



# PEOPLE IN LOCKDOWN SHOPPING ONLINE

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## ABSTRACT

With ongoing lockdown Covid pandemic and the maximum usage of network technology, electronic marketing and electronic business has been picking up regularly, thereby reforming new business model in the crisis. In the upcoming field of online business, on line shopping has become the future of shopping world where social distancing is in practice. Super markets and shopping malls at present are switching over to and are doing online business of different products & services. This article aims to study about the consumer compulsions towards online shopping. Pre-covid period, on-line shopping in India is extensively influenced by various demographic factors like age, gender, marital status, family size and income besides the covid crisis. At present, during the Covid period self-restricted mobility is also influencing factor on online shopping.

**KEY WORDS:** Covid pandemic, electronic business, online shopping, social distancing, satisfaction and challenges.

## I. INTRODUCTION

The COVID-19 pandemic is a global health crisis and a global humanitarian disease. In India, tens of thousands of people have been affected, and the reports estimate that lower strata of the working population could either lose their jobs or have their salaries reduced as the series of lockdowns and shutdowns continue. Petty traders, street vendors, artisans and daily wagers are struggling to meet their both ends. This type of disruption is likely to continue until a vaccine is developed or a cure is found. With the available little money, they are going for online

purchase of essentials and regular needs. Online shopping is only alternative for the people to stay home, stay safe and maintain social distancing. The crisis is changing the people lives and work, consumption and payments. Consumer spending is going down in the lockdown and he is spending rationally for the available best quality and more quantity on line. Online shopping is the procedure where by consumers directly buy goods or services from a seller in real-time, without a mediator service, over the Internet. The process of penetrating for and purchasing goods and services over the Internet through the use of a web browser is known as online shopping. The main attraction of online shopping is that consumers may find and buy items they need which are then shipped to their front door without increasingly needing to leave the house. Today, approximately anything can be purchased throughout online shopping, amounting to crores of rupees a year in sales.

## **II. ONLINE SHOPPING**

Orders are placed on the websites or e-commerce portals such as Amazon, Flipkart, BigBasket, and Grofers. Grocery online shopping apps are available in multiple in cities and towns. Discounts are being offered across categories such as fruits and vegetables, dairy and bakery, staples, snacks and branded foods, beverages, personal care, home care, and baby care, etc., and other essential food items. For instance, Future Group launched BigBazaar.com within ten days of the lockdown 1.0 to facilitate the consumers to opt for online purchases and it was able to scale up to about 10,000 orders a day. During the lockdown, some retail stores adopted the out of store (OOS) business and it reported that the OOS has gone up from a low single digit to double digits as the e-commerce and phone orders increasing multiple times.

## **III. STUDY**

On-line shopping has become the part and parcel of life of covid world where social distancing is being practiced. Super markets and shopping malls at present are developing marketing strategies to switching over to and are doing online business. This article aims to study about the consumer compulsions towards online shopping during the present Covid crisis where self-restricted mobility is influencing factor on online shopping. The study gives proposition that helps the manufactures or dealers to strategise to increase their online shopping sales and marketing services.

#### IV. IMPORTANCE

Online shopping can save time for both the buyer and retailer, reducing phone calls about availability, specifications, hours of operation or other information easily found on company and product pages. An e-commerce system provides real time data and analytics about your products and your customers. Because of the numerous advantages and benefits, more and more people say they prefer online shopping over conventional shopping these days. The buyer's decision-making process has changed dramatically in recent years. Buyers are conducting extensive research online before ever speaking to a sales person. Buyers are also making more direct purchases online and via their smartphone. The internet makes doing business much easier and faster. It has led to changes in the way people do business with a rapidly growing worldwide trend towards online shopping or e-commerce. The online shopping is more suitable for the people who are keeping social distancing in the present covid crisis.

#### V. PAYMENTS

Online shopping has an easy payment facility. Payments can be made either through wallet, credit and debit cards, net banking or cash on delivery and the orders may be delivered within the specified time. Customer service and customer support are offered 24/7. In case of any difficulty, customer may avail the help. And also, customer review is available to decide by the prospective customers.

#### VI. FINDINGS

Shopping behaviour has changed dramatically as the coronavirus pandemic is spreading rapidly across the country. Consumer surveys suggest the shift to online shopping will continue as long as COVID-19 remains a threat. Shoppers are hesitant to go and shop in stores because of the coronavirus scare. People in the containment or red zone preferred online shopping it is a necessity for them during the crisis. It is observed and the online consumers say that they were ordering more online than they were before the virus hit. In the month of April they were ordering a lot more online and the consumers are prioritizing essential items, including food, healthcare products, household staples and other supplies. People preferred only essential items rather than apparels though it was festival season. It is surprising to note that the festival season which provoked deep discounting by online clothing retailers was unable to attract the consumers in lockdown because of the uncertainty of future. The malls in city and towns report that online or telephonic orders accounted for about 30 per cent of the hypermarket's sales and

the remaining bulk of sales continued to be through customers visiting stores during the intermittent or lockdown relaxation period. Spencer's Retail in Kadapa is said to have adopted the out of store business and meeting the needs of the needy online.

## VII. POST COVID

India is under lockdown and most people, especially those in cities and towns are now shopping online and it is unlikely change and the appetite for online shopping is set to increase once the lockdown is relaxed. Online shopping will continue to boom even after the Coronavirus pandemic will come to an end. But it must be assured that the promise of timely delivery, compensation in case of cancellation of orders, contactless or sanitary transaction and also facilities of higher integration of online payment platforms. Sanitisation will take centre stage in online shopping business. The buyers of online now a days are more conscious about issues of cleanliness, health and safety even after the lockdown is over and they expect the service providers exercise the same level of caution.

## VIII. COLLABORATION

It is a better opportunity for the online plot form organisations to strategise collaborations with other e-retailers. The lockdown creates a huge opportunity for delivery platforms like Zomato and Swiggy to partner with grocery chain stores as they have ready workforce to deal with fluctuations in demand and supply.

## IX. SUGGESTIONS

The researcher has complete personal contact with the respondents who have purchased products and services through online. It may be concluded that most of the respondents have a good opinion about online shopping and much needed to be done to improve the range of products and services by the local vendors and service providers. Beyond securing the health and safety of people, the central and state governments and the departments must find a way back to growth and restore businesses of traders and incomes of people. It may be suggested that the consumers' protection law must be enforced strictly to protect the consumers from deception.

## X. CONCLUSION:

In the past, during the pre-lockdown period, consumers had satisfactory time to visit shopping centres, penetrating for various products. Most of the consumers prefer bargaining and make decisions on the purchases after physical examination of the goods. The complete purchase process can take ranging from a few hours to weeks depending on the product, quantity, quality and source of purchase. Today as such, there is an accelerated transformation in the entire online shopping situation in the world of e-business. Only the aspiration is that the economy has to rebound quickly and overcome fierce pandemic in the days to come.

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