



IMPACT OF COVID-19 ON ONLINE SHOPPING IN SUBURBS OF RAMPUR BUSHAHR IN HIMACHAL PRADESH: A CASE STUDY

Dr Rajan Devi Negi

Associate Professor, Government College Rampur Bushahr, District Shimla, H.P. 172001

ABSTRACT: The covid -19 crisis has affected societies and economies around the world and will reshape our world as it continues to unfold. The nationwide lockdown was imposed in India, following novel corona virus pandemic. In this situation this study endeavours to understand the customer satisfaction in online shopping in Rampur Bushahr during the period of covid - 19 pandemic while investigating the major reasons and factors which influence a customer's decision for purchasing online and the level of satisfaction achieved by him/her by making online shopping during the period of pandemic due to corona virus. The existing literature and secondary sources of data were reviewed to discover reasons that influence the customers' behaviour positively and negatively towards online shopping. A survey was conducted in various suburbs of Rampur Bushahr (H.P.) with the help of group of 8 M. Com. students by distributing questionnaires to gather data for this research. Online questionnaires were also sent. From the study it was discovered that the respondents used internet to purchase product online during the period owing to factors like speed of delivery, quality of product, low prices, after sale services, easy online payment, return/replace policy, special discount offers etc. Furthermore, result of survey presented positive result with respect to satisfaction level of people of Rampur Bushahr towards online shopping during the pandemic.

Keywords: covid, online, virus, pandemic

1. INTRODUCTION

On, 24 March 2020, as per government decision, a complete lockdown for 21 days in every District and Tehsil of the state of Himachal Pradesh was imposed to combat the spread of Coronavirus. This pandemic has impacted the online shopping in large extent in Rampur Bushahr as well. Central and state government announced lots of helpful guideline to the country which were implemented differently in different region as per the effect of the Coronavirus in that region. During lockdown period all the shops were closed except ration shops, food and groceries, fruits and vegetable shops. School, colleges, restaurants and hotels and offices, shops were almost shut down during lockdown period in Rampur Bushahr. Manufacturing units were shutdown for some time and production had been reduced at this tehsil. It hit the income of all retailers and wholesalers and the enterprises selling on items such as car, furniture, clothes etc.

In India there was the spike in online shopping after unlock but in small towns there is slightly arise in online shopping such as in Rampur Bushahr there was rise in on line shopping. Many items supplied by online stores in Rampur Bushahr are delivered by other states which were facing so many barriers during lockdown but after unlock the online stores started delivering products in Rampur Bushahr as well. During lockdown people could only purchase essentials like food items, hygienic items, groceries etc online shopping has become a unique and easy to use way of buying product online at just one click. Internet banking, debit card and cash on delivery have made buying online a great experience. The year 2020 is very crucial for everyone. The Coronavirus (COVID-19) eruption is first and prime human tragedy across the globe, affecting the lives of millions of people. It has greatly impacted the global economy.

2. OBJECTIVES OF THE STUDY

The present research work is designed to achieve the following objectives:

- To study the impact of Covid-19 on online presence and buying behaviour of customer.
- To examine the buying behaviour of customers during COVID-19 Pandemic.
- To study the level of customer satisfaction in online shopping during Covid-19 pandemic

3. Methodology

The study is based on primary data and Sampling units are localities in places like Khaneri, Patbangla, Kalyanpur, Rampur main market, Brow, Jagatkhana. A sample of 100 people has been used for the purpose of research. In order to collect the information to analyse the level of customer satisfaction in online shopping and impact COVIS-19 online shopping among the people Tehsil Rampur Bushahr. The demographical characteristics of the respondents were collected keeping in view the five variables such as gender, age and education level, income per year and occupation. The samples units were selected on the basis of convenience and judgement sampling methods.

4. Analysis and Discussion

The respondents were 60% males and 40% females. In the age group of under-18 (10%), 18-30 (71%), 31-40(15%), above 40(4%). The Majority of respondents were students (67%) with highest qualification as graduates (56%).

Table 1 - ONLINE PRESENCE

4.2.1 Table -2 Online Presences	
1. Do you have easy access to internet?	
Yes	95
No	5
2. Which device do you use for accessing internet?	
Laptop	49
PC	6
Cyber Cafe	0
Smart Phones	45
3. How much time do you spend on internet every day?	
Less than 1 hour	14
1-2 hours	24
2-4 hours	39
5-8 hours	12
More than 8 hours	11
4. What is your main objective behind internet usage?	
Social Networking	32
Accessing the E-mail	8
Education/Research	25
Surfing	19
Online Shopping	6
Work/Business	10
5. What Mode of Payment do you use for making Online Payments?	
Debit cards	56
Credit cards	14
Internet Banking	23
PayPal	7

Table-1 above shows the online presence of the respondents wherein 95% respondents stated that they have easy access to internet. A maximum of 49% respondents stated that they accessed internet through their laptop followed by 39% who used smart phones to access internet. A highest number of respondents 39% used internet daily for 2-4 hours. The main objective of internet usage was found to be social networking with 32% respondents choosing the same followed online shopping (26%) & education/research (18%). Debit cards were selected as the most preferred mode of online payment with 56% responses.

BUYING BEHAVIOUR DURING COVID-19 PANDEMIC.

The buying behaviour of the customers was studied through a specialized section in the questionnaire based on seven questions. Each question below depicts the behaviour of customers while buying products online during COVID-19 pandemic
Are you aware of the concept of online shopping? (N=100)

Yes	96	No	4
-----	----	----	---

The figure above clearly depicts that from amongst a sample of 100 respondents, 96% were aware of the concept of online shopping. This simply explains the level of awareness regarding Online Shopping among the People of Rampur Bushahr. The population is very much aware of the concept and hence goes for online shopping owing to a number of inherent advantages.

How often do you shop Online?

Once a week	39
Twice a week	28
Monthlv	15
Bi-Monthly	18

The figure.2 above clearly depicts that from amongst sample of 100, highest number of respondents (39%) purchased online atleast once in a month. The high frequency level of online purchase makes it clear that the people of Rampur Bushahr are very much interested in online purchasing and hence undertake Online Shopping at least once a month
 Do you think online shopping is safe during this pandemic?(N=100)

Yes	86	No	14
-----	----	----	----

The above figure depicts that 86% people of Rampur Bushahr believe that the online shopping is safe during the COVID-19 pandemic.

Why do you prefer online shopping over Retail shopping?(N=100)

Convenient	Low Price	Timesaving	Wide range of choices	Consumer Review	Guarantee/Warrantee	After sale services
21	21	22	27	7	1	1

The figure-4 above clearly depicts that from amongst sample of 100; there is a neck rating of factors which motivates the buyer to purchase online. 27% Respondents said they prefer online shopping because of wide range of choice available. Whereas, 22% said online shopping is time saving followed by a rating 21% each for convenience and low price. The fashion freak people prefer to choose from wide range of choices available which is missing in retail outlets.

Which web portal do you prefer for online shopping?(N=100)



Flipkart. Com	Ebay. com	Amazon .com	Snapdea l.com	Shopclue s.com	Myntra. com	Homeshop 18.com	Jabong .com
37	9	11	13	2	18	4	6

number of people(39%) prefers Flipkart.com to fulfil their online shopping needs followed by myntra.com (18%) plays the role of market challenger. Thus, the survey helps us to determine that Flipkart.com is the most preferred Online Shopping Portal among the people of Rampur Bushahr during the situation of COVID-19 pandemic.

What sort of product do you prefer buying online?(N=100)



Books	Clothing /Footwear	Electronic Gadgets	Household items	Health care	Sports and fitness	Others
11	34	22	12	16	2	3

The figure6 above clearly depicts that from amongst a sample of 100; maximum number of people (34%) prefers to buy clothing/footwear online followed by electronic gadgets(22%)and health care (16%). Thus, the people of Rampur Bushahr prefer to buy clothing and healthcare items online as wide variety of products is available at comparable prices.

CUSTOMER SATISFACTION

The entire research study was undertaken with the aim of determining the level of customer satisfaction during COVID-19 Pandemic Based On certain factors that affect customer satisfaction in online shopping. The detailed analysis of the responses received for each question asked is presented and analysed below

The speed of delivery of products is fast.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
15	56	21	7	1

INFERENCE:The above figure clearly depicts that maximum number of respondents (56%) agree with the fact that they are highly satisfied with the delivery speed of the products that they buy online.

The quality of products purchased online is highly satisfactory.

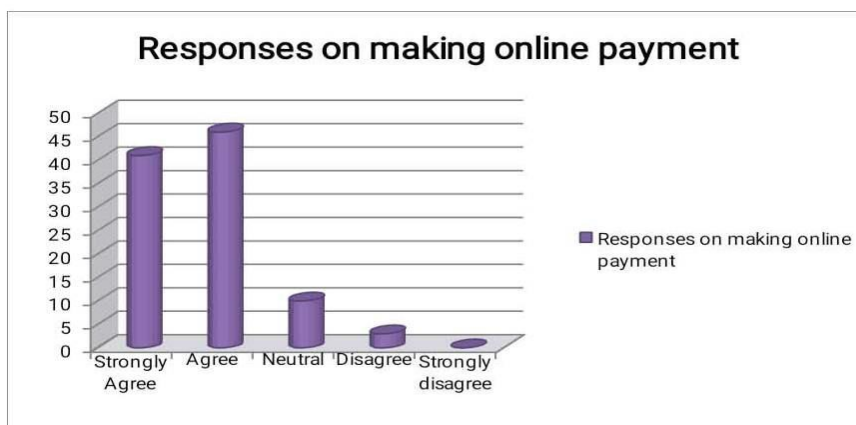
Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
16	58	21	3	2

INFERENCE The above figure above clearly depicts that with respect to the quality of the products, 59% respondents agree to the fact that the quality of the products is good and they are highly satisfied with the quality of products they buy online.

The products available online are priced low in comparison to traditional market.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
16	54	25	3	2

INFERENCE:The Inference drawn here in from the above figure states that taking into consideration the products purchased online, the cost is much lower as compared to the traditional market. 54% respondents agree with the fact that the cost of products purchased online is lesser than those purchased from retail outlet. 25% respondents are neutral to the cost of the products, whereas 15% strongly agree with the fact that cost of products purchased online is low. The Process Of Making Online Payment is fast and easy.



Strongly agree	Agree	Neutral	Disagree	Strongly disagree
41	46	10	3	0

Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
41	46	10	3	0

INFERENCE: The inference drawn from above figure states that the process of making online payment is fast and easy. 46% respondents agree with the fact that the process of making online payment is fast and easy. 10% respondents were neutral to the process of making online payment.

There is no difficulty in returning/replacing a product in case of dissatisfaction.

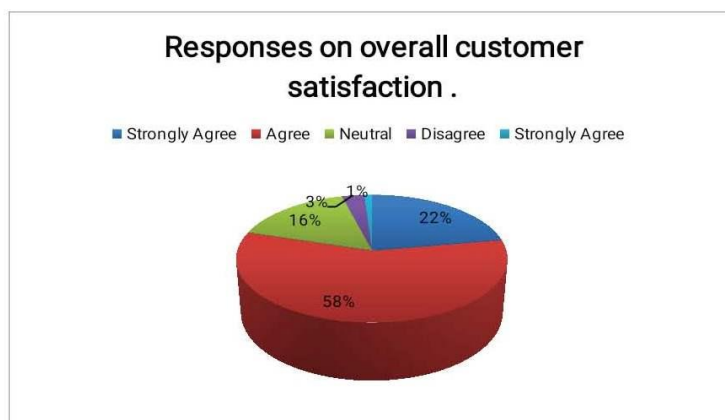
Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
8	40	31	16	16

INFERENCE: Above figure infers that there is no difficulty in returning/replacing of the products bought online. 40% respondents agree to the statement that there is absolutely no difficulty in returning/replacing the products bought online. Their returning policy and ease of replacement is quite high. 31% respondents are Neutral towards their turning/replacing the products bought online whereas, ironically 16% disagree with the statement meaning that there is difficulty in returning/replacing the products bought online. Buying some products also gives eligibility for exiting discounts/offers.

Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
23	67	7	3	0

INFERENCE: Figure infers to the fact that online shopping also provides eligibility to discounts/offers. 67% respondents Agree to the statement that online shopping also provides eligibility to various offers relating discounts/offers. 23% respondents strongly Agree with the same fact of online discounts/offers whereas, 7% respondents are Neutral towards the eligibility for online discounts offers.

4.4.7 You are overall satisfied with your experience shopping online during this pandemic.



Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
22	58	16	3	1

5. CONCLUSION

The endeavour of this study is to determine the impact of COVID-19 on customer behaviour towards Online shopping and to determine the level of satisfaction in online shopping among the people of Rampur Bushahr during COVID-19 pandemic. Various factors, based on previous researches, were taken into consideration and each one was analysed with respect to the data collected from a random samples of 100 respondents.

Not only consumer behaviour and customer satisfaction, but also information like demographic framework, online presence of the customer was analysed. More number of males was found to be active in responding to the questionnaire in comparison to females. The age group of 18 to 24 years responded to the questionnaire providing maximum responses. Maximum respondents were found to be student who had graduation as their highest formal educational level. While responding to questions regarding online presence, 96% respondents agreed that they had easy access to internet which they mainly accessed using laptops and smartphones for 46 hours daily mainly for social networking or online shopping only. They also preferred debit card as the mode of making online payments.

Responding to questions regarding their buying behaviour, they agreed that they were aware of the concept of online shopping and spent approx. Rs. 1,000 to Rs. 2,000 monthly on making online purchase. Clothing/footwear, electronic gadgets, healthcare were found to be most bought products. It was seen that due to this pandemic people started buying household and healthcare items from online stores, demand for these items suddenly increased. And Flipkart.com was found to be market leader followed by Myntra.com in online shopping arena.

It was concluded that 80% people found online shopping safe and convenient and they were satisfied with product quality, cost, delivery, and variety of products offered by online shopping (ecommerce) portal.

References

- Mehta, S., Saxena, T. & Purohit, N. (2020) The new consumer behaviour paradigm: Amit COVID-19: permanent or transient? *Journal of Health Management*, 22(2), 291-301.
<https://doi.org/10.1177/0972063420940834>
- Senecal, S., Kalczynski, P.J., & Nantel, J. (2005) Consumer's decision making process and their online shopping behaviour: A clickstream analysis. *Journal of Business Research*, 58(11), 1599-1608
<https://doi.org/10.1016/j.jbusres.2004.06.003>
- Valaskova, K., Kramarova, K., Bartosova, V. (2015) Multi criteria models used in Slovak consumer market for business decision making. *Procedia Economics and Finance*, 26(15), 174-182.
[https://doi.org/10.1016/2212-5671\(15\)00913-2](https://doi.org/10.1016/2212-5671(15)00913-2)
- WHO (2020). 2019-nCoV outbreak is an emergency of international concern.
[https://www.euro.who.int/en/health-topics/emergencies/pages/news/news%2020/01\(google-scholar\)](https://www.euro.who.int/en/health-topics/emergencies/pages/news/news%2020/01(google-scholar))
- Wilson, B., (2020) Off our trolleys: what stockpiling in the coronavirus crisis reveals about us. *The Guardian*
<https://www.theguardian.com/news/2020/april>