month crosstabulation

| Income      |             | Spend per month |           |           |            |             |       |
|-------------|-------------|-----------------|-----------|-----------|------------|-------------|-------|
|             |             |                 | 1000-2000 | 2001-5000 | 5001-10000 | 10000 above | Total |
|             | Under 10000 | Count           | 2         | 0         | 0          | 0           | 2     |
|             |             | Expected        | 4         | 7         | .4         | 5           | 2.0   |
|             | 10001-20000 | Count           | 2         | 8         | 0          | 0           | 10    |
|             |             | Expected        | 1.8       | 3.7       | 2.2        | 2.3         | 10.0  |
|             | 20001-30000 | Count           | 1         | 6         | 2          | 1           | 10    |
|             |             | Expected        | 1.8       | 3.7       | 2.2        | 2.3         | 10.0  |
|             | 30001-40000 | Count           | 2         | 10        | 5          | 3           | 20    |
|             |             | Expected        | 3.7       | 7.3       | 4.3        | 4.7         | 20.0  |
|             | 40001-50000 | Count           | 0         | 5         | 10         | 7           | 22    |
|             |             | Expected        | 4,0       | 8.1       | 4.8        | 5.1         | 22.0  |
| 50000 above | Count       | 0               | 6         | 5         | 12         | 23          |       |
|             | Expected    | 4.2             | 8.4       | 5.0       | 5.4        | 23.0        |       |
|             | No income   | count           | 15        | 9         | 4          | 5           | 33    |
|             |             | expected        | 6.1       | 12.1      | 7.2        | 7.7         | 33.0  |
| Total       |             | Count           | 22        | 44        | 26         | 28          | 120   |
|             |             | expected        | 22.0      | 44.0      | 26.0       | 28.0        | 120.0 |

## Chi-square tests

| Value                           |        | Df | Asymptotic<br>significance(2-sided) |
|---------------------------------|--------|----|-------------------------------------|
| Pearson chi-square              | 64.719 | 18 | .000                                |
| Likelihood ratio                | 67.444 | 18 | .000                                |
| Linear-by-linear<br>association | 1.145  | 1  | .285                                |
| N of valid cases                | 120    |    |                                     |

a. 19 cells (67.9%) have expected count less than 5. The minimum expected count is .37

### Source: primary data

#### Interpretation:

Since p value is lesser than 0.05, we reject null hypothesis and accept the alternative hypothesis. Therefore, there is significant relationship between income and amount spend for online shopping.

#### Findings

- Most of the respondents buy the products through online mode during pandemic
- 20.8% of the respondents spends time in online shopping for more than 10 hours in a week
- 35.80% of the respondent spend 2001 to 5000 money in online shopping for a month
- Most of the respondents agree with convenience, fear of pandemic, time saving, affordable, to avoid physical contact is the reason to shop online
- The main product buy by the respondent during pandemic is grocery
- Most of the respondents agree with price discount, week end sale, offers, product variety, quality, fast delivery, product description, payment method for preferring different online websites
- 81.7% of the respondents select amazon for comfortable buying products during pandemic

#### Conclusion

Online website destinations has the appeal during pandemic circumstance to maintain a strategic distance from the dangers. Consumer buying behavior towards online shopping during pandemic around 100% accepted. Most commonly preferred sites during pandemic is Amazon followed by Flipkart over the other online sites as essentials are being highly preferred, who has highest shares in essentials domain. 43% of individual prefer to pay amount using debt card (recorded highest number of transaction) followed by COD. Consumers are more likely to continue online purchases Post pandemic also as Online shopping creates hustle free efforts and easy to shop with different offers. Great equality of items with sensible cost will fulfill the customers' requirements. During pandemic services and items gave by web-based business locales fulfilled very great number of clients. Just minimum people were dissatisfied. Though, particularly fulfilled, and impartial nearly share same degree of rate. When the residue has settled, a few

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