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A STUDY ON INFLUENCE OF COVID 19 PANDEMIC ON CUSTOMER'S ONLINE BUYING BEHAVIOR

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ABSTRACT

2020 will be remembered for covid 19 pandemic and also the complete lockdown which took place from 23rd of March 2020. Every market and shop was closed except medical store so there was a huge difficulty to buy grocery or any other product. Also risk factor was more in offline shopping mode. Hence, customers prefer online shopping over offline shopping. Therefore this research is necessary to know consumer's most preferred shopping mode, most preferred app for online shopping, most preferred products and also problem faced during shopping online. The study will be helpful to know consumer's opinion, online buying behaviour and problem faced and therefore will help to make changes and find solutions on various problems faced during shopping online.

Keywords: covid 19 pandemic, online shopping, consumer.

INTRODUCTION

Covid 19 pandemic resulted in a disruption in the life style and buying pattern of a consumer & adversely impact the global economy. The world faced a unique challenge due to covid 19 pandemic. As a world responds to the corona virus (Covid 19) pandemic we're seeing drastic shift from offline mode to online mode. Due to pandemic the world has shifted more towards digitalization. This resulted in increase in customer's online shopping behaviour. Due to lockdown all shops, stores, markets, etc; were closed hence it was difficult for consumers to buy anything this resulted in increase in online buying behaviour.

To prevent physical interaction with peoples, there has been rise in online shopping & the usage of e-commerce for buying product and services. Consumers also prefer digital mode of payment to avoid spreading of viruses. Due to increasing risk of corona virus customers are avoiding public places hence offline shopping is being decreasing gradually and customers are shifted more towards online shopping. But online shopping also includes various risk and problems. The study aims to know consumer's preference, habit and problem they face during online shopping. According to our survey above 90% of consumers are aware of online shopping and about 70% among them prefer online shopping. E-commerce Companies have to make better policies to meet changing needs of customers. They have to solve the problems faced by the customers to make online shopping more effective.

REVIEW OF LITERATURE

1. Bharti Aggarwal has written a research paper in 2020 on influence of covid on consumer's online buying behaviour in which all the reasons of increasing online buying behaviour of consumers due to pandemic, preferred product and services and also expectations of consumers through e-commerce are mentioned. She has also mentioned strategies and suggestion to e-retailers.
2. Shengyu Gu and Beata Slusarczyk has written a research paper in 2021 on impact of the covid-19 pandemic on online consumer purchasing behavior in which he did a survey among the online shoppers in the top 10 countries in terms of E-commerce market growth. The research revealed what changes in online consumer buying behavior are typical in the covid-19 pandemic.
3. Amit Ranjan, Jitendra Yadav and Madhvendra Misra had written a research paper in 2021 on online shopping behavior during covid-19 pandemic: An Indian Perspective in which the study focused to inspect the main component to determine the behavior of customers towards online shopping. The study tells about the rapid use of internet, mobile, etc. in lockdown.

OBJECTIVES

1. To know the impact of covid-19 pandemic on consumer's online buying behavior.
2. To know the awareness of online shopping among the consumers.
3. To know which app do consumers prefer the most for online shopping.
4. To know which product or services do consumers prefer the most while shopping online.
5. To understand the problems faced by the consumers while online shopping.

RESEARCH METHODOLOGY

The study is empirical in nature. The empirical data will be collected for analyzing the information from teachers and students. To attain the objectives and to know more about online shopping during the pandemic. The researcher has used secondary data which includes published articles, research papers, etc. The researcher has also used questionnaires collected from students and teachers of our college as primary data.

HYPOTHESIS

H0: There is no influence of COVID-19 pandemic on customer's online buying behaviour.

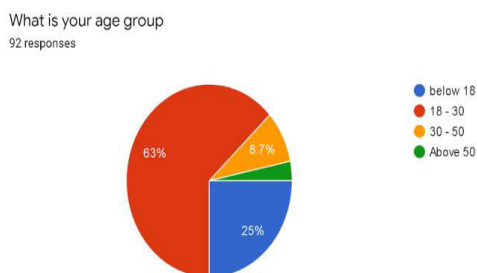
H1: There is an influence of COVID-19 pandemic on customer's online buying behaviour.

LIMITATIONS OF STUDY

1. The study is limited among students and teachers of Dnyansadhana College Thane.
2. The research paper is limited due to the limitation of time to collect data.
3. The research paper is limited to 92 respondents.

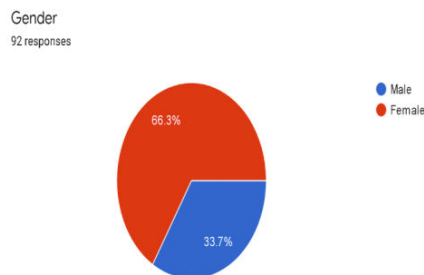
ANALYSIS AND INTERPRETATION OF DATA:

1. Age of respondents:



Interpretation: From the above chart, it is understood that 25% of people are in the below 18 age group, 63% are in the 18-30 age group, 8.7% are in the 30-50 age group, and there are very few people in the above 50 age group.

0. Gender



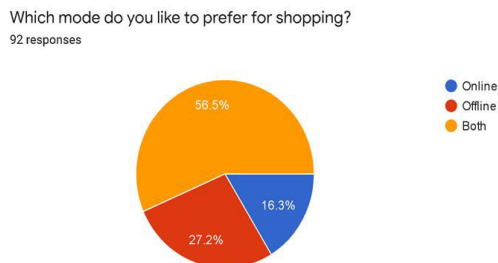
Interpretation: Thus, the above chart explains about gender, where we can see that 66.3% are female respondents and 33.7% are male respondents, so we can say that the majority are female respondents.

0. Awareness about online shopping:



Interpretation: Thus, the above chart explains that today most respondents are aware about online shopping i.e., 90.2 % respondents know about online shopping and 9.8 % respondents are not aware about online shopping.

0. Mode of online shopping:



Interpretation: From the above chart, it is stated that 27.2% respondents prefer offline mode of shopping and 16.3% respondents prefer online shopping mode and 56.5% of respondents prefer both modes for shopping.

0. Preference for app:



Interpretation: Above graph shows us that nowadays respondents are preferring which app the most for online shopping. In which 79.1% respondents are using Amazon, 65.9% respondents are using Flipkart, 40.7% respondents are using meesho, 17.6% respondents are using Myntra, 6.6% respondents are using Snapdeal, 7.7% respondents are using jio Mart, 1.1% respondents are using netmeds, 1.1% respondents are using shop clues, 1.1% people are using npurple. So we can say that majority people are using Amazon for online shopping.

0. Pandemic and app preferred for online shopping:

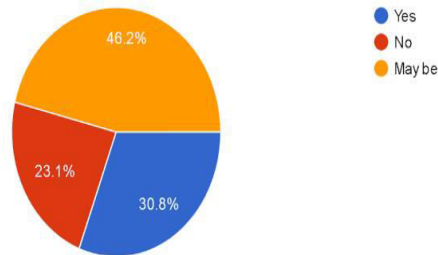


INTERPRETATION

The above graph shows us that in this pandemic situation what kind of product or services respondents prefer the most. 33% people prefer buying grocery through online shopping, 79.1% respondents are purchasing fashion and accessories, 22% respondents are purchasing stationery, 19.8% respondents are purchasing Pharmaceutical and health products. We can say that most respondents are purchasing fashion and accessories through online shopping.

0. Cheaper and convenience in Online vs Offline shopping:

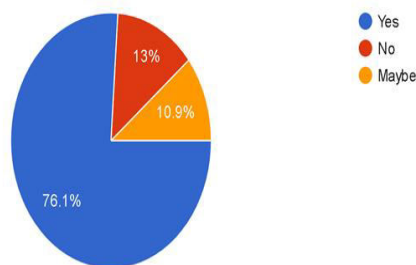
Do you think online shopping is cheaper and more convenient than offline shopping?
91 responses



Interpretation: From the above chart we can explain that 30.8% respondents think that online shopping is cheaper and more convenient than offline shopping, 23.1% respondents do not think that online shopping is cheaper and more convenient than offline shopping and 46.2% people think maybe it is convenient.

0. Increase in online purchase habit:

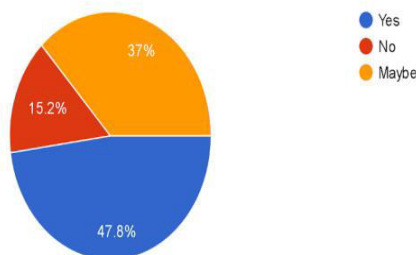
Do you think habit of online buying product has increased during lockdown period?
92 responses



Interpretation: From the above chart it is stated that 76.1% respondents think that habit of online buying has increased during lockdown, 13% respondents do not think that habit of online buying has increased during lockdown and 10.9% respondents think that maybe habit of online buying has increased during lockdown.

0. Safety about online shopping:

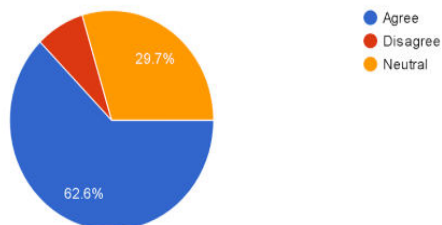
Do you think buying online products is safe and secure?
92 responses



Interpretation: From the above chart we can say that 47.8% respondents think that buying online products are safe and secure, 15.2% respondents think that it is not safe to buy online products and 37% think that maybe buying online is safe and secure.

0. Latest styles in online trends:

Do you like to search various online shopping websites just to find out more about the latest styles?
91 responses



Interpretation: Thus, the about chart explains that do people like to search various websites just to find out more about the latest styles. 62.6% respondents are agree to the statement, 29.7 % people are neutral about the statement and very less peoples disagree to the statement.

FINDINGS AND CONCLUSION

1. Most of the respondents think that habit of online shopping has maybe increased during lockdown.
2. According to the research most respondents are aware of online shopping.
3. Majority of respondents prefer both online and offline shopping.
4. It is conclude that majority of respondents use Amazon app for online shopping.
5. Most of the respondents buy fashion and accessories through online shopping.
6. Majority of respondents think that shopping online is safe.
7. Most of the respondents think that the images showed while shopping online maybe fake or real.
8. Majority of respondents think that they get defective product sometimes while shopping online.
9. Majority of respondents agree to the statement that they search various online website just to find out more about latest styles.

SUGGESTION

Based on the research we can suggest:

1. To make online shopping more efficient by making it totally safe and secure.
2. Avoide posting fake images of the products.
3. Giving more offers and discounts sometimes especially on fashion and accessories to make the customer happy.
4. Make better policies to meet changing needs of customer.

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1. What is your age group?
0. Gender
0. Are you aware about online shopping? Maybe

-
-
0. Which mode do you like to prefer for shopping?
 0. Which app do you prefer the most for online shopping?
 0. Which things do you prefer the most to buy through online shopping during pandemic? Grocery Fashion and accessories
 0. Do you think online shopping is cheaper and more convenient than offline Shopping?
 0. Do you think habit of online buying product has increased during lockdown period?
 0. Do you think buying online products is safe and secure? Maybe
 0. What do you think about the images of the products in online shopping?
 0. Do you had got any defective product while online shopping?
 0. Do you like to search various online shopping websites just to find out more about the latest styles?