



PalArch's Journal of Archaeology
of Egypt / Egyptology

"Pre- and Post- analysis of Consumer behavior during Covid-19 lockdown for Online Shopping"

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Prof. Reema Shah, Prof. Ria Patnaik, Prof. Upendra More, Pre- and Post-analysis of Consumer behavior during Covid-19 lockdown for Online Shopping, - PalArch's Journal Of Archaeology Of Egypt/Egyptology 18(7). ISSN 1567-214x

Keywords: Consumer Behaviour, Covid-19 lockdown, Online Shopping.

Abstract

The corona virus (COVID-19) eruption is first and prime human tragedy across the world, affecting the lives of a lot of humans. It's greatly impacted the worldwide economy. This paper is envisioned to supply business leaders with a view on the progressing situation and implications on the patron further. Every country is affected and impacted by the pandemic. Before lockdown, work from home created a positive shift within the trend of online shopping. But this might not reside for a protracted time. Unexpected lockdown of twenty-one days impacted Indian e commerce business and marketing trends drastically. Altogether, Corona virus's impact on consumer buying behavior, towards companies and online tools was highly unknown. This paper aims to reflect on different issues and perspectives of online marketing thanks to COVID-19. There are still more uncertainties to predict how the sale for the following few months are impacting the worldwide community, both personally additionally as professionally. This study explores the impact of the epidemic from tissue paper rolls to baby gear, pet food to several more daily essentials. Although a number of the businesses managed to work through social commerce that's marketing by using e-commerce and social media.

All the actions of the e commerce industry look upon end with consumers and consumer satisfaction. The patron buying behaviour study is predicated on consumer buying actions, with the customer playing the three different roles of user, spender and purchaser. Consumer buying behaviour has become an important a part of tactical market planning. so as to develop a structure for the study consumer behaviour it's helpful to start out by considering the factors which impacts on consumer buying behaviour still because the growth of the sector of marketing research and therefore the different paradigms of reflection that have influenced the discipline, which might be wont to set apart and distinguish the varied perspectives on marketing research.

The study is an Applied Research which can be used by online companies to understand customer online purchase behaviour. For this research Descriptive research design is used,

wherein the characteristics of customers with regard to purchase of products online – pre & post Covid-19 Lockdown is described. The study is based on Quantitative research wherein primary data is collected through survey questionnaire from customers shopping online. The Sampling method used is Non-Probability method through Convenience sampling. The respondents targeted for the same are from the city of Mumbai. Forty-six percent of users admitted that social networks are important for information sharing and for creating product choices. But results are indicative of the very fact that online marketing and shopping will soon return to normal but the losses and downshift brought by this pandemic aren't ignorable.

Introduction

Prior to the Covid-19 scenario, traditional enterprise retailers were focused on rising growth and acquiring market share with physical stores as their epicenter. COVID-19 has done something which no amount of advertising by brands could do: it's made consumers change their 'preferences'. 'Preferences' have not been easy to change; they're stubborn and sometimes impervious to marketing communication pleas. But an outbreak changed the sport faster than what brands could have ever imagined. Almost overnight, hardwired mall shoppers and reluctant fence sitters were side-lined into the deep end of the ecommerce pool. And in an exceedingly matter of days there's a high level of dexterity and luxury in online shopping across the board. Therefore, it's important for trade goods companies to anticipate study and reply to changing consumer behaviour.

During lockdown, the sole way for consumers connect is thru social media – the importance of getting a lifecycle view of the customer has become even more important today. Further, companies have to understand various moments of consumption and which of them will remain relevant within the post COVID lockdown world. Therefore, this study is a trial to relinquish a pathway to marketers to adopt their messages (moving faraway from messages that link consumption to occasions or gatherings), smaller pack sizes, new launches to attract to the new consumers reality.

According to research the Indian consumer's requirements and selection for online shopping are expected to extend from 46% within the current scenario to 64% over the following 6 to 9 months. Since the dynamics of e-Commerce are changing by the day, you would like to change your business strategy to tackle the changes and adapt to the changing regime.

After the lockdown, the key focus area for your e-Commerce business goes to be fulfillment. Having appropriate logistics and fulfillment strategies are beneficial to succeed in bent on people faster. The D2C market goes to grow exponentially within the coming days. Therefore, marketers need an intact supply chain and fulfillment model so they will deliver quickly to tier 2 and tier 3 cities because the demands from there are visiting increase.

GROWTH OF INDIAN E-COMMERCE MARKET

- The Indian e-commerce sector is valued and ranked at 9th in cross-border rising rate within the globe, in step with Payoneer report.
- Indian e-commerce is projected to increase from 4% of the whole food and grocery, apparel and consumer electronics retail interchange 2020 to eight by

2025.

- As almost 60% of the Indians have started shopping in e-commerce portals rather than stepping outside their houses, the Indian e-commerce sector witnessed an increase. Also, as per the reports submitted by McKinsey, ~96% consumers have tried a replacement offline shopping behavior; ~60% consumers are expected to shift to online shopping within the festive season and keep coming for shopping online beyond the COVID-19 pandemic.
- Huge investments from global players—such as Facebook, which is investing in Reliance Jio—are being recorded within the e-commerce market. Google eventually reported its prime investment worth US\$ 4.5 billion in Jio Platforms. This deal was followed by the acquisition of Future Group by Reliance Retail, expanding the presence of the Ambani Group within the e-commerce space.
- In the month of 2020, Mr. Piyush Goyal called upon the registered start-ups to recognize themselves and follow registered at public procurement portal, GeM, and provides the products and services to government organizations and PSUs.

REVIEW OF LITERATURE

1. **Rifaya Meera, R. Padmaja and R. Mohammed Abubakkar Siddique (2017)** in their research study concluded that resource availability of number of brands, usability of getting all time shopping, availability of quality of products are the most reason for preferring online shopping.
2. **Kanupriya and Anupreet Kaur (2016)** in their study ascertained that time saving, convenience of shopping, facility for product comparison are the factors that influence customers to prefer online shopping.
3. **Pritam P. Kothari and Shivganga S. Maindargi (2016)** in their research paper study ascertained that cognition, comfortability and practicality to use, sensed usefulness, sense of enjoyment and security are the five reasons that induce a customer to prefer Online shopping.
4. **Saranya and Anandh (2016)** in their research study displayed their that quick access, qualitative display of items and offering clear info about the merchandise looks forwards customers towards online shopping. Further, they observed that customers like better to buy cosmetics followed by electronic items, footwear through online shopping.
5. **Mehrdad Salehi (2012)** in his study identified the factors influencing consumers towards online shopping and found that appearance of website, quick loading, security and sitemap influence consumers towards online shopping
6. **Sita Mishra (2007)** Study looks upon the “Consumers Attitude towards Online buying clothing” and she in the conclusion has examines the demographic characteristics of online customers and their attitude and perception towards online shopping behavior for clothing. This study is predicated on a sample of 200 internet users in NCR Delhi. The findings show that buyers have positive attitude towards online shopping but low attitude towards online purchase of garments. The analysis shows that city and sex don't affect consumers' attitude but age and income indicate a big association. The difficulty of trust enjoys ability and trial policy seems to be major concerns for the consumers but convenience and technological advancement play a significant role in online shopping.

7. **Song and Zahedi (2001)** classify website quality elements into five categories per their purpose: for promotion, service, informational influence, self-efficacy, and resources facilitation. These investigators find that every of the five significantly and positively reinforces the consumers. Perceptions in these factors, which successively positively influence consumer online shopping attitudes and behavior

8. **Agarwal Seema (2013)** in her study found that online shopping in India is significantly affected by age, gender, education and income. and age and attitude towards online shopping was found to have strong correlation. Education and attitudes towards online shopping also exhibit a high correlation.

9. According to **Dr. Jones Mathew**, professor, Great Lakes Institute of Management, Gurgaon stated that, Hygiene as a Customer Attractor: Consumer views about retail space cleanliness and employee and co-shopper hygiene is probably going to play on retail shoppers' minds for a few times to return. we'd feel socially awkward about suspecting everyone around us of being potential Corona carriers. And yet for our own living scenario, we would be obligated to change altogether the handshake or a shoulder pat with an aloof smile. Entering into a mall lift are going to be a mental challenge for several. Mall managers would need to make sure that such fears don't persist for long by constantly making health and hygiene assurances.

RESEARCH DESIGN

Research Objectives -

Main objectives of the study are as follows:

- To understand the Pre and Post lockdown of Covid-19 scenario of Consumer behavior on Online Shopping in India
- To understand the expectation of consumers after lockdown of Covid-19

Research Design – The study is an Applied Research which can be used by online companies to understand customer online purchase behaviour. For this research Descriptive research design is used, wherein the characteristics of customers with regard to purchase of products online – pre & post Covid-19 Lockdown is described. The study is based on Quantitative research wherein primary data is collected through survey questionnaire from customers shopping online.

Sampling – The sample unit is the respondents from the city of Mumbai. The Sampling method used is Non-Probability method through Convenience sampling. The respondents targeted for the same are from the city of Mumbai and the sampling size being 100 respondents.

Data Collection Methods

There are two types of sources of data which was used for the study of this topic. They are –

Primary Data – Preparing a questionnaire is collecting the first source of knowledge. a group of questions with multiple choices of answers were provided to the respondents for the aim of survey and statistical study.

Secondary Data –it's the info which has already been collected by someone or a corporation for a few other purpose or research study. the info for study of this

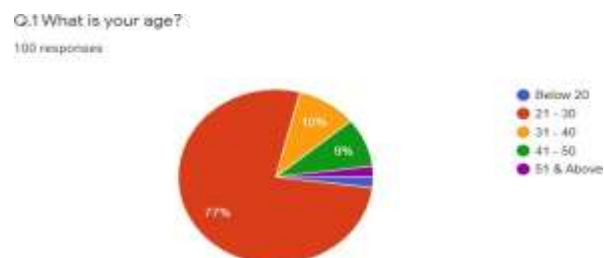
subject has been collected from various sources like – Books, Journals, Magazines, Websites and Other Internet Sources.

Tools and Techniques used for data analysis

In this report, the data is collected by using techniques of primary and secondary method.

Primary sources include the survey done by questionnaire, Secondary sources include research papers, books, etc and the tools used in this survey are pie charts.

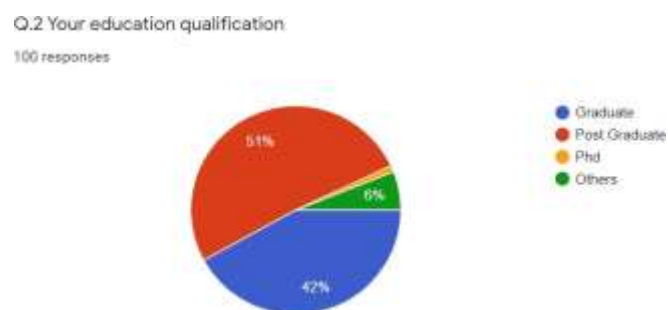
DATA ANALYSIS & FINDINGS



Question no. 1: What is your age?

Particulars	Frequency
Below 20	2
21 – 30	77
31 – 40	10
41 – 50	9
51 & Above	2
Total	100

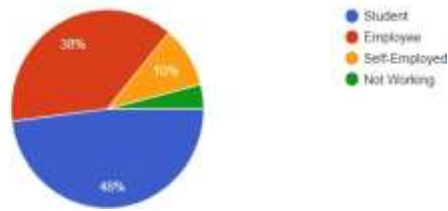
Question no. 2: What is your education qualification?



Particulars	Frequency
Graduate	42
Post Graduate	51
PhD	1
Others	6
Total	100

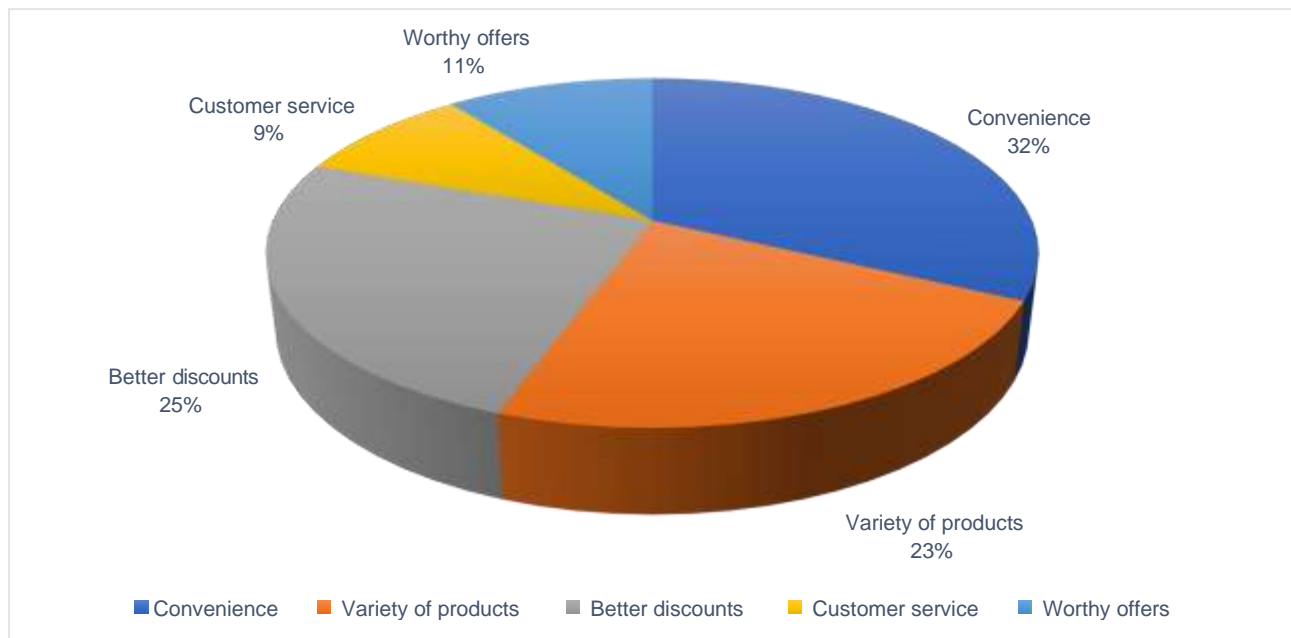
Question no. 3: What is your occupation?

Q.3 Your occupation
100 responses



Particulars	Frequency
Student	48
Employee	38
Self-Employed	10
Not Working	4
Total	100

Question no. 4: Why do you prefer Online Shopping?



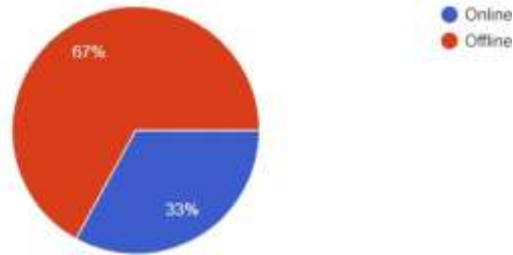
Particulars	Frequency
Convenience	68
Variety of products	49
Better discounts	53
Customer service	19
Worthy offers	22

Before Lockdown Phase

Question no. 5: Before Lockdown, which mode of shopping was more preferable?

Q.5 Before Lockdown, which mode of shopping was more preferable?

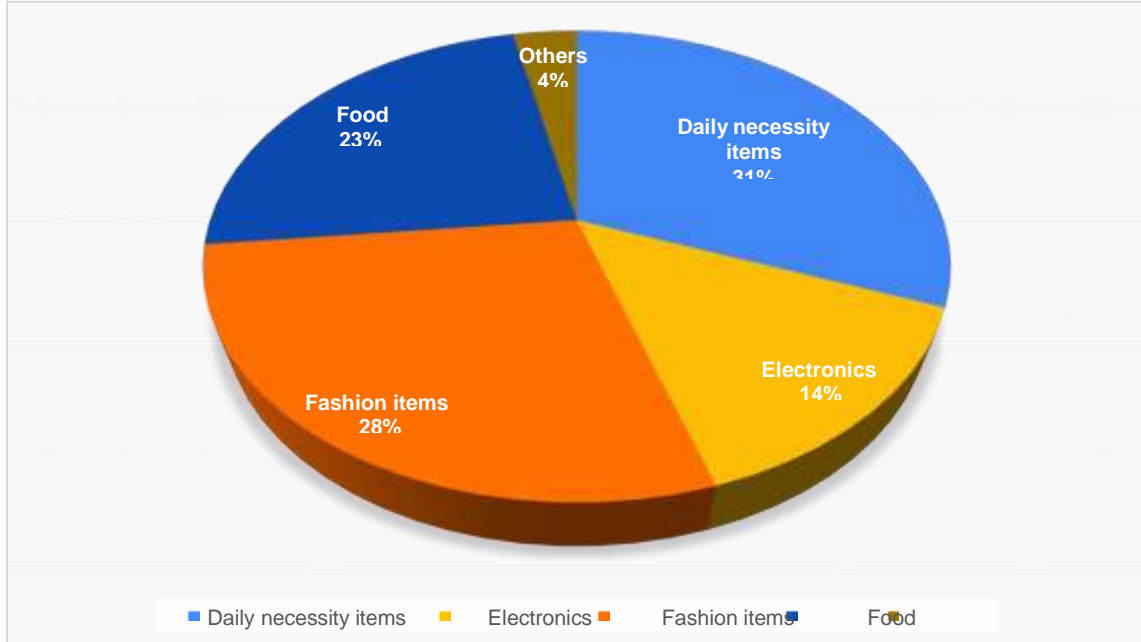
100 responses



Particulars	Frequency
Offline	67
Online	33
Total	100

Before Lockdown Phase

Question no. 6: Pre-Lockdown, what commodities did you preferred to buy



online?

Particulars	Frequency
Daily necessity items	37
Electronics	17

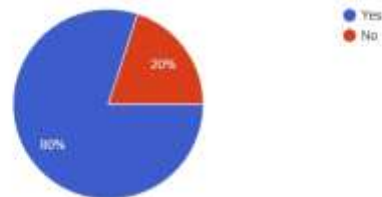
Fashion items	34
Food	28
Others	4

Before Lockdown Phase

Question no. 7: Were you satisfied with the online markets before lockdown? (like quality of products, services offered, etc)

Q.7 Were you satisfied with the online markets before lockdown? (like quality of products, services offered, etc.)

100 responses



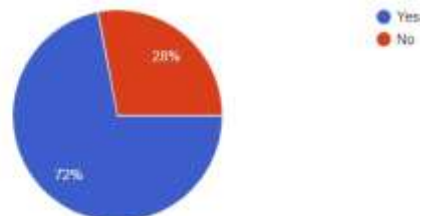
Particulars	Frequency
Yes	80
No	20
Total	100

Before Lockdown Phase

Question no. 8: Has your buying habits changed due to lockdown scenario?

Q.8 Has your buying habits changed due lockdown scenario?

100 responses



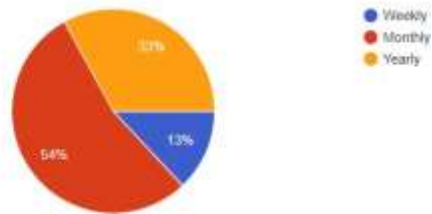
Particulars	Frequency
Yes	72
No	28
Total	100

Before Lockdown Phase

Question no. 9: How often did you shop online before the lockdown scenario?

Q.9 How often did you shop online before the lockdown scenario?

100 responses



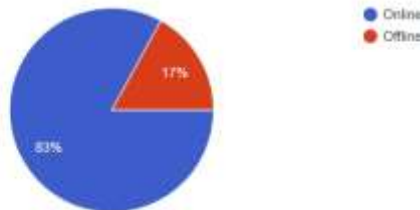
Particulars	Frequency
Weekly	13
Monthly	54
Yearly	33
Total	100

After Lockdown Phase

Question no. 10: Post Lockdown, which mode of shopping was more preferable?

Q.10 Post Lockdown, which mode of shopping was more preferable?

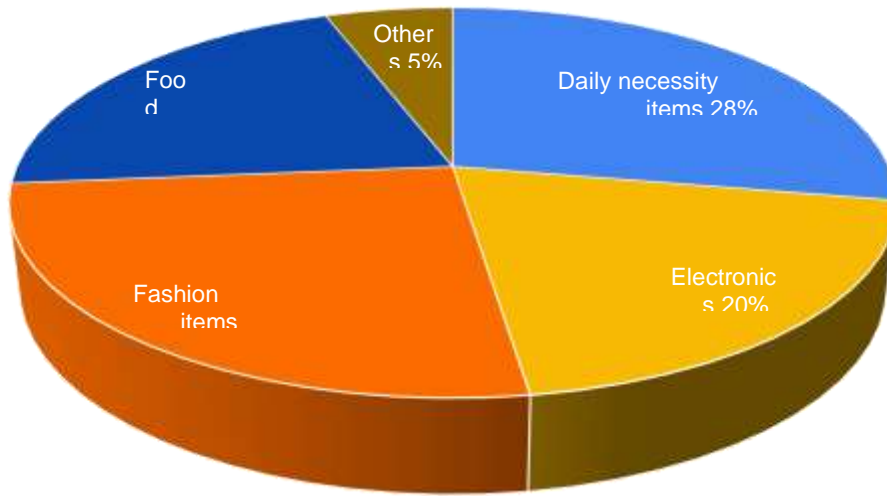
100 responses



Particulars	Frequency
Offline	17
Online	83
Total	100

After Lockdown Phase

Question no. 11: After Lockdown scenario, what commodities do you prefer to buy online?



■ Daily necessity items ■ Electronics ■ Fashion items ■ Food ■ Others

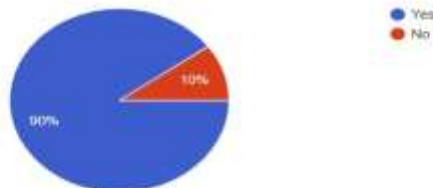
Particulars	Frequency
Daily necessity items	60
Electronics	43
Fashion items	56
Food	45
Others	12

After Lockdown Phase

Question no. 12: Are you still satisfied with the online markets post lockdown? (like quality of products, services offered, etc)

Q.12 Are you still satisfied with the online markets post lockdown? (like quality of products, services offered, etc.)

100 responses



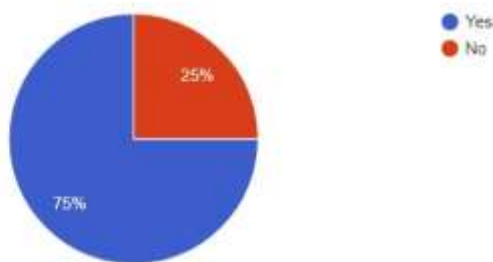
Particulars	Frequency
Yes	90
No	10
Total	100

After Lockdown Phase

Question no. 13: Has your buying habits changed after lockdown scenario?

Q.13 Has your buying habits changed after lockdown scenario?

100 responses



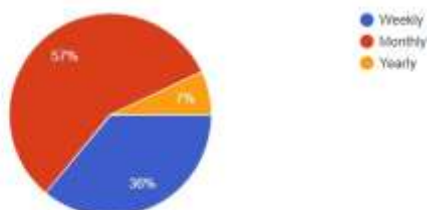
Particulars	Frequency
Yes	75
No	25
Total	100

After Lockdown Phase

Question no. 14: How often did you shop online now after lockdown scenario?

Q.14 How often did you shop online now after lockdown scenario?

100 responses



Particulars	Frequency
Weekly	36
Monthly	57
Yearly	7
Total	100

FINDINGS

Mode of Shopping			
Particulars	Before	After	% Change
Offline	67	17	-75%
Online	33	83	152%
Total	100	100	

Findings: From the above table, we can see that there is a drastic 152% increase in the consumers shifting from Offline to Online after the lockdown. This can be backed up with the fact that the online retailers offered variety of discounts and encourage people to buy online with fast delivery speed and quality products.

Satisfied with Online Market			
Particulars	Before	After	% Change
Yes	80	90	13%
No	20	10	-50%
Total	100	100	

Findings: From the above table, we can see that there is decrease in the unsatisfied rate by 50% as because of the fact discussed above, the Online retailers are working hard to retain the surge in the consumer purchase of online products due to lockdown and it seems they are successful in this operation as there is a increase of about 13% from 80 to 90 out of 100 respondents who are satisfied with the online markets.

Changes in buying habits			
Particulars	Before	After	% Change
Yes	72	75	4%
No	28	25	-11%
Total	100	100	

Findings: From the above table, we can see that there is not much fluctuations in the buying habits, although the small changes are very much in favor of the online markets as there is 4 % increase in the change in buying habits of the consumers as opposed to a negative 11% change in the non-change of buying habits.

How often do you shop online			
Particulars	Before	After	% Change
Weekly	13	36	177%
Monthly	54	57	6%
Yearly	33	7	-79%
Total	100	100	

Findings: From the above table, we can see that there a massive 177% change in the consumer behavior with respect to weekly buying patterns. This can be seen from the decline of around 79% in the yearly column which concludes that previously consumers were not very frequent with their buying behavior, but now they have shifted to frequent buying from online services.

What commodities do you prefer to buy online			
Particulars	Before	After	% Change
Daily necessity items	37	60	62%
Electronics	17	43	153%
Fashion items	34	56	65%
Food	28	45	61%
Others	4	12	200%

Findings:

From the above table, we can see that there is clearly more than 60% increase in all the commodities purchased online with Electronics and others been categorized in 153% and 200% respectively. We can conclude with all the above observations, that the consumer buying pattern has seen a significant change from Offline to Online shopping and to be able to retain these numbers and grow in the

future, the online retailers need to improve and advance more and more to be able to shift all the Offline consumer market to Online consumer market.

RECOMMENDATIONS

1. Businesses must focus on the 4Ss: Safety of employees and customers, securing supply of employees, sourcing the right inventory and securing the trust of the shopper.
2. Retailers with an online presence must capitalize on the recovery trends by introducing innovative ways of fulfilling orders - be it establishing an Online-to-Offline (O2O) platform or building sophisticated digital logistics and payment reconciliation capabilities to be in the lead in this race to recovery.
3. Value retention is the biggest challenge for marketers so businesses must look at cost-cutting but not at the risk of losing value. They should concentrate themselves on winning the consumer confidence and bringing them back. So, marketers must see through at the cost-cutting of the services but not at the risk of losing value. So, main focus should be on winning the consumer confidence and bringing them back.
4. To improve online visibility at a reduced cost, brands should also capitalize on their existing customer data to drive traffic to their own online website. This includes as of using robust retail CRM and marketing automation systems to take action and power of existing customer data.
5. Hygiene products becoming part of lifestyle for the affluent Indians. In India, hygiene as a part of regular lifestyle is largely dependent on the economic status of individuals.

CONCLUSION

Online shopping in India is ever expanding and there exists huge market potential to tap untapped areas by online stores. Hence, E Retailers have to constantly ascertain their customers' expectations, initiate necessary actions at the earliest to contain problems faced by their customers on online shopping and to offer full-fledge products and services like better quality goods at a smaller price, immediate return and replacement of damaged goods, lower of delivery time, thereby customers satisfaction may be increased and be loyal, which assists to retain existing customers and to attract new ones.

Through the observations from our research, we were able to confirm that there is a spike in the change of consumer behavior from offline to online due to the lockdown. It was lockdown itself that helped the online markets to offer greater discounts and faster delivery and aftermarket service and to get a competitive edge towards the whole offline vs online scenario.

LIMITATIONS OF THE STUDY

Some of the limitations of this study are mentioned below, so that the finding of this study is understood in proper perspective:

1. This study is subjected to constraint of time and resources.
2. The present study suffered small sample size (100) which might not be factual representative of the whole population of the sector.
3. This study is subjected to geographical barrier, as data could only be

collected from a particular region.

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