



Increase in Online Purchase During Covid - 19 Pandemic

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Abstract: *The study aims to analyse the development of online market and the habit of Gen Y in using the internet. The analysis has been done on the basis of secondary data. This generation has access to the internet and thus are moving away from TV to digital mediums such as facebook, instagram and OTT. Although they have access to both traditional and digital channels but they prefer to seek information from digital mediums. The study also shows the response of discounts and offers on consumers. The study clearly shows how people have transitioned from physical to digital shopping. People mentioned the ease of purchase, safety and comfort.*

Keywords: Digital marketing, online purchase, consumer behaviour, internet marketing

1. Introduction

Digital marketing in India is observing a rapid growth and all organisations, irrespective of their scale and size have started adopting it. Latest statistics show the growth of internet users and currently, there are 692 million active users. This number is expected to reach 900 million by 2025. The rural areas also saw a large growth as reported by The Internet and Mobile Association of India (IAMAI). The major contribution to this growth is through rural India with 37% penetration while urban India has 69%. The major leap took place during and after the lockdown. People found online shopping convenient and safe. The online markets have also increased due to smartphones and good internet connectivity. Hence, marketers have also shifted the advertisement budget to digital marketing.

India has a young population that is tech-savvy and therefore marketers need to make a shift to capture this Gen Y.

Everyone's shopping habits have changed as a result of the COVID-19 outbreak. Whether you preferred in-person browsing or internet buying, the pandemic changed habits in a variety of clear and less obvious ways. Toilet paper and cleaning goods were rapidly removed from grocery store shelves as people rushed to stock up amid the worldwide lockdown. Supply chains were more constrained, cleaning

materials became more elusive, and people were rushing to get basic food staples and essentials as the lockdown went on. The speed with which brand loyalty faded was an intriguing secondary effect. According to studies, 40% of customers claimed to have changed brands during the epidemic. As people became more used to dining at home, there was an increase in grocery shop purchases.

Cleaning products and hand sanitizer are still in demand due to the focus on health. Depending on how quickly immunizations take effect, travel may be on the agenda, but many people are leery about flying and visiting foreign countries. As more employers loosen rules and more individuals seek out in-person contact with family and friends, retail sales are increasing.

2. Methodology

The study was based on secondary data. The secondary has been collected from the various published report of Government of India. Various journal (UGC CARE LISTED)(global database) research papers, books, etc. Data related to growth of online purchase during Covid-19 Pandemic has been studied. Reviews were collected according to the research done and then results were interpreted. The same was then presented in a simple language for the reader to comprehend.

3. Literature Review

According to Smanatha (2022) there has been a shift in the behavior of the consumer for shopping [1]. No matter whether it is groceries or electronics, people love to shop online and this has led to an increase in the e-commerce stores. This year Flipkart received so many orders during the big billion days sale that it had to cancel orders on random basis because of shortage of products.

Along with the rise in online sales, it has also been observed that consumers' favoured online purchasing items have changed. One of the most popular and widespread online buying categories in 2018 was clothes (57%) on a global scale. Clothing is followed by footwear (47%) and consumer electronics (40%) category.

It was discovered that, prior to the pandemic period, client expenditure in online sales was mostly in the categories of travel and lodging costs and clothes as a result of the COVID-19.

However, the COVID-19 pandemic crisis has caused a variety of distinct and legitimate changes in the demand for products and product groupings affected by the pandemic [2].

She did a research survey on 100 people belonging to different age groups. The survey had 10 questions each to study their shopping patterns and how frequently they love to do shopping. According to the results gathered in the survey it was noted that there has been a sharp turn and the consumers who loved to shop

rarely have started shopping online frequently in the COVID era.

People have also shown that they love to shop from Flipkart and then Amazon. There were only 10% consumers who liked shopping from Snapdeal and Ebay. The most loved feature of these websites is cash on delivery with 75% respondents loved.

In the end it can be concluded that people love to shop online and will continue doing so. The comfort of doorstep delivery with flexible payment options and excellent sales attracted the masses.

As per Ruchi (2021) there has been an increase in the customer satisfaction when a consumer places order for his preferred goods. Ruchi did a research taking 50 people from rural as well as urban areas [3]. They belong to different family environment and had to fill out a questionnaire of 15 questions. This included married and unmarried people. It has been determined that 44.8% of customers are women and 55.2% of consumers are men. Only 1.2% of customers are in the age group under 20 years, while 30.4% of consumers are between the ages of 30 and 40. Maximum 27% of customers had annual incomes of over Rs. 5 lakh, while 14.6% have annual incomes of between Rs. 3 and 5 lakh. Analysis shows that 36.6% of customers are postgraduates and 3.8% are students. Only 15% of consumers are from East Chennai, according to the poll, while 23.6% are from South Chennai.

It is determined that 44.7% of consumers come from joint families, whereas 55.3% prefer nuclear families. A family is defined as having 2-4 individuals, with 8.4% of families having more than 10 members. It has been discovered that advertisements affected 25.2% of purchases. Only 18.6% of customers prefer living in bungalows, compared to 38.4% who choose independent dwellings.

Everyone mentioned one common factor and that was the safety and comfort that they get while shopping online from Flipkart and Amazon [4]. Though there were some who also said shopping from Ebay was the worst decision.

Concluding her research she has stated that online shopping in one of the best things that has led the buyers and sellers bridge the gap between them. Comfort, ease of payment and doorstep delivery is surely going to attract more consumers in the coming years as the waves of COVID keep coming back.

As per Aditya (2022) A new chapter in human history and changes in trading patterns were brought about by the rise of eCommerce and online purchasing. The availability of a wider selection of goods and the convenience of their delivery through online shopping raised demand. More big commercial vehicles must be on the roads to fulfil orders in order to meet the rising demand[5]. The majority of roads and bridges were designed and built during the 19th

century, a time when internet commerce had not yet been invented, and as a result, the road infrastructure is not prepared for such a rapid transformation. The degradation of roads and other buildings like bridges may accelerate with the ongoing growth of heavy cars on the road.

As a result, there is a critical need for an update on new shopping patterns, particularly changes in people's behaviour brought on by the ongoing Covid-19 epidemic, and to determine if these trends for in-store and online purchasing have been permanently altered as a result. To identify the characteristics that are important to online shoppers' behaviour, this study first looks at the NHTS 2017 data.

The impacts of Covid-19 on consumers' online buying behaviours prior to, during, and after the Covid-19 pandemic are then examined by a survey. Users' responses to 206 records of data are analysed using descriptive analysis and discrete choice modelling to identify the most important factors influencing their online buying habit. Descriptive analysis and discrete choice modelling results confirm that following a pandemic, customers frequently return to stores. The results of this analysis demonstrate that online and in-person buying will maintain a healthy balance after the pandemic and would follow their pre-pandemic tendencies.

It is difficult to conclude from the results of this study that Covid-19 would cause in-store purchasing to disappear in favour of online



buying. People still need to visit stores in order to satisfy their desires for the pleasure of shopping, social connections, and feeling the goods they want to purchase. For their design and operation management of ground transportation infrastructure, stakeholders in the transportation industry must thus pay special attention to both in-store and online purchasing.

Aditya (2022) asserts that there has been a change in customer buying behaviour. People enjoy shopping online, whether they are buying groceries or gadgets, and this has resulted in a growth in ecommerce businesses [6]. Flipkart had to reject purchases on a sporadic basis this year due to a stock scarcity as a result of the large number of orders it received during the massive billion day's sale.

The preferred online purchase goods of consumers have evolved along with the increase in online sales. Clothes (57%) were among the most common and well-liked online purchase categories in 2018. Footwear (47%) and consumer electronics (40%) are the categories that are behind clothing.

As a result of the COVID-19, it was found that, previous to the pandemic period, customer expenditure in online sales was mostly in the areas of travel and accommodation expenditures and clothing.

The demand for the items and product groups affected by the pandemic, however, has undergone a number of unique and valid

modifications as a result of the COVID-19 pandemic catastrophe.

He conducted a research study with 100 participants from various age groups. The survey consisted of 10 questions for each participant to examine their buying preferences and frequency of shopping [7]. As a consequence of the survey's findings, it was discovered that in the COVID period, people who once enjoyed shopping infrequently began doing it more regularly.

People have also demonstrated their affection for shopping on Flipkart before moving on to Amazon. Only 10% of consumers said they preferred to shop on Snapdeal and Ebay. Cash on delivery is the aspect of these websites that 75% of respondents rated as being their favourite.

In the end, it is clear that consumers enjoy shopping online and will keep doing so. The ease of doorstep delivery, together with flexible payment options and great prices, drew large crowds.

Melo (2021) came up with a study that showed how people are getting more attracted towards online shopping in the COVID era. There were various behavioural shifts in food buying during the first few months of the epidemic. Consumers reduced the frequency of their shopping excursions, but there were no changes in the percentages of places where Spanish



consumers claimed they mostly bought their food. Although their research did not reveal a shift toward internet purchasing, the drop in shopping frequency points to avoidance behaviours [13]. According to a different survey, consumers in China and the United States are increasingly ordering takeout and having meals delivered to their homes. Additionally, several researches revealed that social distancing practises and worries about shopping in crowded grocery shops increased the amount of food shopping done online. Melo observed that some meals during the early months of the pandemic

In July 2020, the melo survey platform hosted an online survey that served as the source of the data for this study. US primary household food consumers who were 18 years of age or older and have resided in the same state since February 1, 2020 made up the survey group. A pretest of 50 respondents was undertaken before the survey was fielded, and it was decided that the survey was appropriate for wider dissemination. Based on their 2019 income, age, and geographic location, Qualtrics selected the sample panel to represent the distribution of US households according to the American Community Survey.

While making sure the age, income, and geographical criteria were satisfied, Qualtrics requested replies up until a total of 2,000 responses were obtained from respondents who

met the requirements outlined above [8]. Given that a larger proportion of primary food shoppers are women, this may be related to the inclusion criteria for primary consumers. Additionally, compared to the US average, our sample contains a greater number of college graduates.

Before switching to Amazon, people have shown their preference for purchasing on Flipkart. Only 10% of shoppers stated Snapdeal and eBay were their favorite online retailers[14]. 75% of respondents selected the cash-on-delivery feature of these websites as their favorite feature.

In the end, it is evident that customers like online shopping and will continue to do so. Large audiences were attracted by the simplicity of doorstep delivery, as well as the various payment choices and affordable costs.

4. Results and discussions

These studies prove that online shopping has gained a lot of traction. COVID led to lockdowns and people were forced inside their homes but online shopping became a blessing in disguise. With surveys and studies, it was clear that more people will join the trend and this will end up as positive growth for new startups also. People have considered this to be the new normal and do not want to shift back to physical mode.



Online shopping giants have made it easy to shop for essentials and other important things. With additional facilities like cash on deliver, discounts, variety and safety, consumers are more than satisfied.

Consumers now enjoy placing orders and getting discounts too these lucrative deals have

given a boost to the falling industry and has also been fruitful for dooming businesses during the tough time of covid-19. On the other hand, it was also helpful for people who were restricted to their homes. Study also shows that offers and discounts play a major role in online shopping.

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