

Covid-19- Findings From A Survey of Online Consumers of Different States in India

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Article Info

Page Number: 448 – 459

Publication Issue:

Vol. 71 No. 3s (2022)

Article History

Article Received: 22 April 2022

Revised: 10 May 2022

Accepted: 15 June 2022

Publication: 19 July 2022

Abstract

Online sales have increased significantly during lockdown as a result of the recent Covid-19 pandemic. A survey utilising Google Forms was used to collect the data. Both qualitative and quantitative data are used to support this study. Therefore, the goal of this project is to examine how internet commerce has changed both before and after COVID-19.

Keywords: covid 19, online commerce, digital technology

INTRODUCTION

A business paradigm called 'online commerce' enables companies and people to buy and sell goods over the internet. By offering less expensive and more effective distribution methods for purchasing or selling goods or services, it has also assisted firms in expanding their market. It has given online commerce companies new possibilities and opportunities to be somewhat independent.

The Covid-19 epidemic's global growth has altered peoples' purchasing patterns and attitudes toward e-commerce. The nation has been forced toward e-commerce by its standardised lockdown laws as well as consumers' rising reluctance to walk outside to purchase for essentials. For everything from basic essentials to branded items, consumers have switched from using shops, supermarkets, and shopping malls to online marketplaces.

The Covid-19 pandemic, according to IBM's assessment, advanced the industry by about 5 years. Additionally, social withdrawal and remaining at home as a result of COVID-19 have further pushed customers toward internet buying. We examined how these internet businesses were connected to one another and had an impact on one another in our survey of 503 people. After researching consumer behaviour, we learned that customers' wealth is the single factor influencing their online buying, banking, and entertainment decisions. Location, gender, and work status are unrelated factors. The epidemic has also aided in the understanding of what kind of products consumers find necessary and convenient to buy online. Food and other necessities make up 71.4% of purchases, followed by pharmaceutical health care at 36.4%, digital entertainment at 20.3%, and media and books at 19.7%.

OBJECTIVES AND METHODOLOGY

OBJECTIVES	RESEARCH METHODOLOGY	RESPONDENTS
<p>This study discusses about the popularity of online commerce increase after the advent of Covid 19 pandemic. From the responses obtained from the Google form circulated, we have come across results that has brought us to the conclusion that there has been a drastic shift to online commerce which might continue even after the pandemic ends.</p>	<ul style="list-style-type: none"> ➤ The most important phase in statistical survey is planning ➤ The classification is then done based on the attribute that is being considered. ➤ After the data has been collected and classified, statistical analysis and interpretation of the results are carried out. ➤ Finally, a report is published that includes a detailed description of all stages of the investigation. 	<p>Total 503 respondents</p> <p>71.8% female and 27.8% male</p> <p>255 from urban, 200 from rural and 35 outside kerala</p>

1. EXECUTIVE SUMMARY

EXECUTIVE SUMMARY (1/1)

<p>□ The term "online commerce" refers to a business strategy that allows companies and individuals to buy and sell goods over the internet. It has also aided businesses in expanding their market by providing more affordable and effective distribution channels for buying and selling goods and services. Global Covid-19 has had a significant impact on various sectors, including business, tourism, health, and education, for the past two years. Its spread has altered how we get these sources, requiring many of them to create effective online methods. It has opened up new possibilities and opportunities for internet commerce companies to become more or less self-sufficient.</p> <p>□ The impact of Covid-19 on customer behaviour when it comes to digital technology and e-commerce is examined in this study. In the first half of 2020, Covid-19 became a global epidemic, causing widespread disruption. For the first time, digital technology allowed for continued business activity, social connections, and consumption while adhering to strict security measures such as lockdown.</p>	<p>□ People's purchasing patterns and opinions of e-commerce have shifted as a result of the global development of the Covid-19 outbreak. The country's uniform lockdown laws, along with people's growing dislike to venturing outdoors to purchase for basic goods, has driven it into ecommerce. For everything from basic essentials to branded items, consumers have changed their purchase habits from stores, supermarkets, and shopping malls to online portal. When the world came to a standstill, it's fair to say that e-commerce saved the day, allowing millions of people to stay at home and have everything they needed delivered to their doorstep.</p> <p>□ The popularity of online purchasing increased by 63.2 percent during the emergence of the Covid 19 pandemic, and this trend is expected to continue long after the epidemic has passed.</p>
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EXECUTIVE SUMMARY (1/2)

<p>□ This survey examined the effects of COVID-19 on the consumers before and after pandemic in different states. □</p> <p>□ The global spread of COVID19 epidemic has changed peoples purchasing habits and their perception of e-commerce under such circumstances consumers shift there purchasing habits from stores supermarket and shopping malls to internet portals . The survey allows how the pandemic has change the online consumers behaviour in banking.</p> <p>The majority of participants irrespective of their Gender, Place of residence, employment status and income use online banking like G-pay , Paytm , etc more during lockdown than visiting bank , ATM</p> <p>,etc for there needs</p>	<p>□ COVID-19 become a global pandemic in the first half of 2020 disrupting people's daily lives all across the world for the first time, digital technologies provided an alternate channel for sustaining commercial operations , social interactions and consumption during period of rigorous preventive measure like lockdown.</p>
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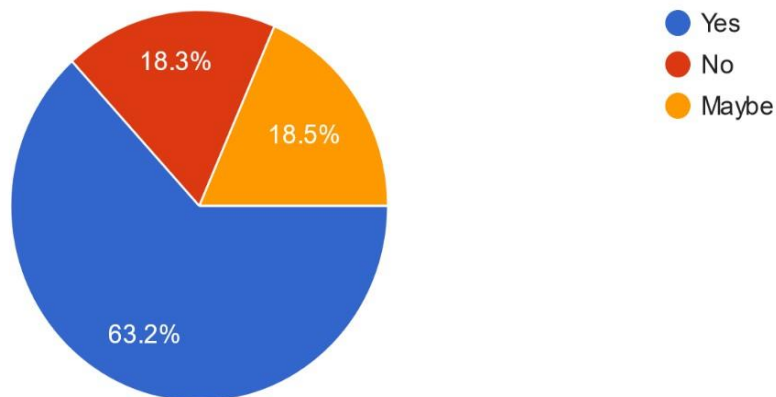
EXECUTIVE SUMMARY (1/3)

<p>□ Online shopping is a type of electronic commerce that enables customers to make direct purchases from sellers using a web browser or a mobile app over the internet. For a number of reasons, online shopping is becoming more and more common. There are undoubtedly external factors that have contributed to the rise in online shopping such as rising gas prices, transportation challenges and the difficulties frequently associated with shopping malls and other traditional retailers.</p> <p>Consumers who read the product reviews left by actual consumers can learn everything there is to know about the product. With consideration for the quality of the customer in mind, online shopping sites offer a wide range of products in both high and low quality.</p>	<p>□ There are no barriers for online shopping – both national and international. Consumers will be in a demanding position while purchasing online but suppliers will not be in a dominant position. Online shopping offers a wealth of job opportunities.</p> <p>From the survey we came to the conclusion that online shopping is independent of gender, place of residence, employment status. It is dependent only on income.</p>
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2. RESULTS

Covid-19 has made people to switch to online platform for various purposes

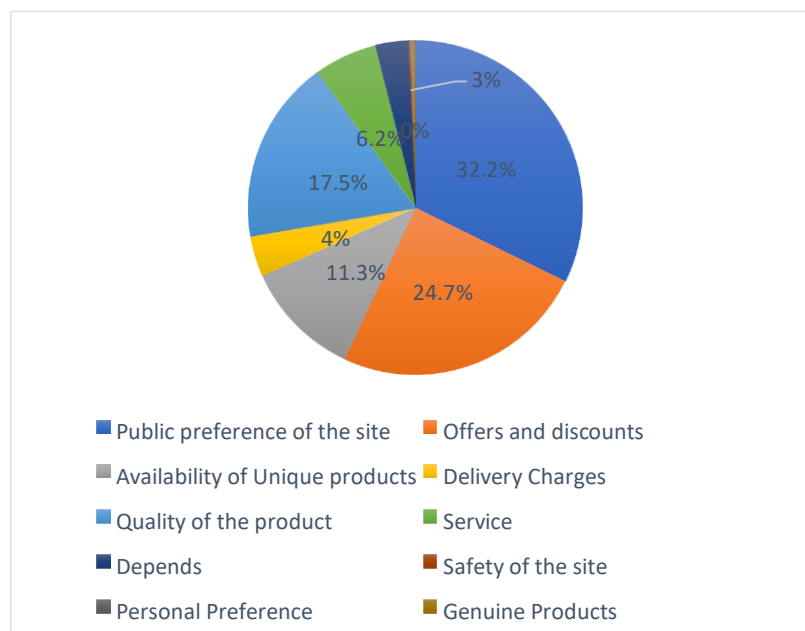
Q: Have you noticed any major change in your consumer-behaviour post Covid 19 outbreak?



Out of 503 samples collected 318(63.2%) said yes , 92(18.3%) said no and 93(18.5%) said maybe.

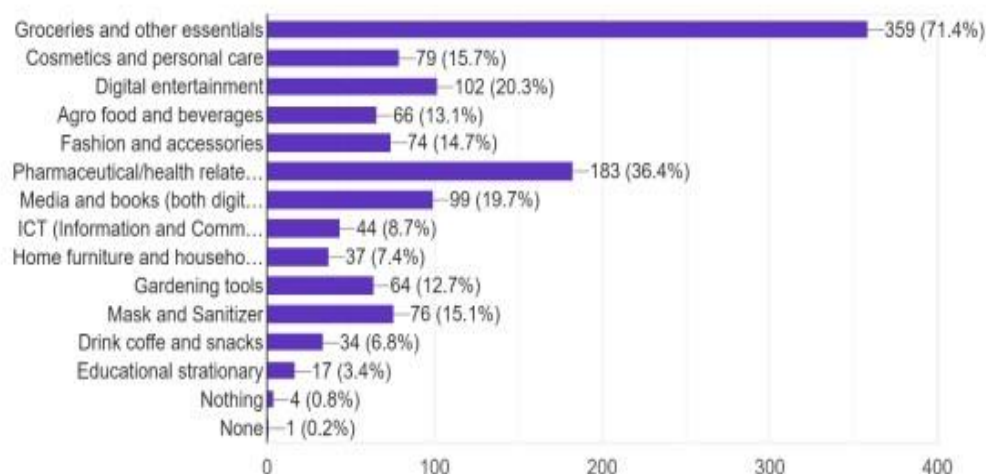
FACTORS THAT PEOPLE CONSIDER THE MOST IMPORTANT WHILE CHOOSING A SITE OR APPLICATION FOR ONLINE PURCHASE.

Q: Which factor do you consider the most important while choosing a site or application for online purchase?



PRODUCTS PURCHASED MORE DURING THE PANDEMIC

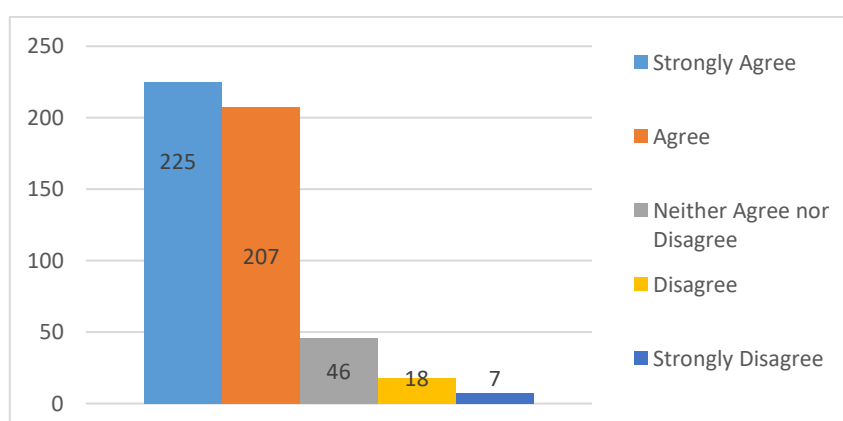
Q: Which of the following product categories did you purchase more during the pandemic ?



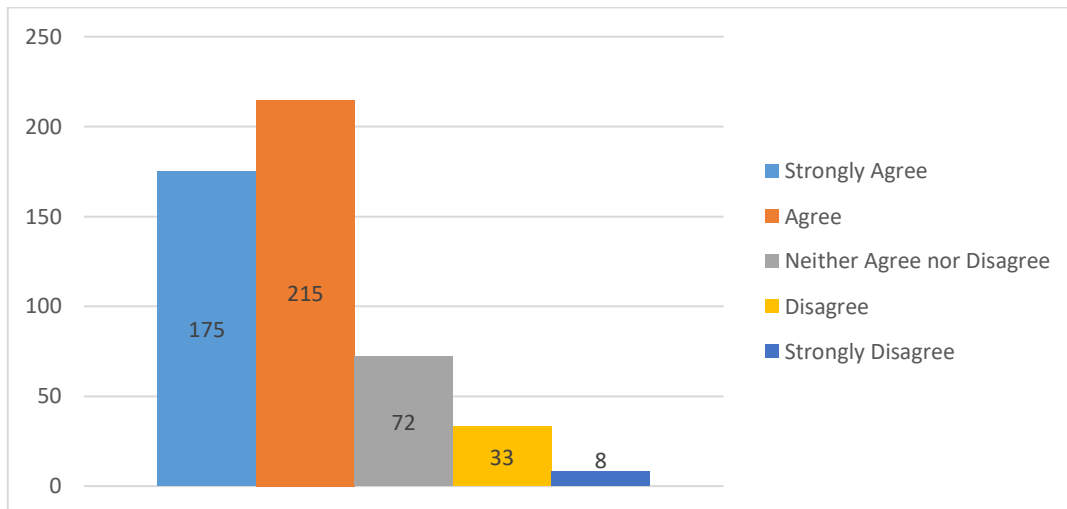
CHANGES NOTICED SINCE THE ONSET OF THE PANDEMIC.

Q : Kindly choose if you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statement. Keep in mind that we are asking about changes that you have noticed since the onset of the pandemic.

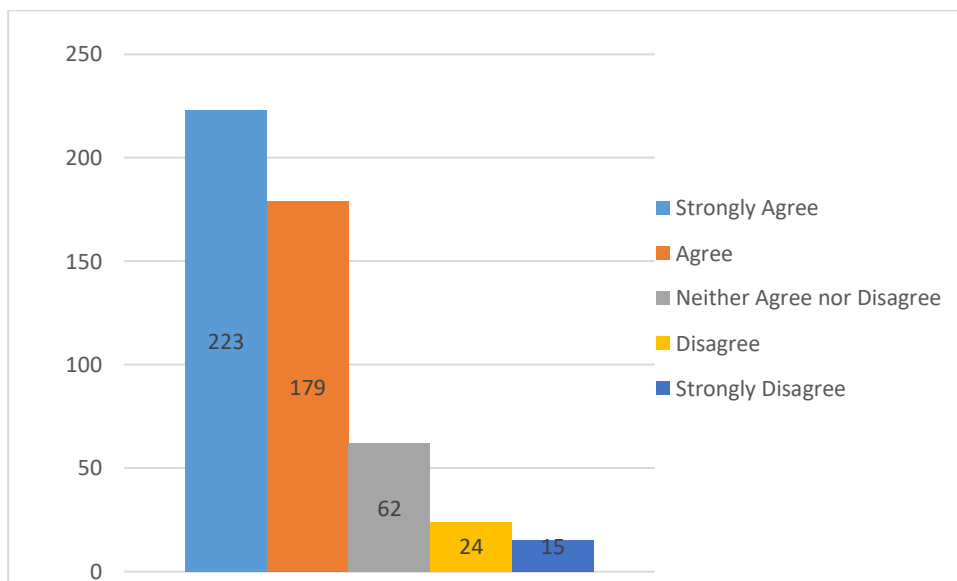
- I mostly use digital platforms such as Netflix, Hotstar, Youtube etc for entertainment.



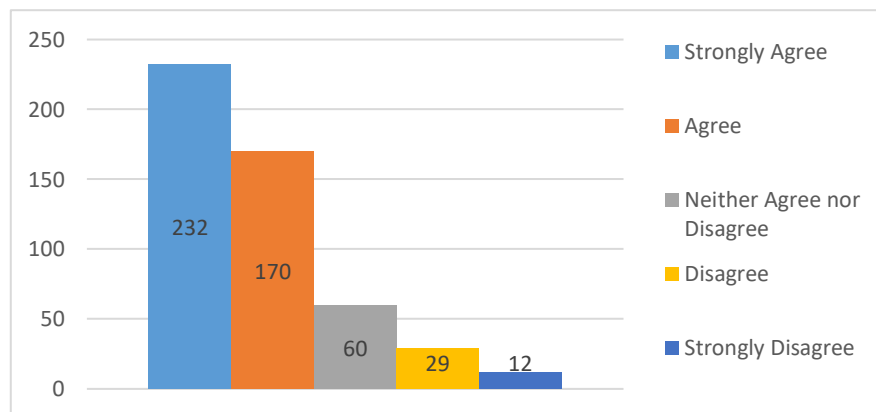
- I mostly use digital platforms instead of newspapers to get updated on current affairs.



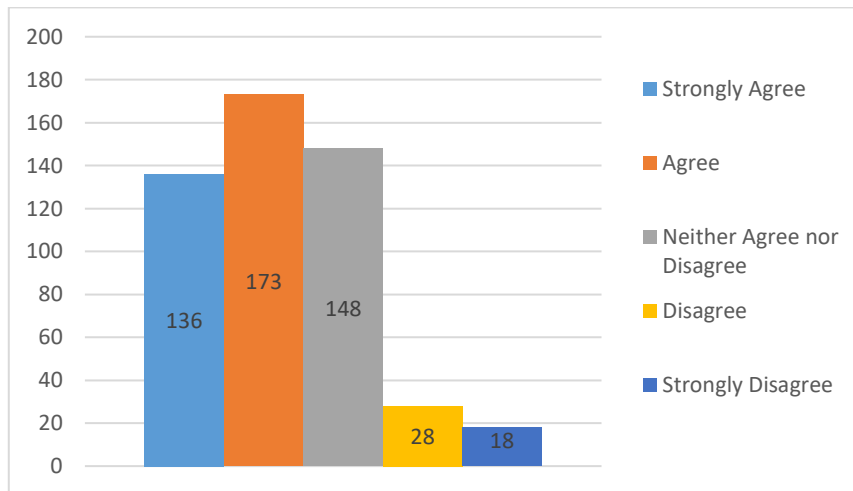
➤ I use cashless transactions via apps like Gpay, Paytm etc for almost all purchases



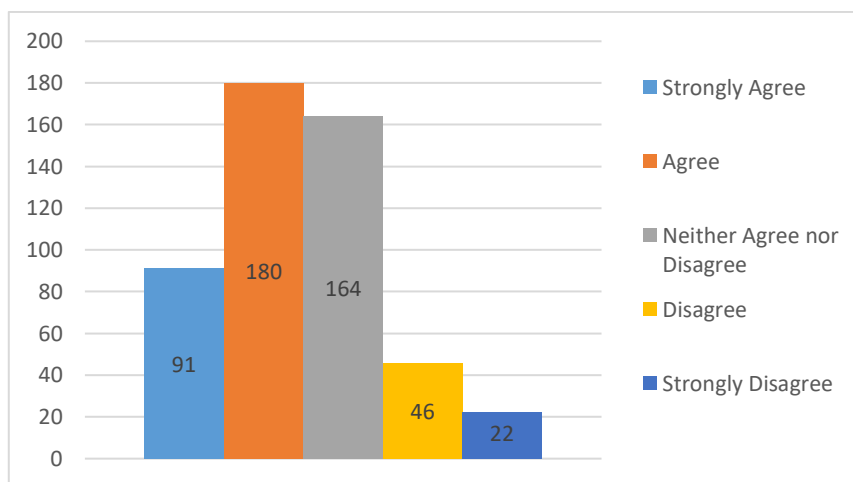
➤ I make use of internet banking and make less visit to bank



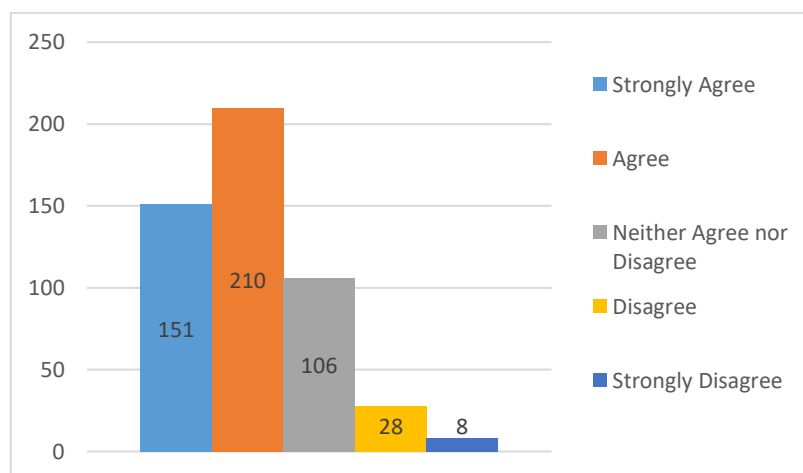
➤ I switched to home workouts from going to gym



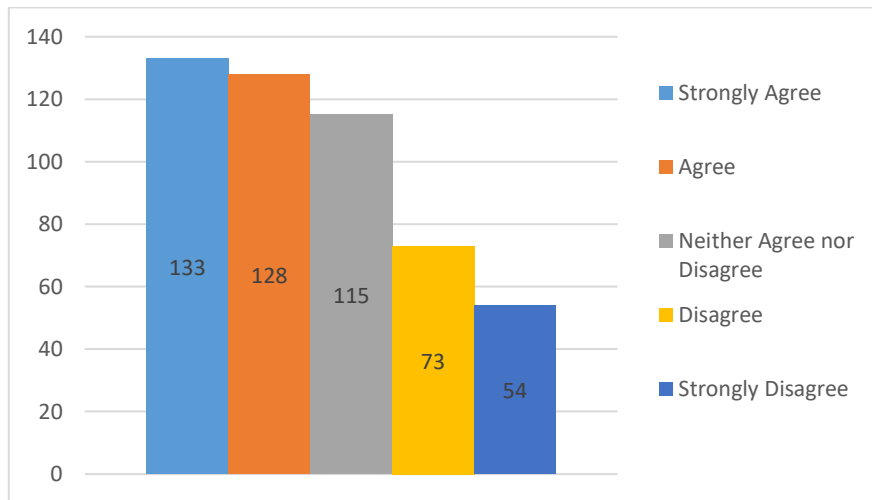
➤ I observe a bigger decline in my monthly savings



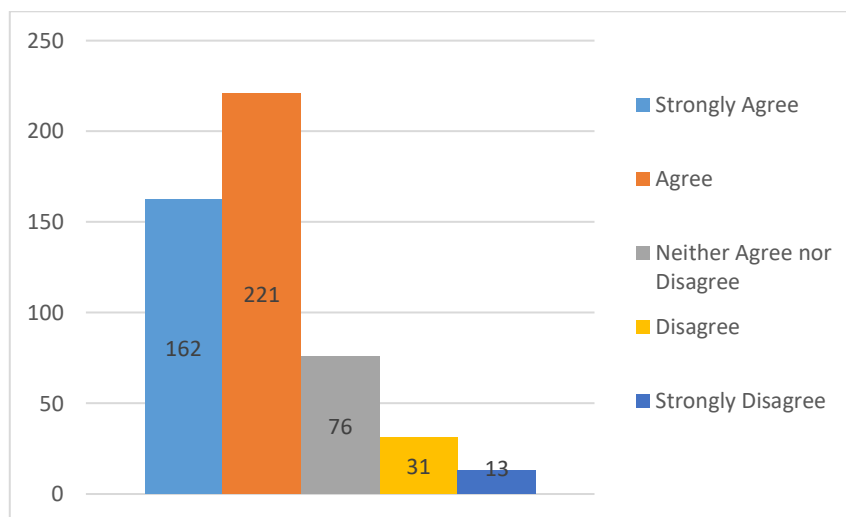
➤ I postpone large/luxury expenditures and purchase only essentials.



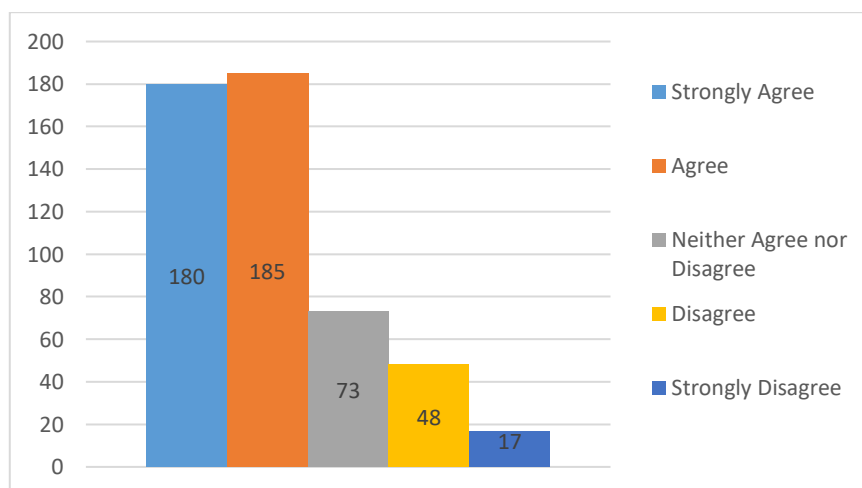
➤ I increased the use of delivery apps like Zomato, Swiggy etc



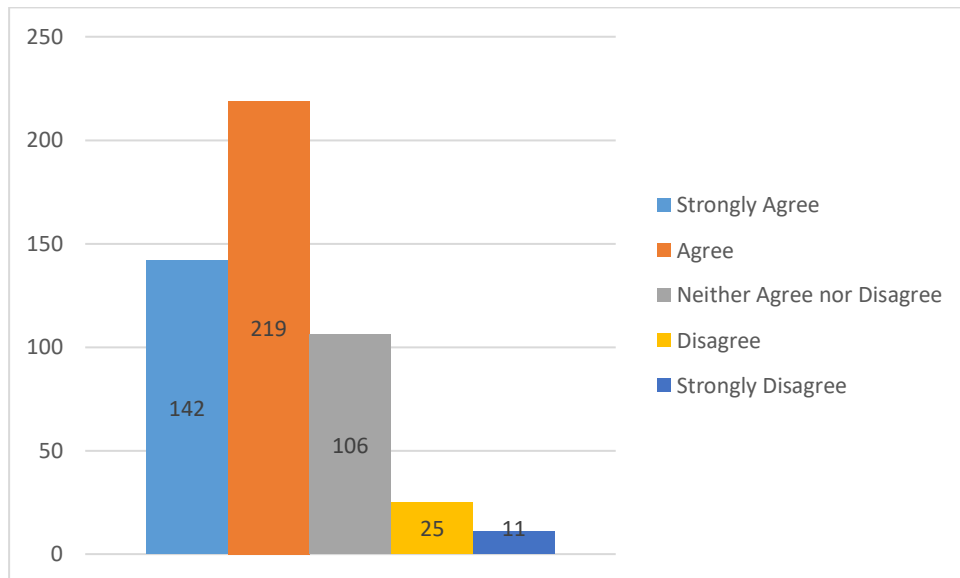
➤ I reduced the frequency of dinning out



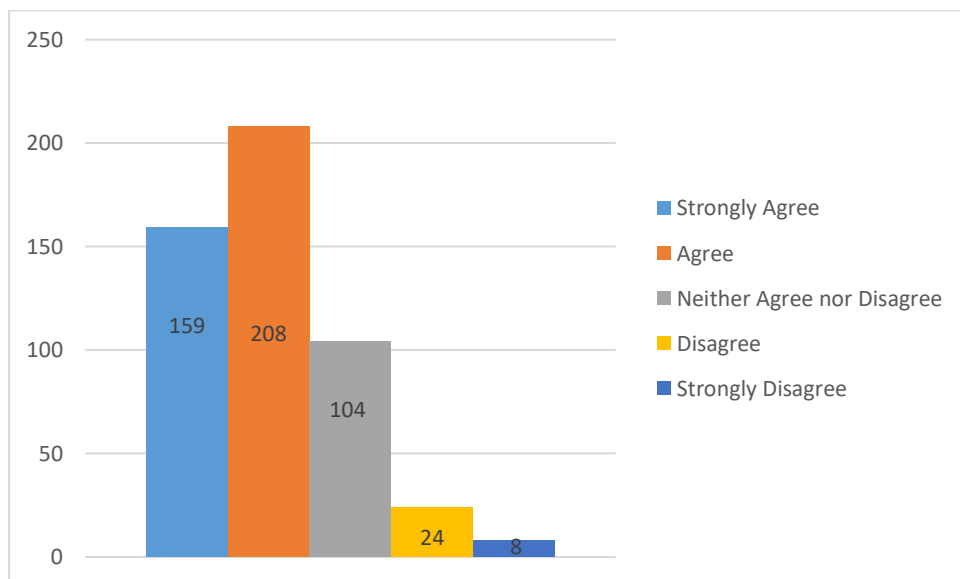
➤ I reduced the use of public transportations.



➤ I will stick to the evolving e-commerce trends even after the pandemic ends.



- I will recommend these e-commerce trends to my friends even after the pandemic ends.



3. CONCLUSION

The impact of COVID-19 on customer behaviour when it comes to digital technology and e-commerce is investigated in this study. The objective of the project was to study the effect of variables (gender, place of residence, monthly income, employment status) on the mode of digital entertainment, internet banking and online shopping. From the survey we came to the conclusion that mode of digital entertainment and internet banking is independent of gender, place of residence, monthly income and employment status, whereas online shopping is dependent of monthly income and independent of gender, place of residence and employment status.

Following the outbreak of COVID-19 pandemic, the popularity of online trade grew by 63.2% and this trend is expected to continue even after the epidemic is over.

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