

## 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*