

CONSUMER BUYING BEHAVIOUR TOWARDS E-COMMERCE POST COVID 19 SITUATION

Surbhi Shrivastav, Dr. Bhavik Swadia

(Research Scholar, GLS University)

(Associate professor, GLS University)

Abstract

Many e-commerce enterprises are affected by Covid-19. The Covid-19 problem is expected to have long-term consequences for e-commerce. E-commerce is a type of company that allows companies and individuals to buy and sell goods and services through the internet. Today, 40% of internet usage is devoted to online shopping. According to an IBM research, the covid-19 pandemic accelerated the industry by about five years. The role and impact of E-commerce on consumer behaviour is driving the use of consumer behaviour analysis across the board in order to attract more customers and improve their shopping experience. There has been a noticeable shift in shopper attitudes and buying habits, and the majority of them are expected to persist post-pandemic. The main agenda of the study is to understand post Covid-19 situation of e-commerce according to customer's point of view. To achieve the objective of the study primary as well as secondary data is used. Through survey of 150 respondents, the study found that frequency of online shopping has risen in the pandemic time. This paper suggests that both online and offline retailers have to invest in technologies and improve customer service. For other information and study secondary data taken from websites and journals.

Key words: E-commerce, Covid-19, Consumer behaviour, Pandemic, Retailers

INTRODUCTION

He coronavirus(Covid-19) has a wide-reaching impact on e-commerce, technology, enterprise travel, and the economy. It has already taken the lives of many and is additionally taking. In addition to this, each and every country follows the lockdown tactics as a ability of stopping measures and India has additionally adopted the identical. As we all are conscious of the reality that humans in India exercise each normal and novel ways while buying products. Before COVID 19 pandemic merchandise bought on-line range from product to product. Like shopping for furniture, medicines, fit for human consumption items, electronics, grocery and so on have been preferred to purchase from physical stores. But pandemic has shifted buying all theproducts online. If comparison has to be done everyone can see the changes in the buying habits of consumers both online and offline. The new normal of the world will be online platforms and kirana stores or physical stores will be in great distress. Safety of consumers is of utmost priority for every business and how E-commerce platforms understood the customer psyche by putting themselves in their shoes and quickly analysed the situation has helped the country deal with the COVID 19 situation with ease and less pressure.

Peopleare attempting challenging to stay the everyday existence again and corporations are making an attempt to make it easy for customers to experience the identical independence to step out from their properties except making any second thoughts. Companies are making an attempt their satisfactory and making new improvements which will take people nearer to stay their everyday lives again. The race between extraordinary on line systems is taking vicinity like in no way before. Competition is rising day through day and adoption of new methods and applied sciences to make enterprise develop is common now. Covid 19 is the state of affairs which has affected each and every person's existence and continuing doing so. But it's up to us how we are going to deal with it.

LIERATURE REVIEW

Coronavirus has affected supply chain network organizations, plans of action and endangered business congruity tasks. Each area has been confronting enormous loses in this pandemic circumstance counting flight, IT, vehicle and so forth Online business industry id attempting to adapt to the circumstance. There is ascend in the interest of cleanliness items like bathroom tissues, moist disposable clothes, floor cleaners, sanitizers and so forth They are thinking that it is difficult to satisfy the requests of individuals and zeroing in on the defensive measures for representatives by giving defensive measures. To battle this emergency business ought to be nimble and instinctive. (Akshay, 2020)

In this pandemic state of affairs E-commerce websites are receiving extra orders with a proportion of 17%. People are thinking about direct to buyers items i.e. manufacturers promoting without delay to consumers, significant increase in pharma, agriculture and FMCG products, upward push the listing of first-time online shoppers, low returns of orders etc. This throws mild on the increase opportunities, changing buying patterns of consumers, targeted insights on returns and delivery. (Express Computer,2020)

There has been making bigger alternate in the behaviour of buyers which is preferring online shopping at some point of this pandemic. E commerce which is retail focussed science platform has sold alleviation to on-line sellers. Customer shopping for ride has been elevated by means of focusing on digital transformation and adoption of omni channel solutions. E-commerce web sites enabling new languages so that can be effortlessly used and understood by using giant target audience via targeting different target market or phase group. (Peerzada, 2020)

Anam Bhatti, Hamza Akram, Hafiz Muhammad Basit, Ahmed Usman Khan, Syeda Mahwish Raza Naqvi, Muhammad Bilal has posted a file in International Journal of Future Generation Communication and Networking. Title of the file is “E-commerce traits during COVID-19 Pandemic”

RESEARCH METHODOLOGY

To analyse the buying behaviour and change in the pattern of taking buying decisions online, this investigation has been conducted in Ahmedabad city to understand changes that are taking place in the buying behaviour of customers while purchasing products online targeting people. The study has been conducted with the help of detailed questionnaire for each target group with different sample size. After getting data from the questionnaire detailed analysis has been done and used bar graphs, perpetual mapping, pie charts, statistical tools and Venn diagrams to show the results obtained.

For this research we done a primary survey for “consumer behaviour towards E- commerce post pandemic” with the help of questionnaire and secondary data from literature review and articles. We prepared questions regarding both before and after corona situation. Considering this situation we selected 150 people randomly who using E- commerce and get information and questionnaire by online.

Sample size: 150 Location: Ahmadabad

Time scale: 15 days (1th august 2021 to 15th august 2021)

There are four different groups that were targeted in the research like student, businessman, business professional, home maker and others.

DATA COLLECTION METHOD

Primary research

- Questionnaire (Data Collection) Secondary Research
- Literature Review

ANALYSIS

Gender of all respondents

While filling out the online questionnaire we come across 150 people out of which there were 85 females and 55 males. So, the percentage of gender took part in providing responses for this study is:

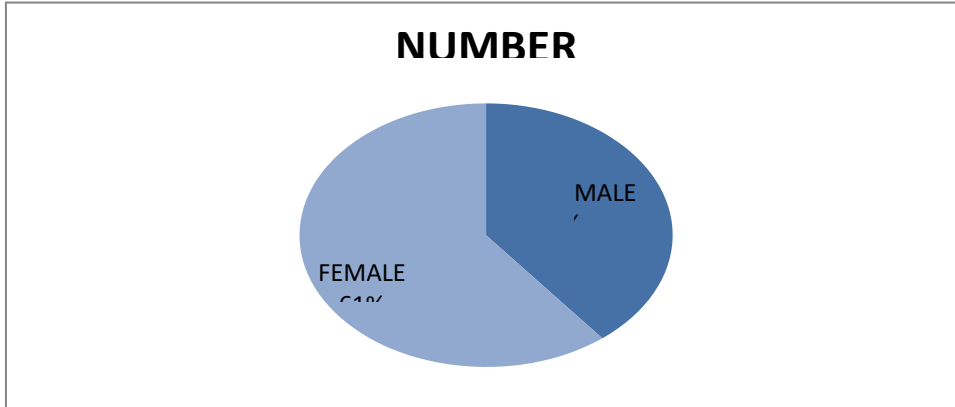


Figure 1

Age of respondents

Most of the respondents of this questionnaire are youth of age range of 18-25. These are the people who use these E-commerce platforms the most. So, these E-commerce sites should target youths to manage the business in this post pandemic.

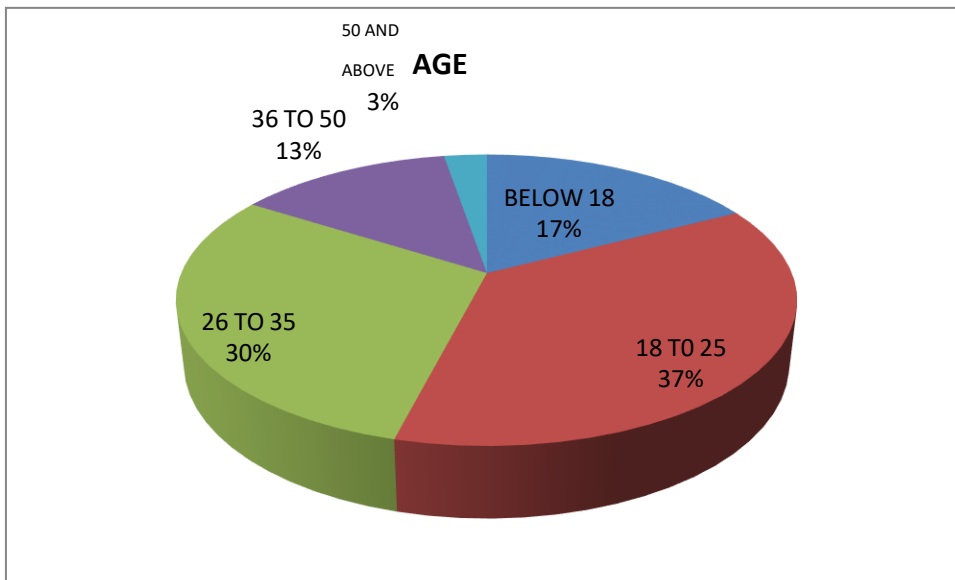


Figure 2

Income group of respondents

Almost half of the respondents belong to the income group of “1 lakh to 3 lakh”. As most of the respondents are youth, we can say that they are dependent on their parents for the pocket money and can spend only that amount of money while purchasing anything online.

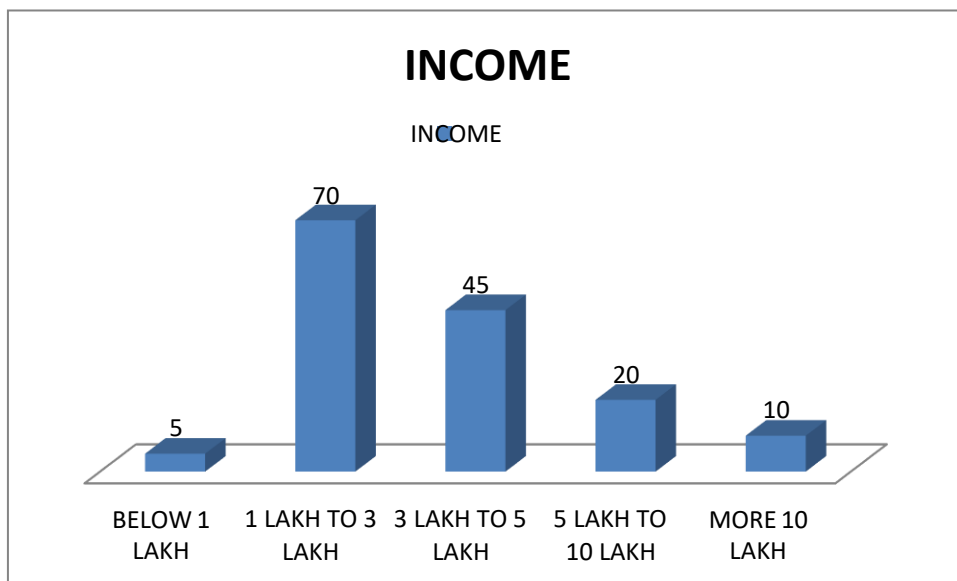


Figure 3

Profession of respondents

Most of the people who have filled this questionnaire are students. After that people who are working have participated and showed their behaviour while purchasing online using Ecommerce platforms.

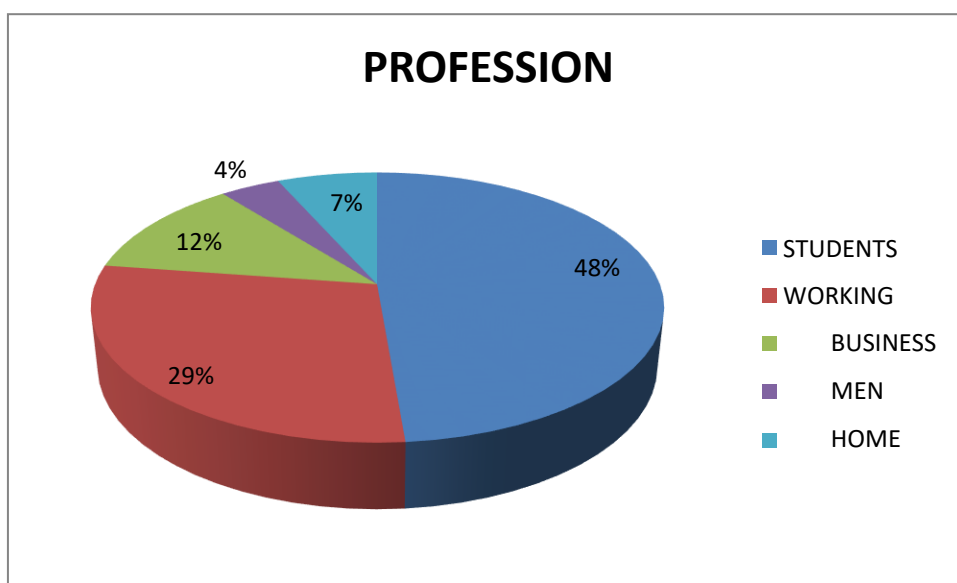


Figure 4

Do you feel safe to purchase products online during this pandemic?

The adjustments finished with the aid of E-commerce web sites after examining the modern- day pandemic scenario and changes in purchaser conduct somewhat has made humans believe on these sites. The precautions they are taking for protection of shoppers have made really worth trusting them. Hence, human beings experience safe to buy merchandise on line

<https://www.gapgyan.org/>

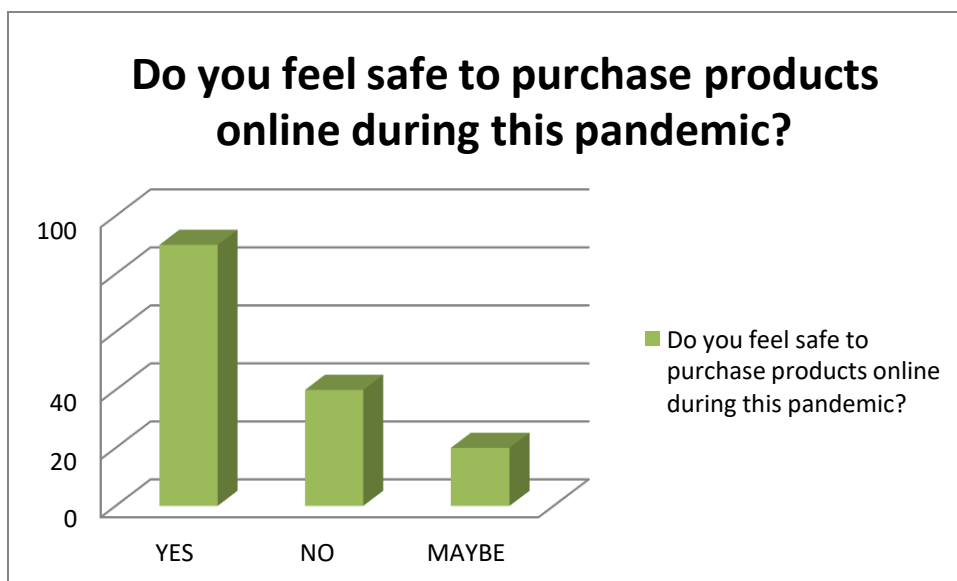


Figure 5

How often you have used E-commerce before pandemic?

According to the result before covid situation people rarely or sometime use e commerce facilities. Almost 50% people rarely purchase from website and only 13% people brought frequently use e commerce.

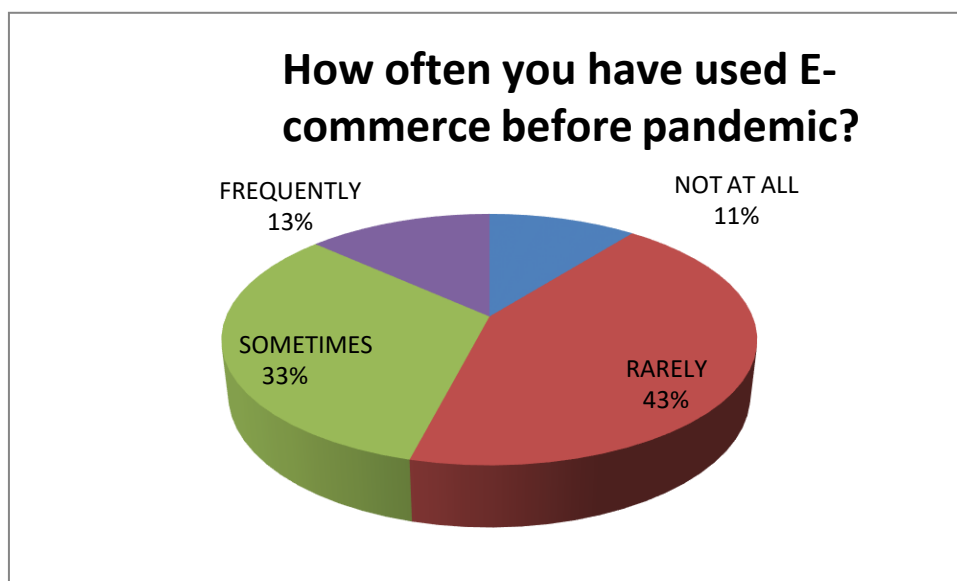


Figure 6

How often you have used E-commerce post pandemic?

We can observed with this data after Covid 19 situation people more trust and prefer to buy from e commerce because now online shopping is more safe and less infected , big e commerce companies now taking serious steps toward safe and contact less delivery. 56% people now buy frequently from online sites which was only 13% before this situation.

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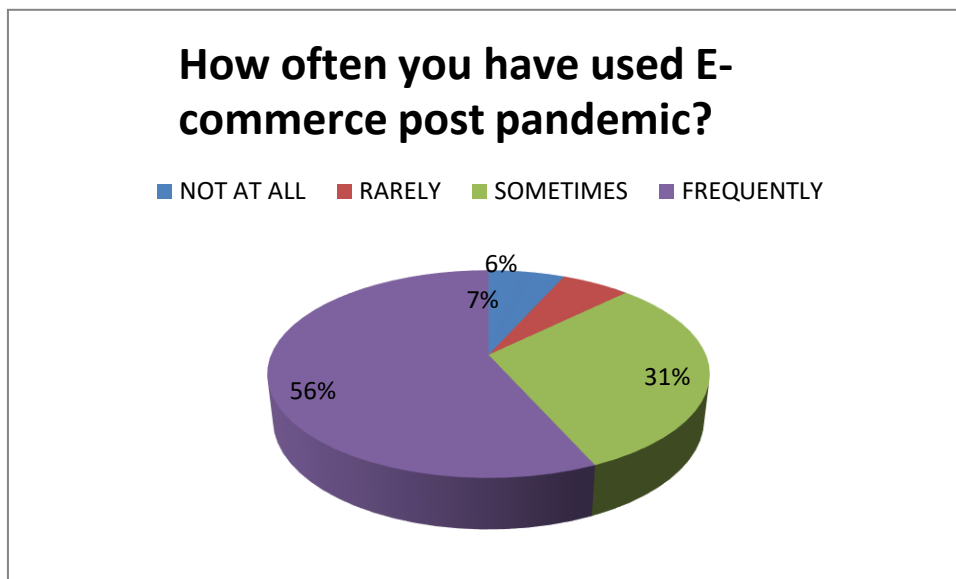


Figure 6

Which E-commerce sites you use more often post Covid 19 situation?

According to the data

- Every E-commerce site is facing Downfall in their sales or orders
- Before pandemic, the most common used E-commerce sites were Amazon, Flipkart, Myntra, Paytm and Nykaa.
- After pandemic, the most common used E-commerce sites are same as that before pandemic
- People still trust the sites which they were using before COVID pandemic

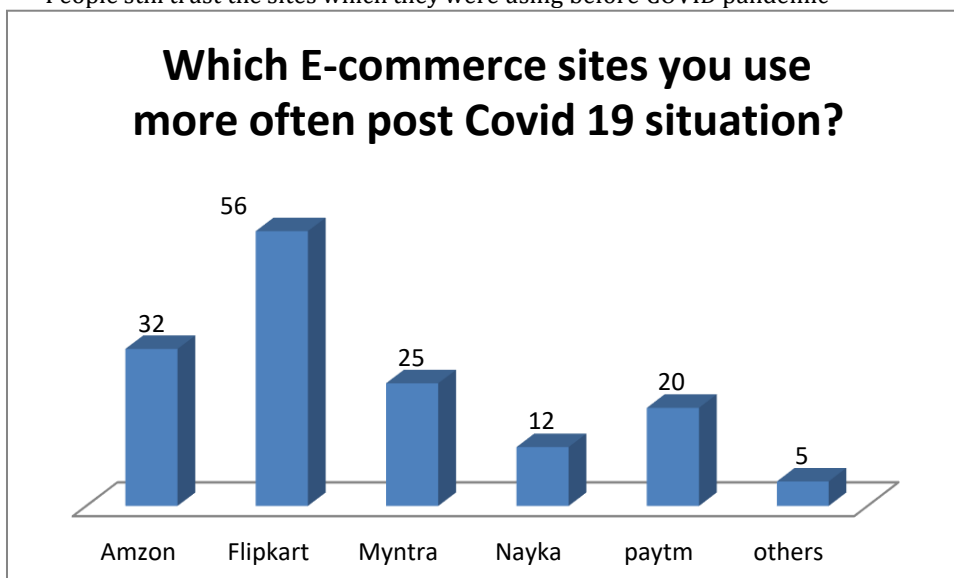


Figure 7

Things you preferred buying using E-commerce sites before and after pandemic?

According to the data:

- Priorities has changed from purchasing clothes to basic necessities of house post pandemic time frame
- To spend more time at home people are taking help of electronics as it will help most of the people to work from home too
- As physical stores were shut people were buying grocery online for the safety purpose
- Gym equipment and medicines are the things which people are spending on during the pandemic to

stay fit and healthy.

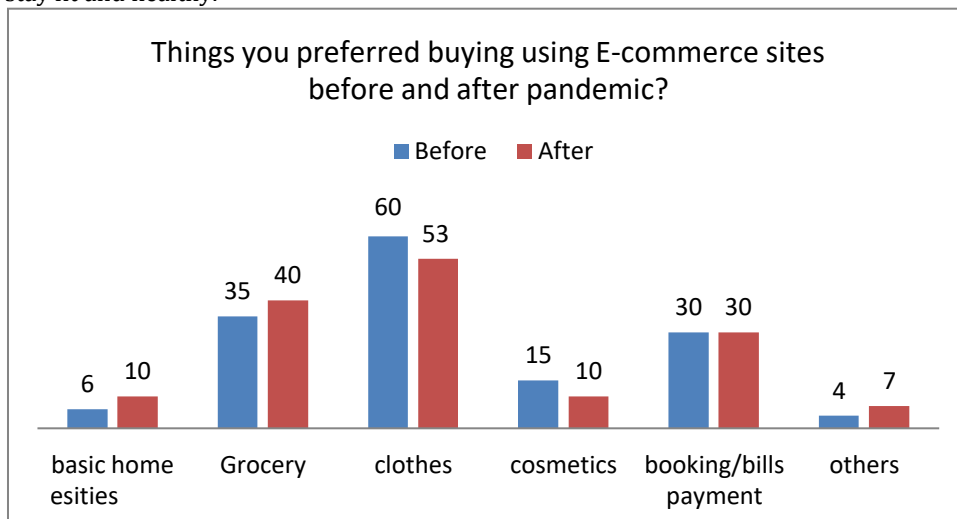


Figure 8

Parameters considered while using E-commerce post pandemic?

According to data:

People trusted E-commerce sites before pandemic on timely delivery, quality of products, safe payment options etc. but during pandemic every factor experienced a decrease in its rating. Now people think online shopping is less infected so they trust e commerce more, almost 50% people think it safe in this kind of situation.

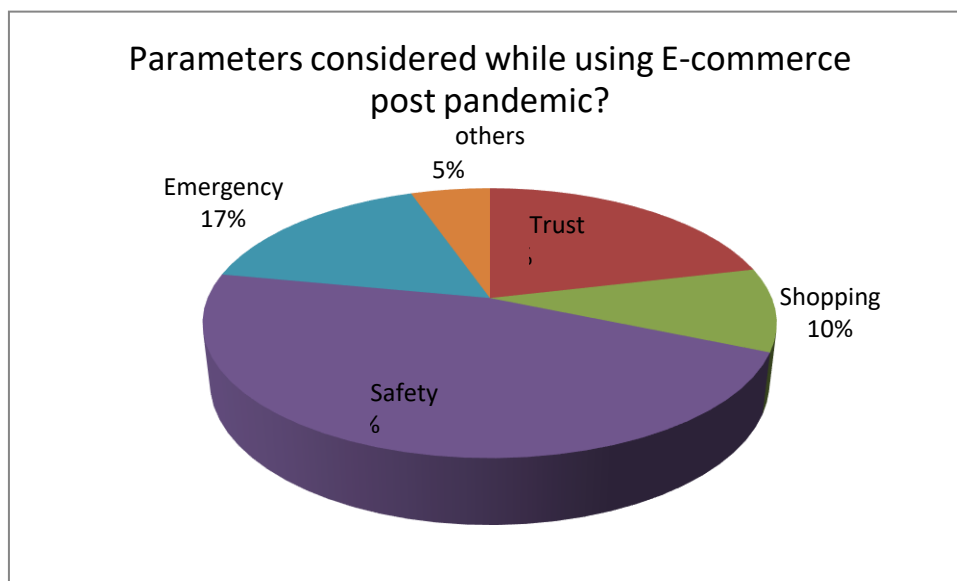


Figure 9

Reasons behind using E-commerce before and post this pandemic?

People are best buying the products for the time saving purpose, online using various E-commerce sites. People don't care about the other features offered by E-commerce sites like: Discounts/offer, free delivery, Comparison of product, Instant feedback. This pandemic situation has hit everyone so hard that people's preferences have changed and the only thing they care about is fulfilment of necessities of living.

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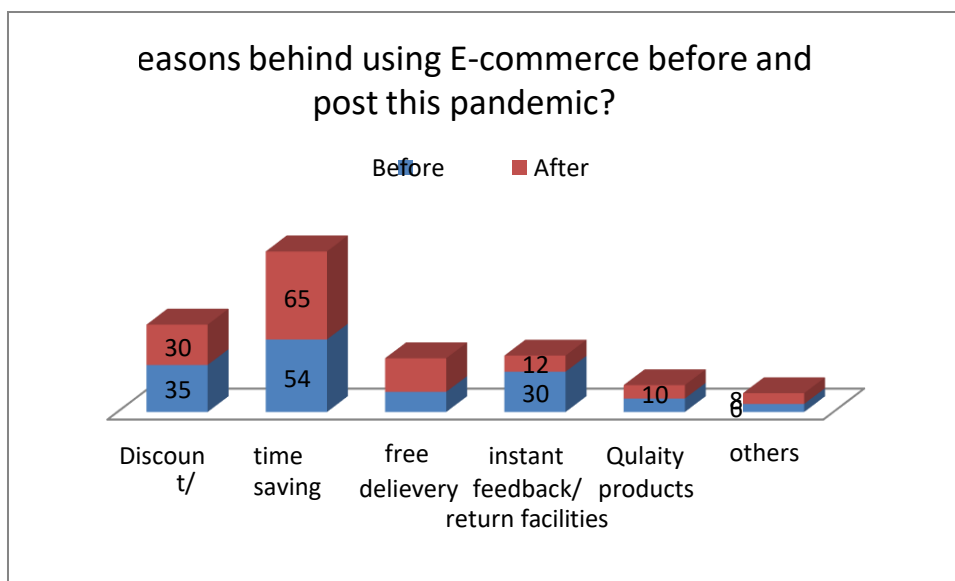


Figure 8

OBSERVATIONS

This COVID-19 pandemic has absolutely modified the conduct of all of us from agencies to consumers. People are greater cautious whilst taking any step. E-commerce enterprise like any other industry confronted the downfall however they upward jostle from that very rapidly via maintaining in thinking the consumer's wants and wants.

- People prefer the options which avoid direct contact with anything or anyone.
- People are still not ready to buy stuff online because of trust issues and fear too caught up with the disease.
- People are no more after discounts and offers as they now prefer quality and safety.
- Demands have been changed from variety of products to the necessities of household.
- People are also leaning towards the items for the office use as everyone is now working from home.
- People also feel that e-commerce give them more options and quality products.
- Also we can say that after this COVID 19 situation people now prefer e-commerce more compare to traditional shopping.
- This survey also stated that people prefer safety over price and discounts.
- E-commerce website like Amazon and Flipkart are more trustworthy and famous.

RECOMMENDATIONS

Our research related to consumer behaviour towards e-commerce superb in adapting online platforms whilst buying merchandise in this pandemic" has now not been proved in the research. People are no longer the use of the on-line systems like they used to use earlier than pandemic. People do not trust each on line and offline systems whilst buying merchandise or items.

- E-commerce websites need to no longer assume about the income however to achieve have faith of people, so they complete the buying process.
- E-commerce groups must encourage their personnel to work with the same motivation as earlier than by using giving them incentives or lay out new schemes for them.
- Give fast any safe delivery for necessary products.
- Make payment option more easy and error free.
- Also understand the need of customers very well

CONCLUSION

In this paper we will discuss about the E-commerce commercial enterprise which is struggling in this pandemic situation. Pre covid and Post - Covid conditions are absolutely special and adapting the new way of life and fashion of working is very tough. Businesses are going through issues or going through hard instances however upgrading themselves and being prepared for the unforeseeable future is the check each and every agency ought to skip it with flying colours.

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