

IMPACT OF COVID - 19 ON ONLINE SHOPPING IN JABALPUR CITY

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ABSTRACT

As the world responds to the corona virus (COVID-19) pandemic, we're seeing a dramatic shift from in-person to online shopping. Consumers are relying on the digital world more than ever and businesses are forced to adapt their strategies and shift toward digital transformation with much more urgency than before. Elaboration of the Internet has increased the prominence of online purchase channels. The current research was undertaken to understand the consumers' intention to purchase through online shopping Web sites in covid-19 period. A survey of 100 consumers of Jabalpur city was conducted through Questionnaire method. The results indicate that the consumers' intention to purchase online is influenced by Covid-19 because lockdown period was going on, no movement was allowed and no one can directly touch anything, due to corona virus fear, so most of the people did online shopping. In this study, results drawn out consumers choose mobile recharges and grocery mostly and select method of transaction Debit card (plastic money). The current research focuses on understanding the online shopping trend of consumers in covid-19 in Jabalpur city.

KEYWORDS: *Impact, COVID-19, Pandemic, Online Shopping*

COVID-19: *“Corona virus disease 2019 (COVID-19) is defined as illness caused by a novel corona virus now called severe acute respiratory syndrome corona virus 2 (SARS-CoV-2; formerly called 2019-nCoV), which was first identified amid an outbreak of respiratory illness cases in Wuhan City, Hubei Province, China.”*

Pandemic: *“A pandemic is defined as “an epidemic occurring worldwide, or over a very wide area, crossing international boundaries and usually affecting a large number of people”. The classical definition includes nothing about population immunity, virology or disease severity.”*

Impact: *“Measure of the tangible and intangible effects (consequences) of one thing's or entity's action or influence upon another.”*

Online Shopping: *“online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy Goods and Services from a seller over the internet using a web browser. Alternative names are – e-web store, e-shop, e-store, Internet shop, web –shop, web store, online store, and online storefront etc.”*

INTRODUCTION

We don't think it's too soon to say that the COVID-19 global pandemic will likely be one of the defining events of 2020, and that it will have implications that last well into the decade. The situation is rapidly changing. The amount of people deemed safe to gather in a single place has dwindled from thousands, to hundreds, to ten. Restaurants, bars, movie theatres, and gyms in many major cities are shutting down. Meanwhile many office workers are facing new challenges of working remotely full time. Essentially, people are coming to terms with the realities of our interconnected world and how difficult it is to temporarily separate those connections to others. To say that we are living in unprecedented times feels like an understatement. One of the responses we've seen to how people are approaching this period of isolation and uncertainty is in huge overnight changes to their shopping behaviours. From bulk-buying to online shopping, people are changing what they're buying, when, and how. As more cities are going under lockdowns, nonessential businesses are being ordered to close, and customers are generally avoiding public places. Limiting shopping for all but necessary essentials is becoming a new normal. Brands are having to adapt and be flexible to meet changing needs. This resource is intended to provide information so that you can make the best decisions for your brand during uncertain times. We've gathered some facts and numbers around how behaviours are changing, what products people are buying, and what industries are feeling the strain to help you determine what choices you can make for your business.

As news of COVID-19 spread and as it was officially declared a pandemic by the World Health Organization, people responded by stocking up. They bought out medical supplies like hand sanitizer and masks and household essentials like toilet paper and bread. Soon, both brick-and-mortar and online stores were struggling to keep up with demand, and price gouging for supplies became rampant. India is one of the key growth countries when it comes to e-commerce but it is still at a nascent stage and has a huge potential for growth.

Usabilla by Survey asked respondents about their shopping behaviour during COVID-19 times; 54% of respondents in the U.K. indicated to do more online shopping, followed by France with 45%. In Germany 38% of respondents indicated an increase in online shopping, whereas the remaining (51%) reported about the same amount of online shopping as prior to the corona virus outbreak. In India 68 % online shopping increase during Covid -19 period. (According to a survey Report)

OBJECTIVES OF THE STUDY

- To know the percentage of consumers, which are new users in online shopping in pandemic Covid -19 period.
- To know which product is mostly buy from online shopping in pandemic Covid -19 period.
- To study why consumers moves towards online shopping in pandemic Covid -19 period.
- To understand the preferential method use for transaction in online shopping in pandemic Covid -19 period.

HYPOTHESIS OF THE STUDY

- Online shopping increased in pandemic COVID -19 period.
- Cashless transaction also increased in pandemic COVID -19 period.

LIMITATIONS OF THE STUDY

The Study has following Limitations

- The sample was selected from few consumers of Jabalpur city.
- The sample was limited to 100 respondents.
- The range limited only age group- 15 to 70 years.

PLAN, METHODOLOGY/ RESEARCH DESIGN

Selection of Method of Inquiry: The universe being too large and time & other resources being limited, Convenience Sampling method was selected for the present study.

Selection of Samples: The sample selected on purposive basis

Selection of Method for Collection of Data: Questionnaire method by online medium used for collection of data. An online trial survey was done to get an idea of the various problems. In the trial survey the same procedure was followed as was to be adopted in actual survey. The no. of cases in it was ten, on the basis of this pilot study necessary amendments are done in the schedule.

Sources of Information

Primary Sources: Consumers from age group 15 to 70 years were selected as the primary sources. It was collected from 100 respondents in different areas of Jabalpur city through online medium by questionnaire.

Secondary Sources: It may be termed as “Documentary Sources”. The information was gathered from different books, magazines, journals, news scripts and websites etc.

SCOPE OF THE STUDY

This study helps firms, organizations and websites improve their marketing strategies. Helpful for problem recognition and awareness of need through online shopping in any pandemic period or difficult/ exceptional situation. For social marketing getting idea across to consumers rather than selling something.

REVIEW OF LITERATURE

Hou (2020) stated that, as the world's factory and a major country trading in goods, China is the largest trade partner of more than 100 countries and its manufacturing industry accounts for 25 per cent globally. A sudden outbreak disrupted normal production and business order of the enterprise. Novel corona virus pneumonia has been hit by the new crown pneumonia since the beginning of the year. Many factories have been shut down, even though some production is still in production, but supply is still below demand. The novel corona virus pneumonia has been spreading worldwide, and the traditional trade order has been cancelled. Business has been suspended and the total value of foreign trade has declined. Even if there are some overseas orders, the delivery will be delayed or unable to be delivered due to logistics reasons. Hence, many people think that e-commerce will hinder the development of cross-border e-commerce.

ANALYSIS OF DATA

After the data was collected it was tabulated and analysed statistically, wherever needed statistical tests were applied to get the final results. The information gathered was from the 100 respondents online surveyed from Jabalpur city. The age running 15 to 65 years.

Here 78 % consumers of Jabalpur city accept the adoption of online shopping in Covid -19 period and 22% consumers do not accept the adoption of online shopping because of some reasons (like- not knowledge about internet, limited resources, don't want to take any Risk etc.).

Figure 2 & Table 2 shows 94 % mostly buy grocery and 88% mobile recharge and 0% buy designer clothes. They also buy Gift items (0%), electronic items (02%), Reading materials (08%), Foot wears (0%), Jewellery (0%), cosmetics (02%) and other (01%) respectively.

Table 3 & Figure 3 shows Here explain the reason & causes moves towards online shopping in demonetization period by respondents because lockdown period (88%) and don't want to touch any product directly (12%), low cost (0%), and discount/sales and offers (0 %).

In this Table 4, Respondents choose mostly debit card (78%) transaction method, sometime credit card (12%), Net Banking(06%), Cash on delivery (00%) and others (4%) take for transaction .

Table 1: No. of Respondents According to Adoption of Online Shopping in Pandemic Covid-19 Period

S. No	Adoption of Online Shopping	No. of Respondents	Percentage %
1	Yes	78	78 %
2	No	22	22 %

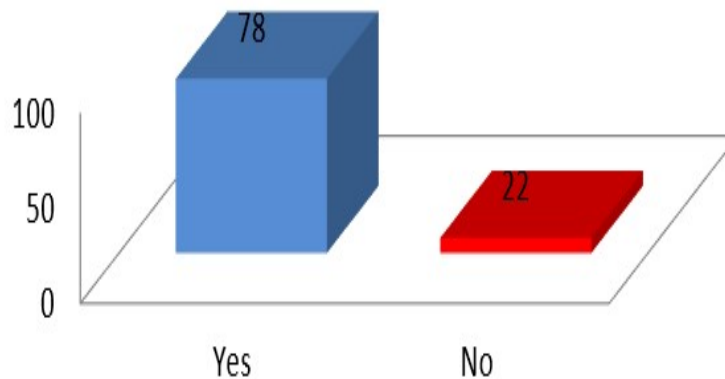


Figure 1

Table 2: No. of Respondents According to Buying Different Products and Services from Online Shopping in Pandemic Covid-19 Period

S. No	Buying Products /Services from Online Shopping	No. of Respondents	Percentage%
1	Clothes(Designer)	00	00 %
2	Grocery	94	94 %
3	Jewellery	00	00 %
4	Mobile Recharge	88	88%
5	Electronic items	02	02 %
6	Gift Items	00	00 %
7	Reading Materials	08	08 %
8	Foot Wears	00	00 %
9	Cosmetics	02	02 %
10	Other	01	01 %

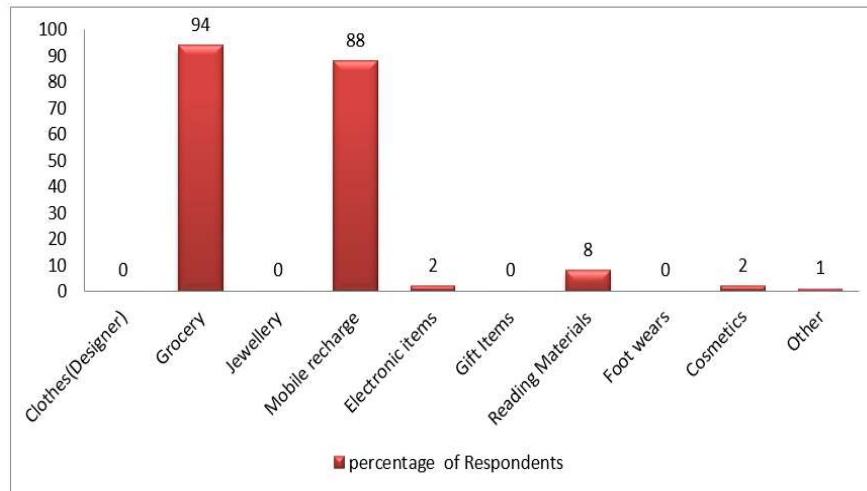


Figure 2

Table 3: No. of Respondents According to Causes Moves Towards Online Shopping in Covid-19 Period

S. No	Causes Moves Towards Online Shopping	No. of Respondents	Percentage%
1	Lockdown period	88	88 %
2	Do not want to touch product direct	12	12 %
3	Low Cost	00	00 %
4	Discount / Sale & Offers	00	00 %

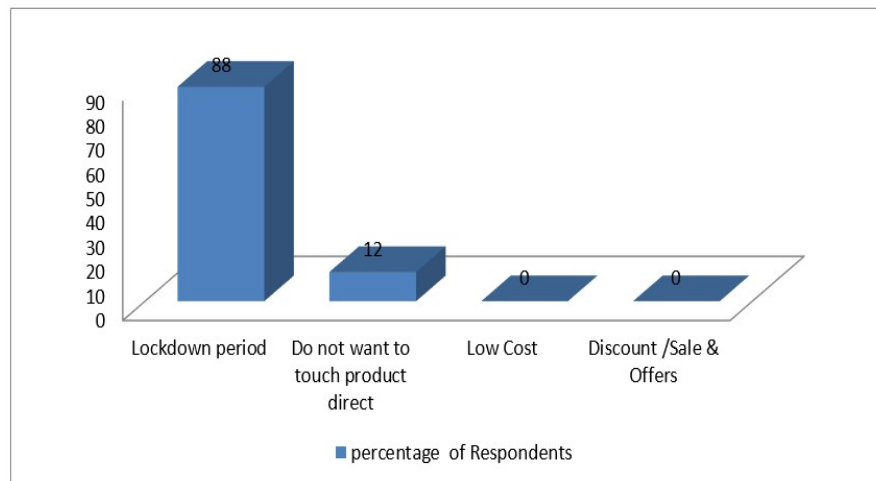


Figure 3

Table 4: No. of Respondents According to Online Method Used for Transaction in Covid-19 Period

S. No	Method Used for Transaction	No. of Respondents	Percentage%
1	Debit Card	78	78 %
2	Credit Card	12	12 %
3	Net Banking	06	06 %
4	Cash on Delivery	00	00 %
5	Others	04	04 %

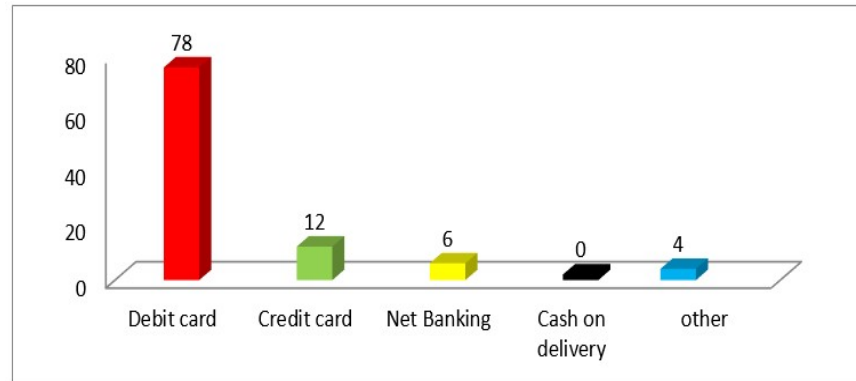


Figure 4

CONCLUSIONS

The growth in the number of online shoppers is greater than the growth in internet users and in online purchasing we have larger options to choose products & services but in the COVID-19 period it's increased more. It was seen from the study that most of the consumers in Jabalpur city, age group- 15 to 70 years were found to be adopters of online shopping in the COVID-19 period. They buy mostly groceries and mobile recharge easily by online medium especially in this pandemic period. They used transaction methods in the COVID-19 period that are plastic money (Debit Card/ ATM, credit card, Net Banking etc.) because they don't want to touch anything directly. Generally, they use online shopping because it is a time-saving method but in the COVID-19 period, lockdown period and don't want to touch, also some shortage of cash was the main reason. So, the online shopping trend is increasing because of the internet medium found very easily and in our today's life, our smart mobile phones help to ease our busy life and day-by-day challenges and in the pandemic period this method is very helpful for people, that's why so many people are learning and doing online shopping.

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