

## **Analysis of impact of consumer behaviour towards the internet and digital marketing: Post Pandemic.**

Dr. Jaideep Kaur

Associate Professor, Amity Business School

[jaideep.god@gmail.com](mailto:jaideep.god@gmail.com)

### **Abstract**

*During COVID 19, there were lot of disruptions that took place. The purchase pattern of the consumers was having a drastic change during COVID 19. The current study is done by using a structured questionnaire. The questionnaire was made on three criteria- Before Covid 19, During Covid 19 & after Covid 19. To understand the consumer purchase behaviour thoroughly. The main objective of the study is to understand consumer purchase modes (Online/offline) before Covid 19/ during Covid 19/ after Covid 19. The responses were collected on Likert scale. 105 responses were collected through structured questionnaire from Delhi NCR Region. The analysis of the study was done by using Frequency Tables & pie charts. The results were interpreted after the tables. The research concluded that before COVID-19 there were very less individuals who were doing online shopping. Before COVID-19 individuals were buying less of the groceries shopping from the online applications like BigBasket, grofers, etc. during COVID-19 because they were the essential products, there were very less street vendors that were selling products and there were big safety concerns related to purchasing the products. Therefore, the individuals started buying online groceries because they deliver the products directly to the home. Before COVID-19 individuals were just purchasing from the normal stores as there was no concern about any infection or virus.*

**Key Words:** *COVID 19, Purchase behaviour, Online Shopping, Offline Shopping.*

### **Introduction**

Globalisation and digitalization have enhanced people, places, and things' accessibility, approachability, and affordability (Cetrez & Van Dam, 2018; Foubert & Murphy, 2020). Everything, from toilet paper to flight reservations, was a search away, which simplified life considerably. The worldwide rollout of COVID-19 effectively put an end to all business plans, meetings, and getaways. Individuals have remarked on how their families' spending and internet purchase habits have changed in reaction to the Coronavirus pandemic, as well as on the households who adapted the most quickly and efficiently. According to press reports, customers brought the operation to a halt.

This was a rapid and unanticipated transfer of power away from entrepreneurs and toward regular individuals. This disease has wreaked havoc on every area of society and on every individual. Additionally, this unclear pandemic is having an effect on clients' online marketing and purchase behaviours. If this trend continues, huge organisations such as Myntra, Flipkart, and Amazon may have difficulty retaining talent owing to excessive turnover.

The coronavirus has infected around 2.8 million people globally, according to the most recent estimates (World Health Organization, 2020). Given that HIV is mostly spread via contact with a sick person (including coughing or sneezing) or by touching a virus-infected surface, the government has determined that staying at home and being healthy is the best course of action. This first raised the worldwide number of online clients, but quickly stalled owing to order fulfilment delays. The ability to buy from home has boosted the number of First-Time Users in India, who were previously averse to internet purchasing.

## **Literature review**

**Eichenbaum et al. (2020).** The current study also relates to the literature on how global crises affect the economy & policymakers' responses to those crises. The current research is in evidence that individuals are spending more on the online products nowadays after COVID 19. The research says that before COVID-19 there were very less individuals who were doing online shopping. Before COVID-19 individuals were buying less of the groceries shopping from the online applications like BigBasket, grofers, etc. during COVID-19 because they were the essential products, there were very less street vendors that were selling products and there were big safety concerns related to purchasing the products. therefore, the individuals started buying online groceries because they deliver the products directly to the home. Before COVID-19 individuals were just purchasing from the normal stores as there was no concern about any infection or virus.

**Barro et al. (2020),** During COVID 19 safety was the major concern, therefore, to prevent this social gathering at the local marketplaces, the individuals preferred that someone is delivering the goods that they require at their home only. Apart from that there was lockdown in the country that had disrupted the movement of individuals from one place to another. At a particular time, there were very less groceries available at the nearby store, and individuals have to buy from the online sources only.

**Lufkin, (2020)**, It was observed that during COVID-19 B grocery applications were mostly used by the individuals. The individuals started buying the grocery products online as a part of their habit even after COVID-19. Now they are finding online delivery is more convenient rather than purchasing goods from the nearby stores. Online shopping is also convenient because they are not just only providing the goods at their home but also taking care of the time schedule that the consumer had scheduled for the online delivery.

**Jones et al.** suggested a macroeconomic model for epidemiological evaluation (2020). Gormsen & Koijen (2020) assessed the effect of COVID-19 on stock prices and dividends, as well as the possibility of pandemic responses and the forecast of a COVID-19-related recession. As a consequence, this study will examine the crisis's impact on online shopping sites and the extent to which altering consumer purchasing behaviours may be sustained in the future.

**Gangeshwer (2013)**, this paper manages the calculated information on web-based business & motivating factors of shopping on the web. In the 21st century, with the quick expansion being used of web, online business is set to assume a vital part in giving new open doors to both large and small companies. In this manner online trade is bound to fill in income and geographic reach in India.

**Nadaraja and Yazdanifard (2013)**, in their review intends to uncover the advantages and draw backs of social media showcasing. It's a state-of-the-art device for advertisers hoping to associate with their target audiences. The medium enjoys a ton of benefits and hindrances, and organizations are still trying to figure out how to defeat them.

**Trivedi (2013)**, the review centres around the significance of different showcasing rehearses and utilizing various promoting devices by Small and Medium estimated Enterprises. It recommends that SME's innovative marketing systems can work just based on obviously formed advertising program i.e., to reach to the potential and existing clients. Further it additionally recommends considering the 80-20 principle by SME's prior to planning Customer Relationship Management technique.

**Yasmin, Tasneem, and Fatima (2015)**, zeroed in on the significance of computerized advertising, stating that advanced showcasing is the utilization of electronic media by advertisers to advance things or services into the market. Advanced advertising's significant objective is to draw in clients and allow them to cooperate with the organization by means of computerized media. Their

examination took a gander at a few kinds of advanced showcasing, their success, and the effect it has on an organization's deals.

**Sathya (2015)**, examined the effect of Digital showcasing and proposed that Digital Marketing is an umbrella expression for the advancement of items or administrations utilizing computerized innovation, mostly the Internet, yet additionally including cell phones, show promoting, and some other advanced medium.

**Kaushik (2016)**, in its paper referenced that the Digital showcasing is in extraordinary interest and its use is increasing in India. Advanced promoting has more noteworthy possibilities to increment deals, brand recognition & loyalty in viable way. The paper likewise proposes that by Campaigning through Digital Marketing, it can assist with decreasing expenses, support inbound traffic, and can rank better in search engines.

**Todar (2016)**, proposes that the utilization of customary promoting is decaying day by day due to extensive utilization of web by the youthful buyers for internet shopping. Further the study also reflects that the utilization of conventional promoting still wins among the developed gathering of customers. So, the paper reasoned that one of the most amazing answers for an organization is to attempt to make a combination of the two systems i.e., mixing of customary and advanced advertising that will provide food the needs of matured gathering of clients as well as the youthful populace.

**Mathur (2016)**, this paper recommends the significance and advantages of Digital Marketing. It additionally features that Govt of India is taking drives like Digital India which is a better approach for interfacing and illuminating populace across the globe. This drive has turned the consideration of the world towards the arising improvement in digitalization. However, Digitalization, Indian situation is implausible and the acknowledgment among the majority is a positive sign to enable India carefully.

**Kannan and Li (2017)**, point was to plan an exploration methodology in Digital Marketing. There searchers endeavoured to give a total meaning of advanced showcasing. They've additionally made and projected a supporting structure that features crucial points in time in the promoting system, as well as the advertising technique process, where computerized advancements have a significant impact. They likewise infer that Digital Marketing must be assessed in coordinated efforts with every one of the partners and future analyst can fundamentally take a gander at the issues that was framed with proper information from field tests and perception review.

**Yamin Ahmad Bin (2017)**, referenced that Digital Marketing is the advancement of items or brands through at least one sorts of electronic media, rather than customary advertising, which is the utilization of channels and strategies that permit an organization to survey promoting efforts. The review suggests that a coordinated promoting correspondence intend to be incorporated that would give as a manual for plan system for advertising as well as to get the buyer conduct. It likewise infers that Digital advertising devices and ideas are extending its frame of reference due to the develop flimsy the utilization of portable and web correspondence among the majority thus complete incorporations of computerized promoting apparatuses and methodologies alongside coordinated showcasing correspondence can guarantee progress in the field of advertising.

**Krpic, Milic and Istvanic (2017)**, this paper attempts to introduce advanced promoting innovations, strategies, media, their benefits, and inconveniences. As per this paper, out of the multitude of strategies that is been depicted, SEO is the most significant method for obtaining a client naturally. It additionally reasons that with the progression of present-day advancements and gadgets, even the most customary businesspeople will take special care of these types of digitization.

**Verma (2018)**, as indicated by the review, organizations can benefit from many channels of advanced showcasing and the expanded utilization of virtual entertainment is creating new open doors for computerized advertisers to draw in clients through computerized stages. In India, as per the review, there is a huge shift toward digitalization. Moreover, the article centres around the wide range of customers who are seeing shopping administrations through informal communication destinations because of their straightforward entry. Advanced Marketing, as indicated by the review, is both savvy and affects the business.

**Bharti (2018)**, observed that the significant justification behind an extreme change in the shopping approach of the Indian shopper is because of the rising utilization of web-based business. The papers recommends that for the development in advanced promoting, advertiser ought to attempt to distinguish the patterns and examples in customer's way of behaving. The shoppers can likewise post online criticism through virtual entertainment. Through online entertainment connection, the organizations can get both positive and negative input and can likewise have direct contact with their clients. This will additionally build their productivity to maintain their business through E-Marketing.

**Rajaiah and Srinivasulu (2019)** reasoned that advanced promoting is quite possibly the savviest method for publicizing an item, when contrasted with other advertising stages. Individuals are being in fluence by advanced showcasing and publicizing to buy and sell on the web, and internet business is developing. Before very long, the eventual fate of advanced promoting in India as well as the extent of computerized showcasing will light up. Garcia,

**Lizcano, Ramos, and Matos (2019)**, the aftereffects of this study report were surveyed utilizing the Delphi procedure, and its discoveries propose that voice look by means of cell phones, as well as their fluence of Artificial Intelligence (AI), will affect the advanced environment. This concentrate likewise shows and explains the exact advances that should be taken to draw in and keep the business promoting technique in the wake of examining the client's on-line purchasing process inside the enormous biological system of conceivable outcomes provided by computerized showcasing on the web.

### **Objectives**

The main objective of the study is:

1. To understand consumer purchase modes (Online/offline) before Covid 19
2. To understand consumer purchase modes (Online/offline) during Covid 19
3. To understand consumer purchase modes (Online/offline) after Covid 19

### **Research Methodology**

The current study is done by using a structured questionnaire. The questionnaire was made on three criteria- Before Covid 19, During Covid 19 & after Covid 19. To understand the consumer purchase behaviour thoroughly. The responses were collected on Likert scale. 105 responses were collected through structured questionnaire from Delhi NCR Region. The analysis of the study was done by using Frequency Tables & pie charts. The results were interpreted after the tables.

### **Hypothesis:**

**H1:** There is positive impact of consumer behaviour towards the internet and digital marketing post pandemic

**H0:** There is negative impact of consumer behaviour towards the internet and digital marketing post pandemic

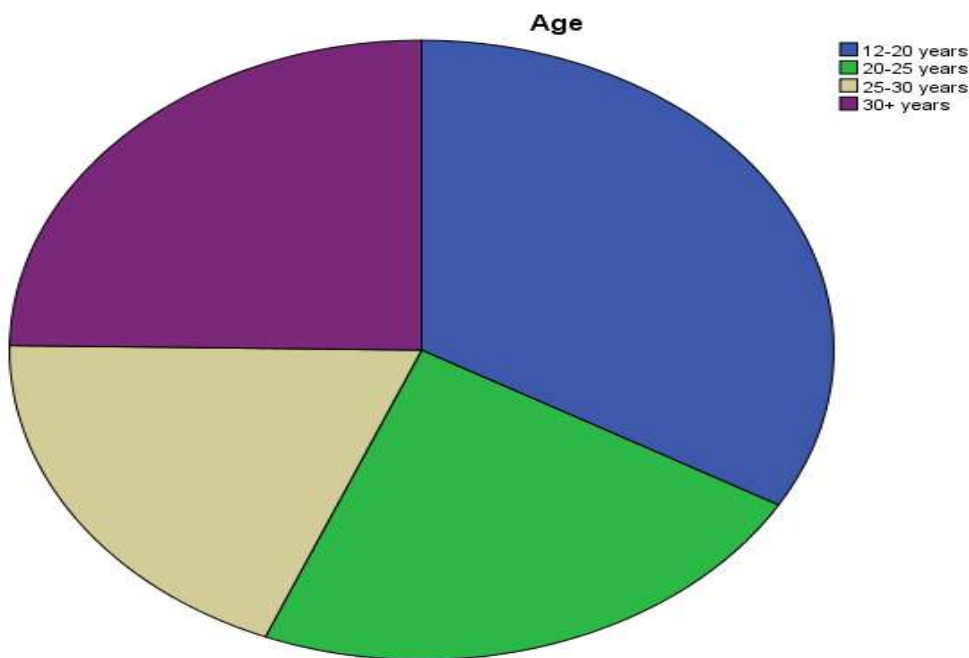
**Data analysis and interpretation**

**Research Analysis**

**Age**

	(F)	(%)	Valid (%)	Cumulative (%)
Valid 12-20 years	35	33.3	33.3	33.3
20-25 years	24	22.9	22.9	56.2
25-30 years	20	19.0	19.0	75.2
30+ years	26	24.8	24.8	100.0
Total	105	100.0	100.0	

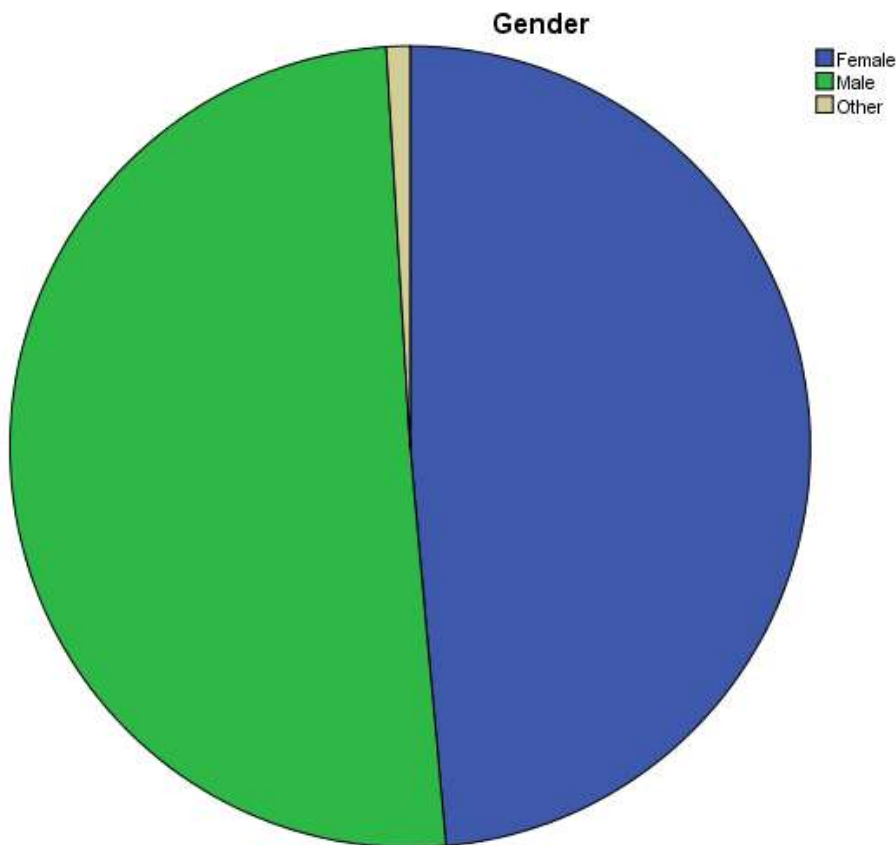
During this study, we collected a response of 105 people, in which 36 people were between 12 & 20 years old, 24 people were 20 to 25 years old & 20 people were 25 to 30 years old, 26 people were 30 years old.



**Gender**

	(F)	(%)	Valid (%)	Cumulative (%)
Female	51	48.6	48.6	48.6
Male	53	50.5	50.5	99.0
Other	1	1.0	1.0	100.0
Total	105	100.0	100.0	

Among the people whose responses were gathered during the study, 51 were women & 53 were men while another was 1.

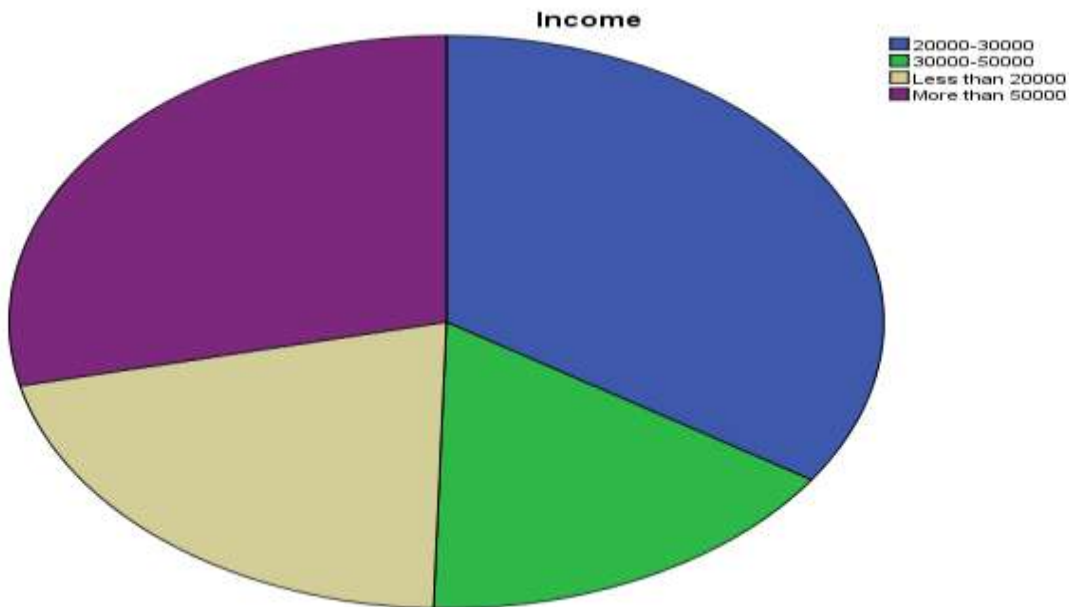




**Income**

	(F)	(%)	Valid (%)	Cumulative (%)
20000-30000	36	34.3	34.3	34.3
30000-50000	17	16.2	16.2	50.5
Valid Less than 20000	22	21.0	21.0	71.4
More than 50000	30	28.6	28.6	100.0
Total	105	100.0	100.0	

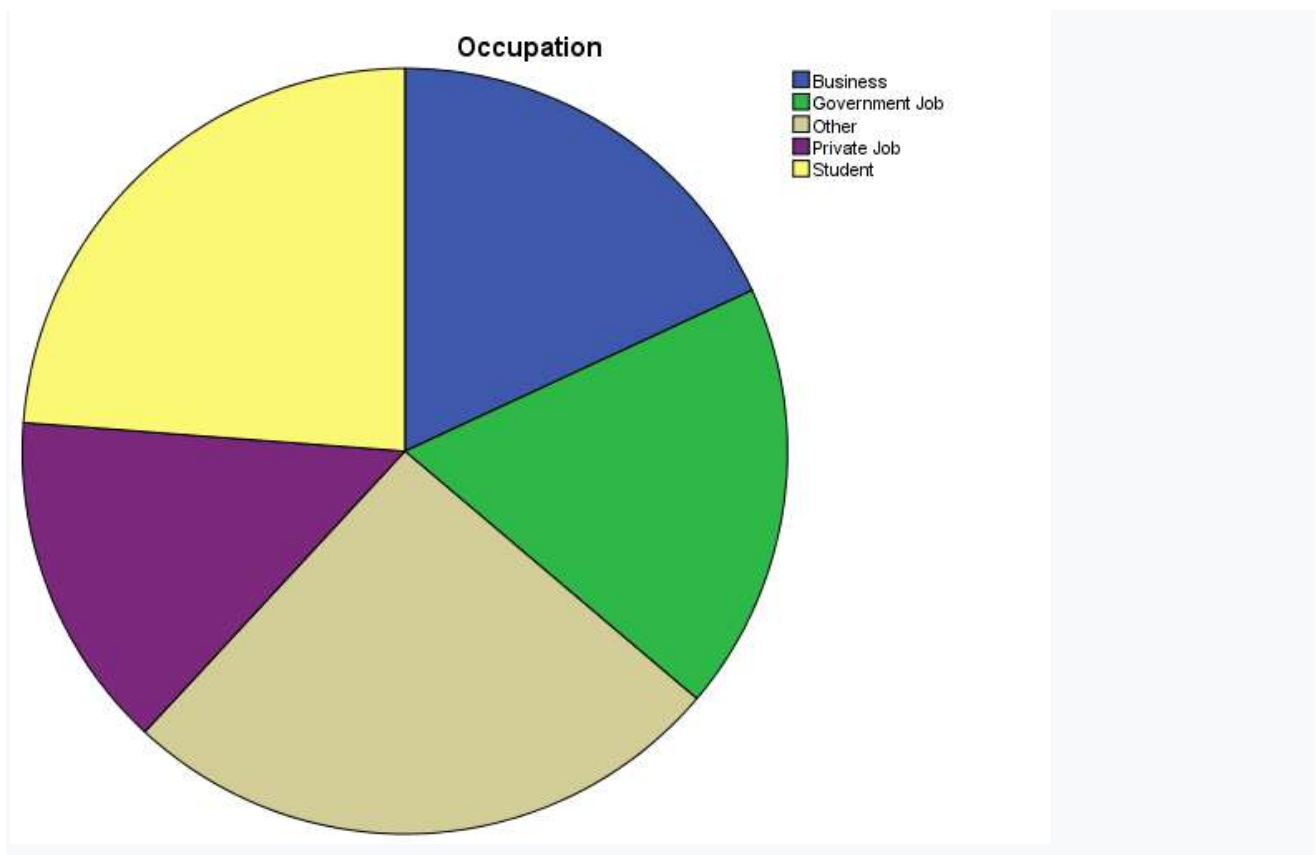
In this study we included 36 such people whose monthly income ranged between 20,000 & 30,000, while 17 included those who were between 30000 & 50000 & 22 people who came less than 20,000 & 30 such people. Whose monthly income was more than 50,000.



**Occupation**

	(F)	(%)	Valid (%)	Cumulative (%)
Business	19	18.1	18.1	18.1
Government Job	19	18.1	18.1	36.2
Valid Other	27	25.7	25.7	61.9
Private Job	15	14.3	14.3	76.2
Student	25	23.8	23.8	100.0
Total	105	100.0	100.0	

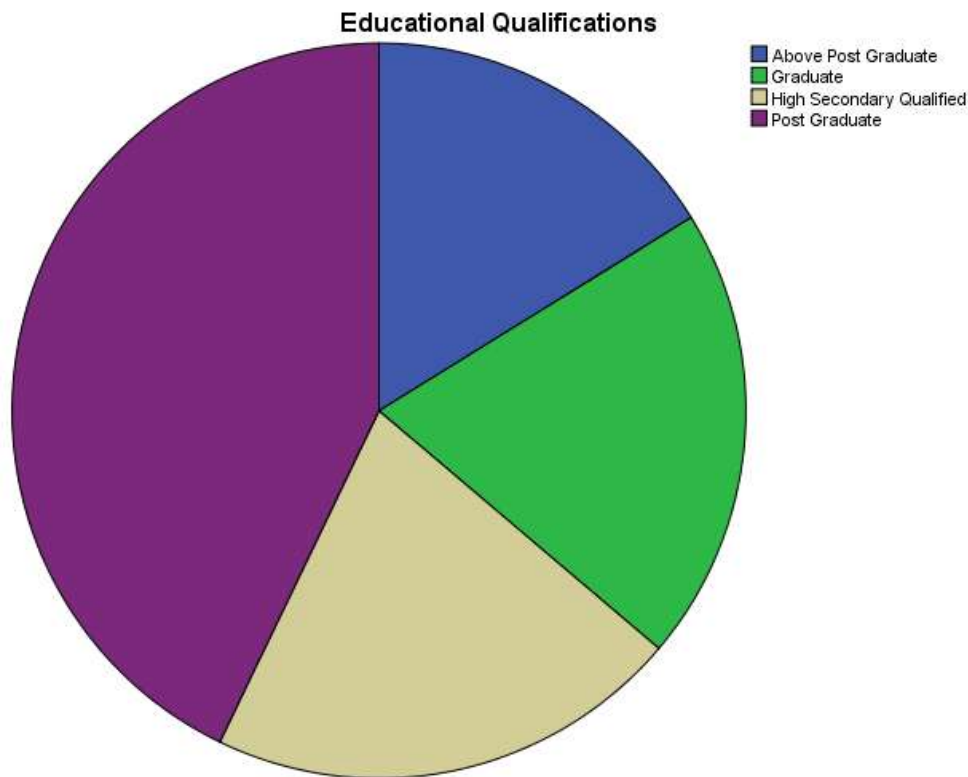
In this study, we included 19 businessmen, 19 government employees & 15 private jobs in price. The same 25 students were also included.



**Educational Qualifications**

	(F)	(%)	Valid (%)	Cumulative (%)
Above Post Graduate	17	16.2	16.2	16.2
Graduate	21	20.0	20.0	36.2
High Secondary Qualified	22	21.0	21.0	57.1
Post Graduate	45	42.9	42.9	100.0
Total	105	100.0	100.0	

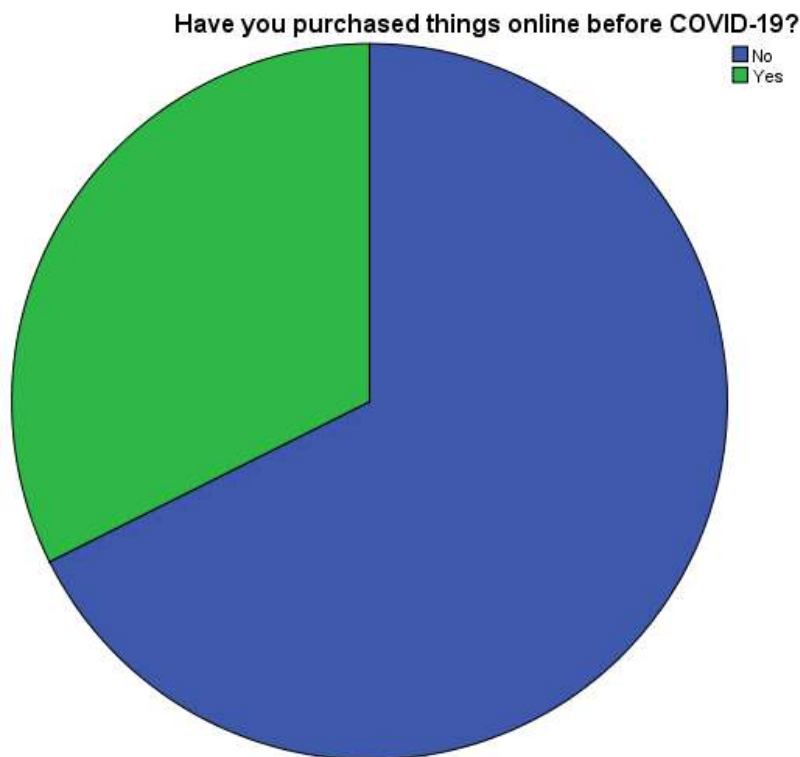
In this study, we included 45 post-graduates, 17 above post-graduate people, the same 22 high secondary passed people, the same 21 graduates.



**Have you purchased things online before COVID-19?**

	(F)	(%)	Valid (%)	Cumulative (%)
No	71	67.6	67.6	67.6
Valid Yes	34	32.4	32.4	100.0
Total	105	100.0	100.0	

When people were asked whether they used to shop online before Covid-19, 67.6% people said no while 34.4% people were already enjoying online shopping.

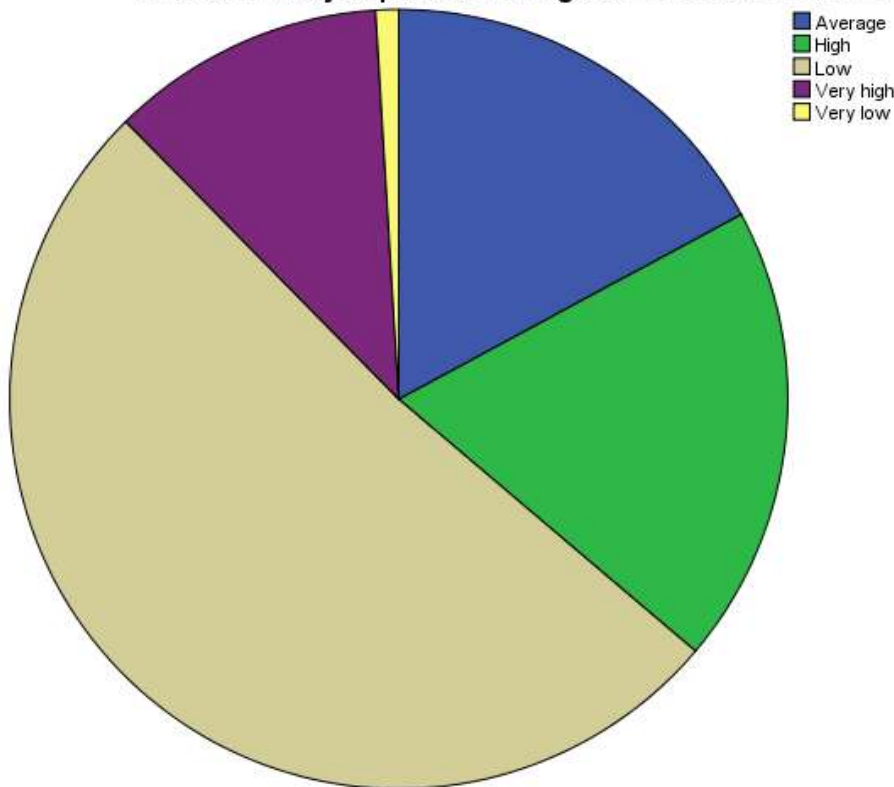


**How often did you purchase things online before COVID-19?**

	(F)	(%)	Valid (%)	Cumulative (%)
Average	18	17.1	17.1	17.1
High	20	19.0	19.0	36.2
Low	54	51.4	51.4	87.6
Valid Very high	12	11.4	11.4	99.0
Very low	1	1.0	1.0	100.0
Total	105	100.0	100.0	

When people were asked how much online shopping he used to do, before Covid-19, 17.1 people used to do online shopping, the same nine (%) had to buy the things he needed from online shopping. While only 1% of the people used to buy very little, 51.4% of people used to order some of their special things online.

**How often did you purchase things online before COVID-19?**

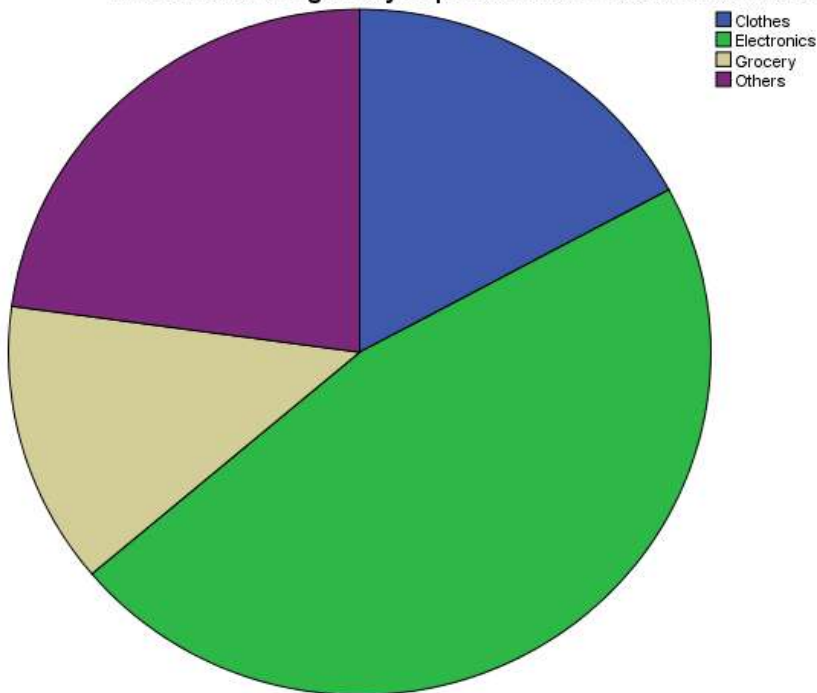


**What kind of things did you purchase online before COVID-19?**

	(F)	(%)	Valid (%)	Cumulative (%)
Clothes	18	17.1	17.1	17.1
Electronic s	49	46.7	46.7	63.8
Valid Grocery	14	13.3	13.3	77.1
Others	24	22.9	22.9	100.0
Total	105	100.0	100.0	

When people were asked what kind of shopping they did through online before Covid-19, 46.7 (%) preferred to buy electronic things. The same 17.1% people preferred to buy clothes while 30.3% people preferred to buy grocery through online. 22.9% of people shop online for other things they need.

**What kind of things did you purchase online before COVID-19?**

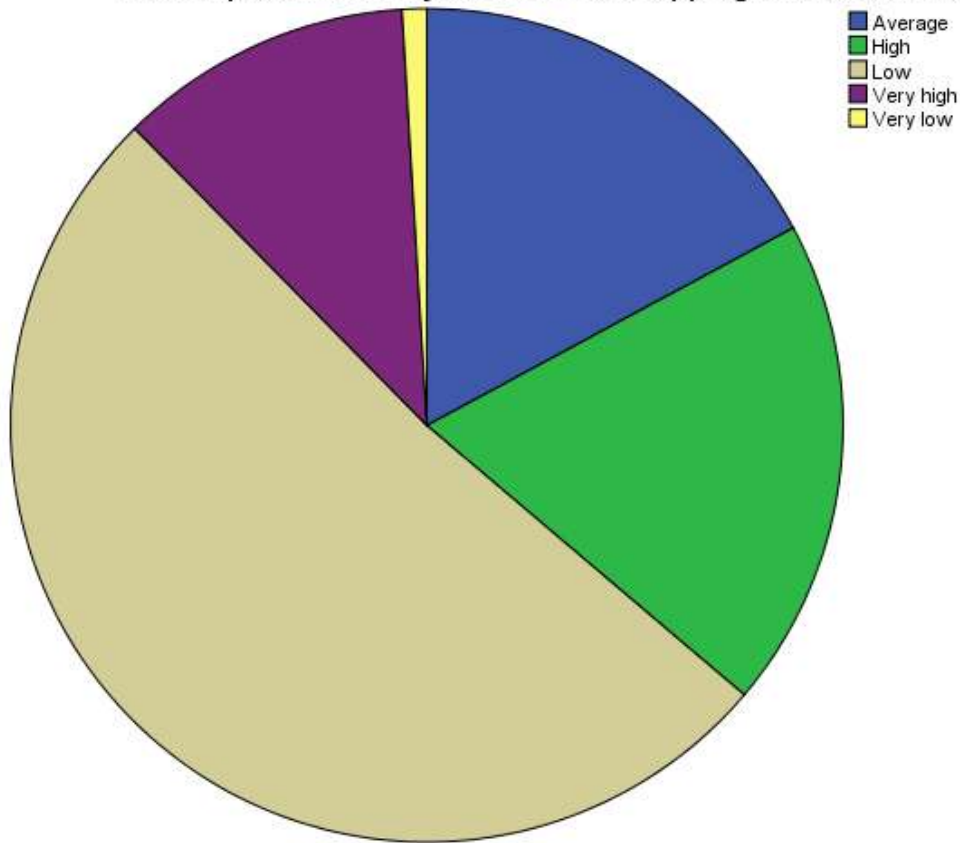


How dependent were you on online shopping before COVID-19?

	(F)	(%)	Valid (%)	Cumulative (%)
Average	18	17.1	17.1	17.1
High	20	19.0	19.0	36.2
Low	54	51.4	51.4	87.6
Valid Very high	12	11.4	11.4	99.0
Very low	1	1.0	1.0	100.0
Total	105	100.0	100.0	

When we asked people how much they relied on online shopping before Covid-19, 19% people depended more on online shopping whereas 11.4% people depended on online shopping a lot. 51.4% people said That he relies very little on online shopping. The same 17.1% of the people said that he relies on average online shopping.

**How dependent were you on online shopping before COVID-19?**

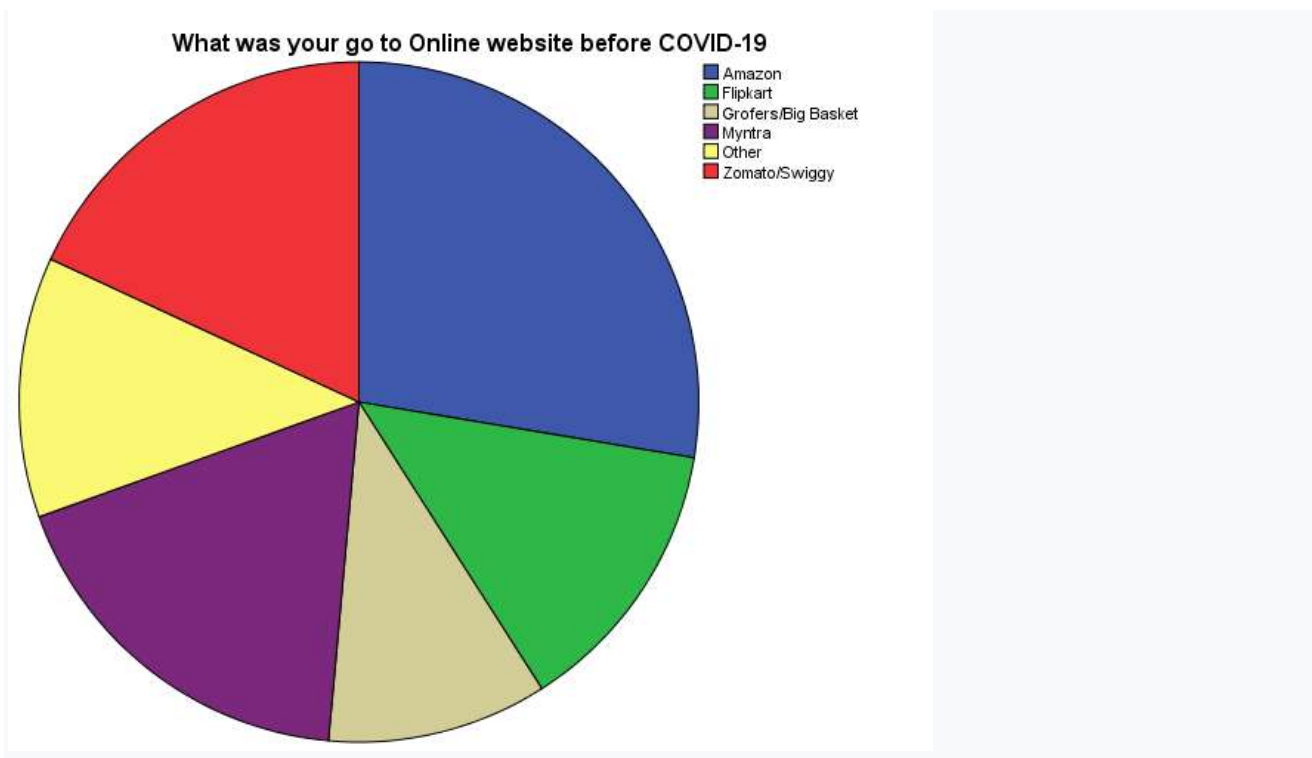




**What was your go to Online website before COVID-19**

	(F)	(%)	Valid (%)	Cumulative (%)
Amazon	29	27.6	27.6	27.6
Flipkart	14	13.3	13.3	41.0
Grofers/Big Basket	11	10.5	10.5	51.4
Myntra	19	18.1	18.1	69.5
Other	13	12.4	12.4	81.9
Zomato/Swiggy	19	18.1	18.1	100.0
Total	105	100.0	100.0	

When people were asked which online website, they preferred to shop before Covid-19, 27.6 (%) said that they trust Amazon more, while 30.3% said that Flipkart was their favorite. Shopping site. The same 18.1% people like shopping on Myntra 10.5% people like to buy groceries from Grofers, big basket 8.1% prefers Zomato & Swiggy for food.

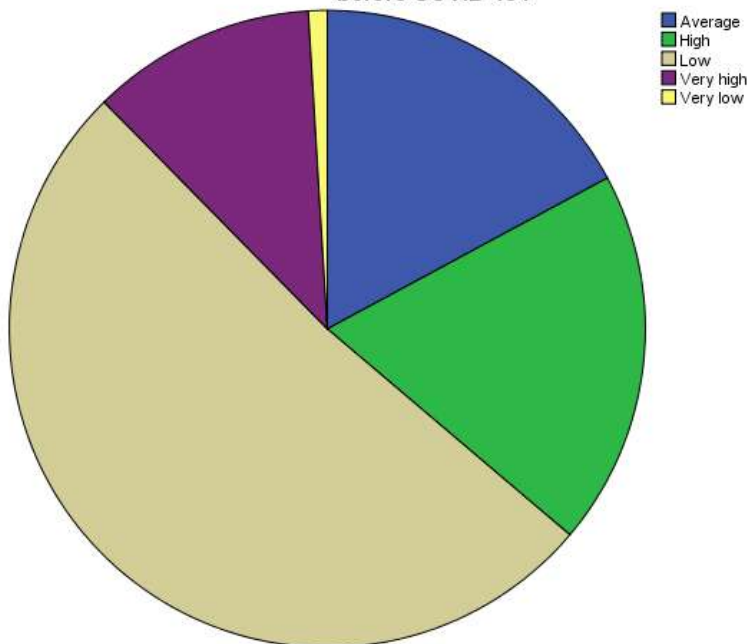


**What do you think would be the (%) age increase of new online consumer before COVID-19?**

	(F)	(%)	Valid (%)	Cumulative (%)
Average	18	17.1	17.1	17.1
High	20	19.0	19.0	36.2
Low	54	51.4	51.4	87.6
Valid Very high	12	11.4	11.4	99.0
Very low	1	1.0	1.0	100.0
Total	105	100.0	100.0	

When people were asked whether, according to you, the number of online consumers had increased before Covid-19? So according to 19% of the people, this number increased rapidly, while the number of online consumers grew very fast according to 11.4% people, while the number did not increase much according to 51.4% people, the same was average according to 17.21% people, that is, there was no significant change in the number of online consumers who already loved shopping online, the same figure remains the same after Covid-19.

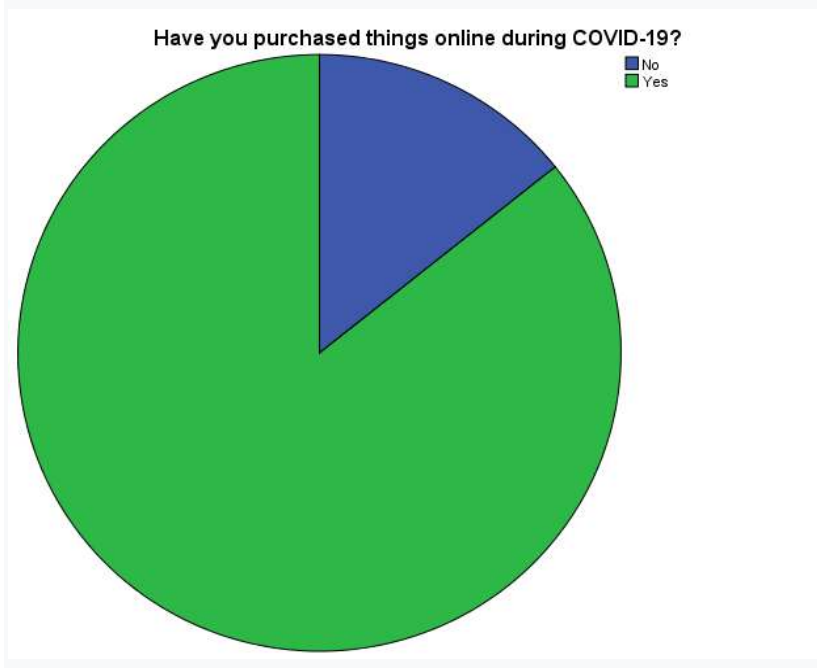
**What do you think would be the percentage increase of new online consumer before COVID-19?**



### Have you purchased things online during COVID-19?

	(F)	(%)	Valid (%)	Cumulative (%)
No	15	14.3	14.3	14.3
Valid Yes	90	85.7	85.7	100.0
Total	105	100.0	100.0	

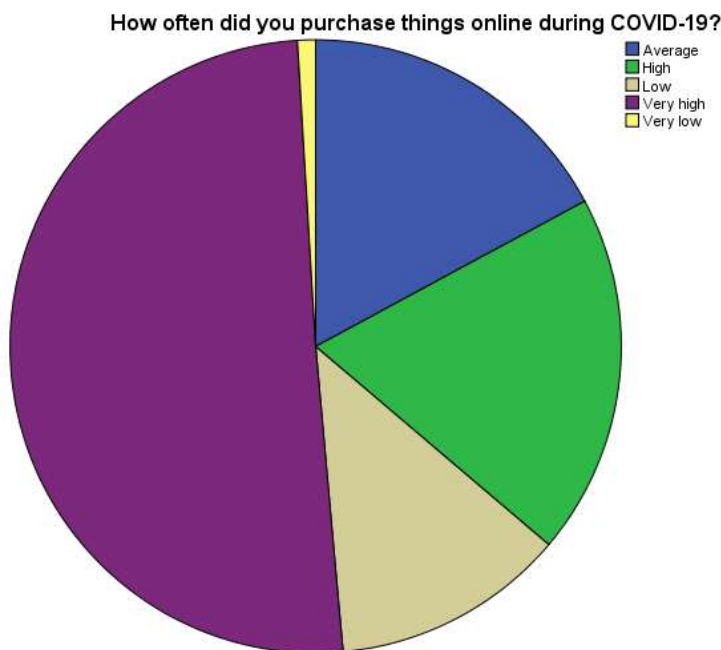
Asked people, did you shop online during Covid-19? So, 85.7% people agreed, while 14.3% denied that they shopped online during Covid-19. This shows that online shopping is being liked by people & they are enjoying its convenience to the fullest.



**How often did you purchase things online during COVID-19?**

	(F)	(%)	Valid (%)	Cumulative (%)
Average	18	17.1	17.1	17.1
High	20	19.0	19.0	36.2
Low	13	12.4	12.4	48.6
Valid Very high	53	50.5	50.5	99.0
Very low	1	1.0	1.0	100.0
Total	105	100.0	100.0	

When people were asked, how much online shopping does he do or does he often like to shop online? On this, 19 (%) people said that they like it a lot while 50.5% people like it very much, 12.4% people like shopping online less & one (%) likes very little while 17.1% people according to need. While shopping here there was mixed response of all, because 50.5% people like very much, then we can understand that online shopping has established its dominance in India.

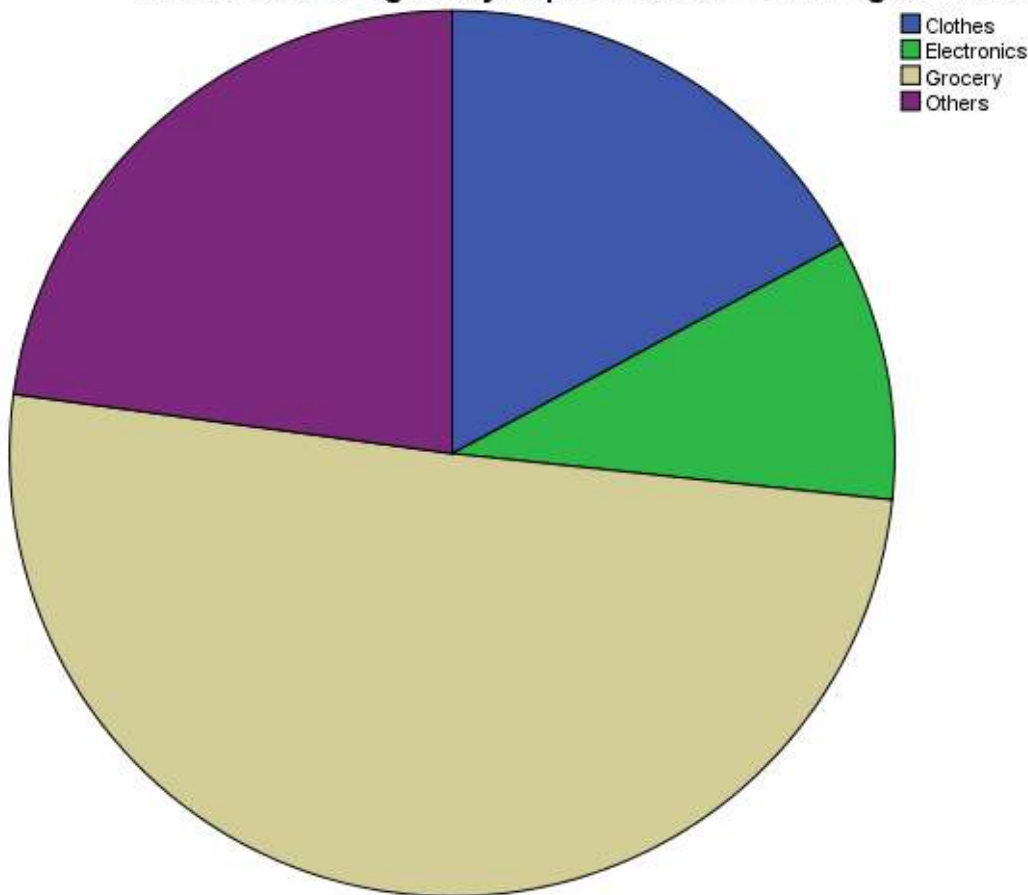


**What kind of things did you purchase online during COVID-19?**

	(F)	(%)	Valid (%)	Cumulative (%)
Clothes	18	17.1	17.1	17.1
Electronic s	10	9.5	9.5	26.7
Grocery	53	50.5	50.5	77.1
Others	24	22.9	22.9	100.0
Total	105	100.0	100.0	

When people were asked, what kind of shopping did they like to do online during Covid-19? So, 50.5% people bought grocery, 17.1% people bought clothes & 9.5% people bought electronic goods, 22.9% people bought other items of need online. From this we come to the conclusion that during the time people preferred to buy their basic necessities i.e., food essentials.

**What kind of things did you purchase online during COVID-19?**

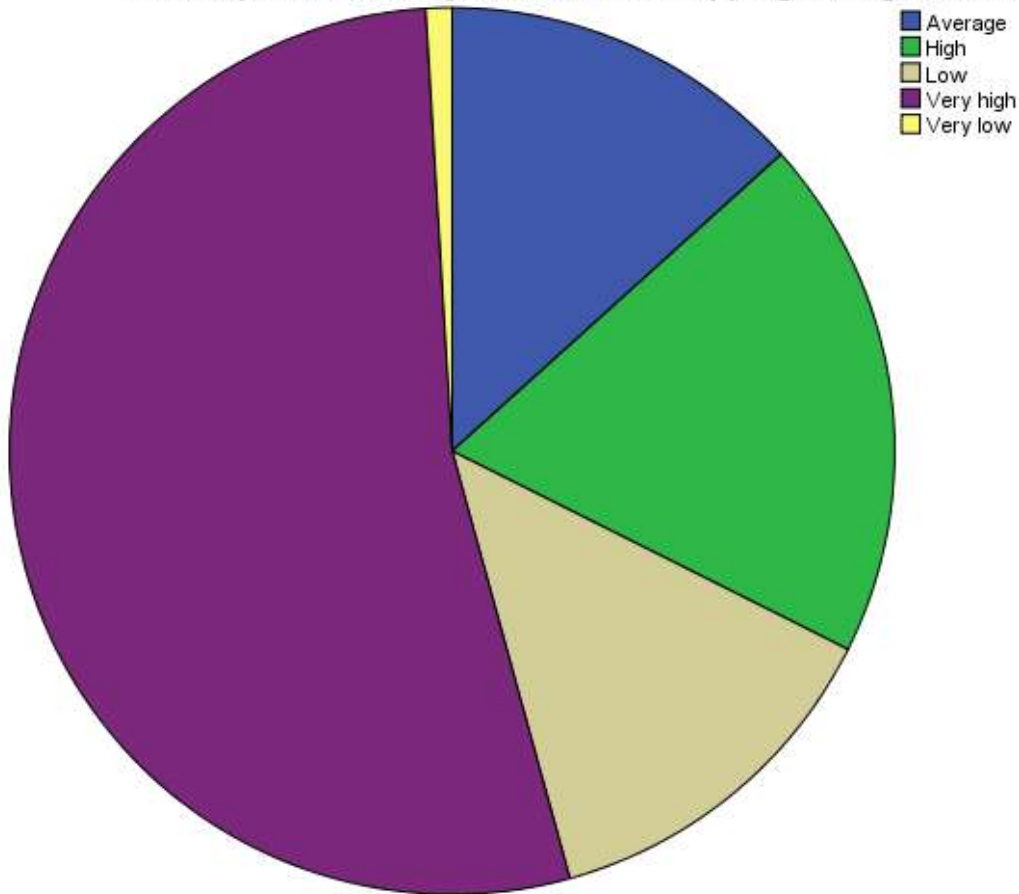


**How dependent were you on online shopping during COVID-19?**

	(F)	(%)	Valid (%)	Cumulative (%)
Average	14	13.3	13.3	13.3
High	20	19.0	19.0	32.4
Low	14	13.3	13.3	45.7
Valid Very high	56	53.3	53.3	99.0
Very low	1	1.0	1.0	100.0
Total	105	100.0	100.0	

Asked by the people, how much did he depend on online shopping during Covid-19? So according to 53.3% people he was very much dependent on online shopping as it was a safe way. 19% people were quite dependent. Only 13.3% said that they were less dependent on online shopping, 13.3% people had response average.

**How dependent were you on online shopping during COVID-19?**



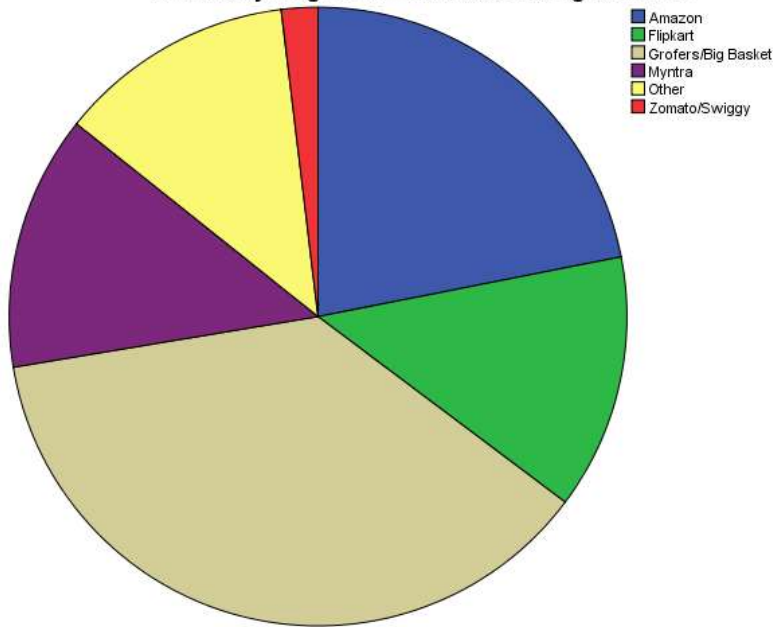
**What was your go to online website during COVID-19**

	(F)	(%)	Valid (%)	Cumulative (%)
Amazon	23	21.9	21.9	21.9
Flipkart	14	13.3	13.3	35.2
Grofers/Big Basket	39	37.1	37.1	72.4
Valid Myntra	14	13.3	13.3	85.7
Other	13	12.4	12.4	98.1
Zomato/Swiggy	2	1.9	1.9	100.0
Total	105	100.0	100.0	

When people were asked on which website, he preferred to shop during Covid-19, 21.9% of people said that Amazon was their favorite website, while 30.3% of people were Flipkart's favorite shopping website & 30.3% People liked Myntra & 37.1% of those shopping with Grover & Big Basket during Covid-19, 1.9% of people were able to enjoy Zomato or Swiggy's facilities, because Zomato& Swiggy supplied were closed during covid-19.



**What was your go to online website during COVID-19**

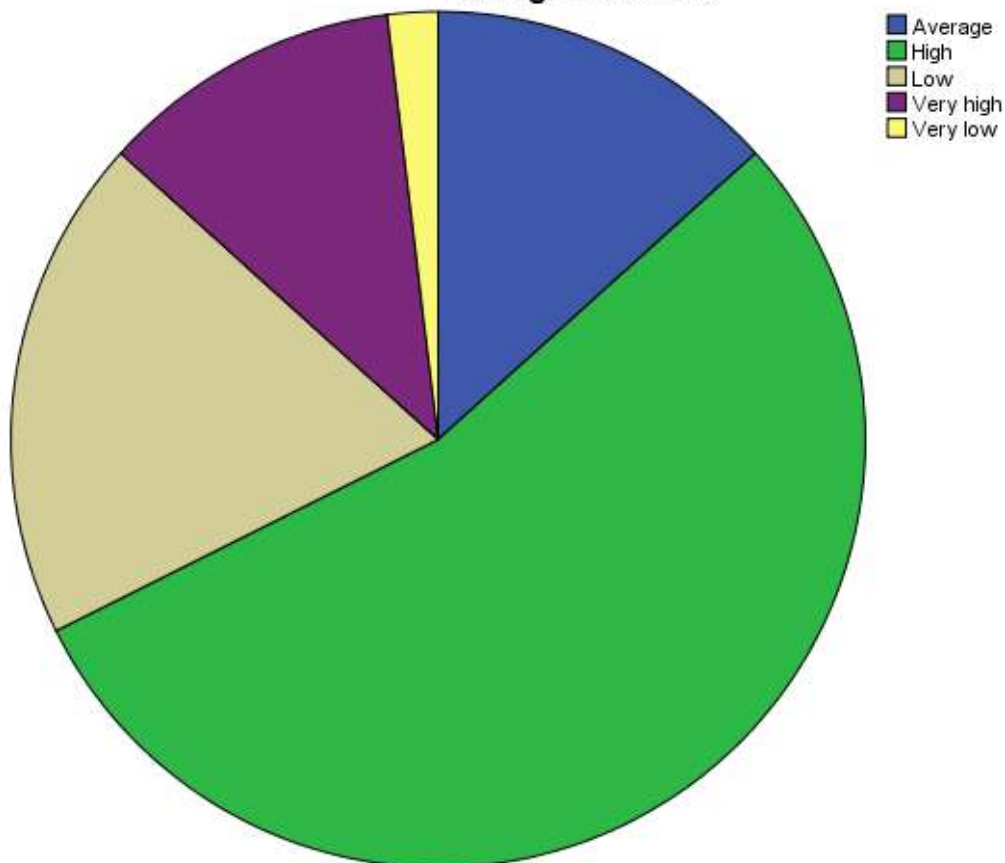


**What do you think would be the (%) age increase of new online consumer during COVID-19?**

	(F)	(%)	Valid (%)	Cumulative (%)
Average	14	13.3	13.3	13.3
High	57	54.3	54.3	67.6
Low	20	19.0	19.0	86.7
Valid Very high	12	11.4	11.4	98.1
Very low	2	1.9	1.9	100.0
Total	105	100.0	100.0	

When people were asked, how much (%) age of (%) age of people shopping online during Covid-19 will be large? So, 54.3% of the people said that too much, the same 11.4% said it would be too large, 19% said that it would not be too big & 13.3% of the people had the average.

**What do you think would be the percentage increase of new online consumer during COVID-19?**

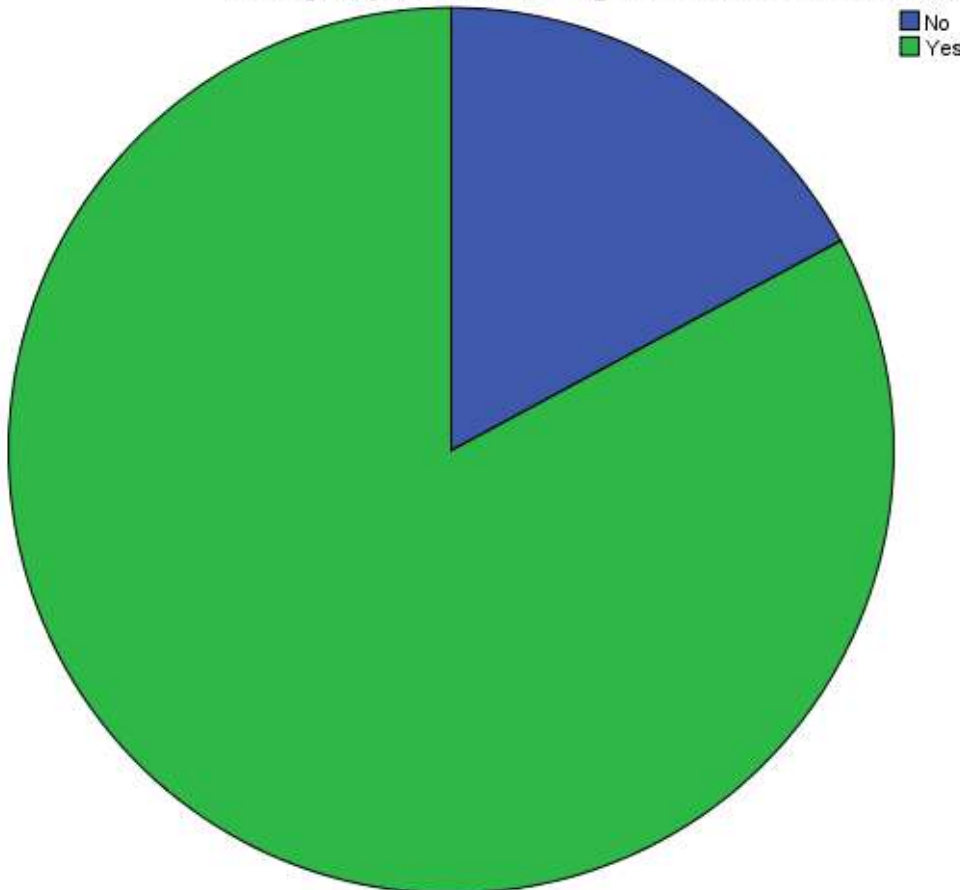


**Have you purchased things online after COVID-19?**

	(F)	(%)	Valid (%)	Cumulative (%)
No	18	17.1	17.1	17.1
Valid Yes	87	82.9	82.9	100.0
Total	105	100.0	100.0	

When people were asked, did they start online shopping after Covid-19? So, 82.9% of the people said that yes, they have started online shopping, the same 17.1% people said that they still do not do online shopping.

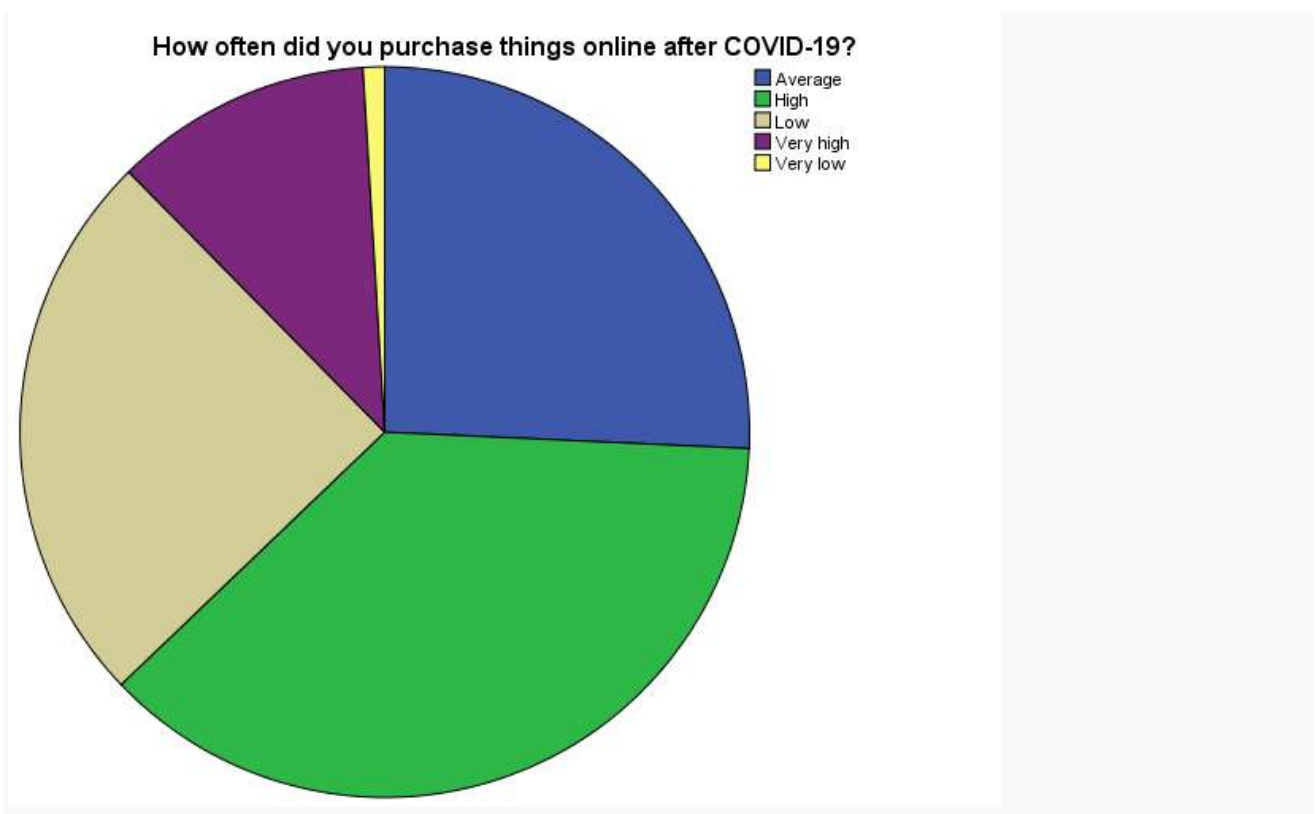
**Have you purchased things online after COVID-19?**



**How often did you purchase things online after COVID-19?**

	(F)	(%)	Valid (%)	Cumulative (%)
Average	27	25.7	25.7	25.7
High	39	37.1	37.1	62.9
Low	26	24.8	24.8	87.6
Valid Very high	12	11.4	11.4	99.0
Very low	1	1.0	1.0	100.0
Total	105	100.0	100.0	

When people were asked how much online shopping is done after Covid-19? So, 37.10 people have started shopping more, the same 11.4% started shopping a lot, while 26.4% people still do not like to shop more. 25.7% people answer was still average Let's do shopping. It is known from these responses that gradually the trend of people is moving towards online shopping. People who do less shopping now will also be affected by the features of online shopping & will like to do their maximum shopping online.



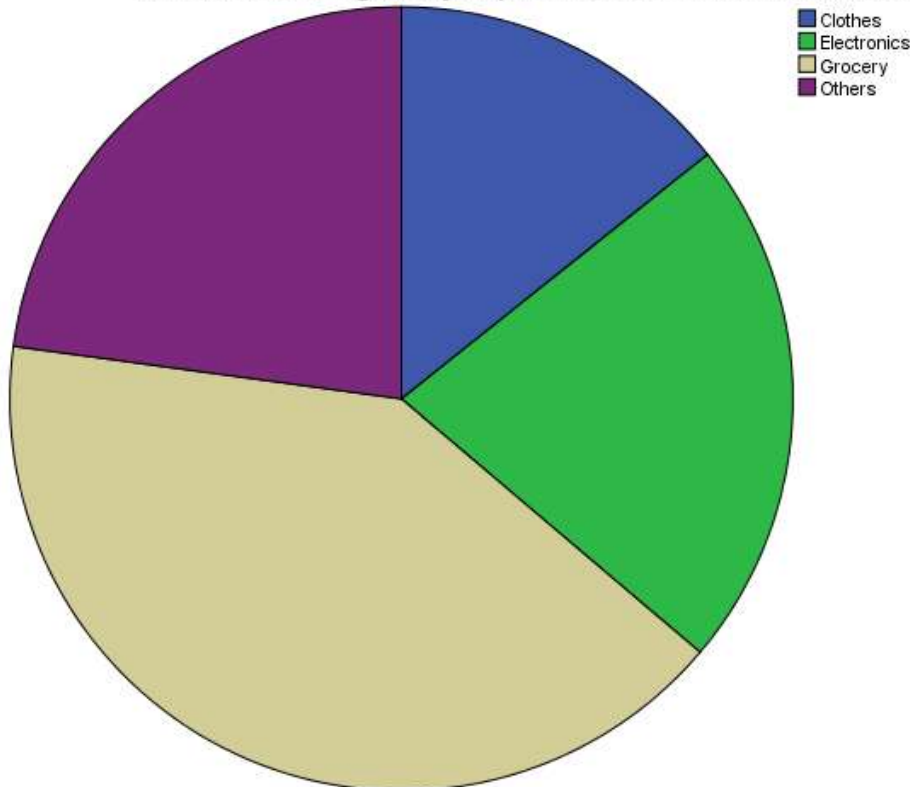


**What kind of things did you purchase online after COVID-19?**

	(F)	(%)	Valid (%)	Cumulative (%)
Clothes	15	14.3	14.3	14.3
Electronic s	23	21.9	21.9	36.2
Valid Grocery	43	41.0	41.0	77.1
Others	24	22.9	22.9	100.0
Total	105	100.0	100.0	

When were people asked what kind of shopping they like to do online after Covid-19? 21.9% of people buy electronic things, while 41% of people prefer to buy groceries, as it is an essential item of everyday life, so they prefer to buy it safely 2.9% of people prefer to buy other items.

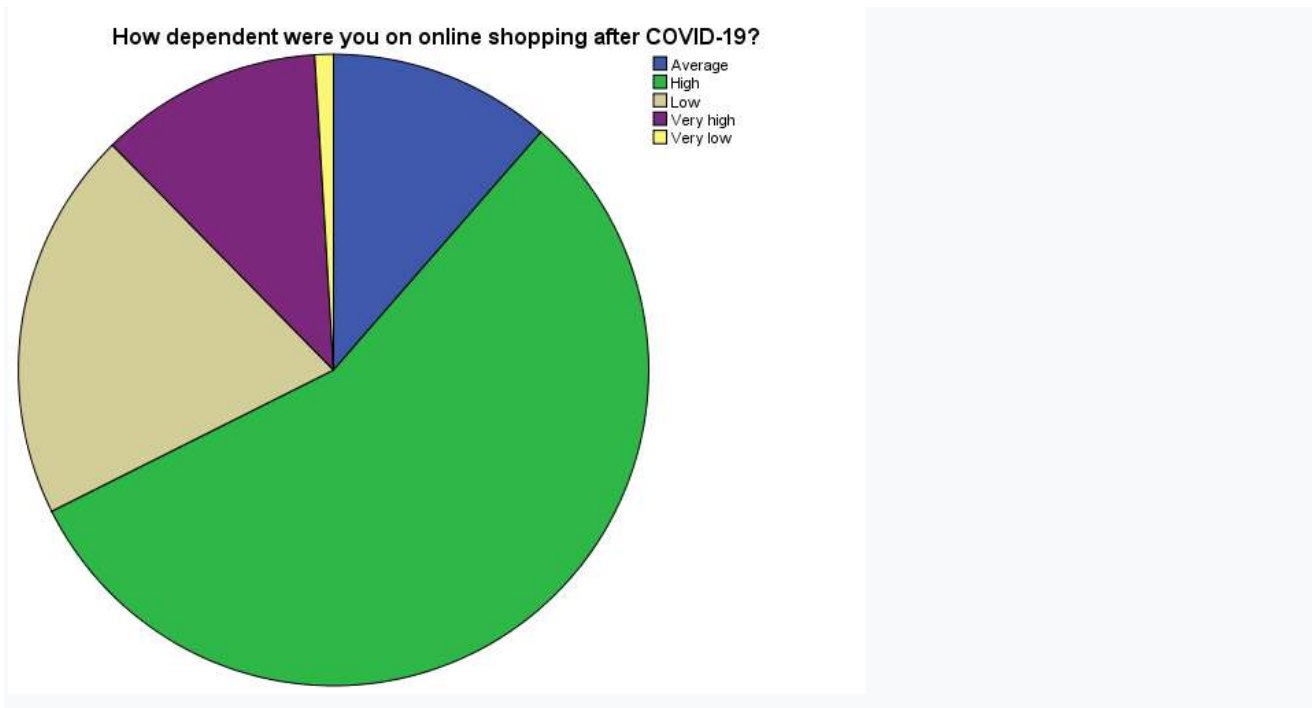
**What kind of things did you purchase online after COVID-19?**



**How dependent were you on online shopping after COVID-19?**

	(F)	(%)	Valid (%)	Cumulative (%)
Average	12	11.4	11.4	11.4
High	59	56.2	56.2	67.6
Low	21	20.0	20.0	87.6
Valid Very high	12	11.4	11.4	99.0
Very low	1	1.0	1.0	100.0
Total	105	100.0	100.0	

When people were asked how much they have become dependent on online shopping after Covid-19? So, 59.2% of the people said that they have become very dependent on online shopping, the same 20% people still depend less on. While 11.4% people are very much dependent. These responses show that people are gradually becoming dependent on online shopping.



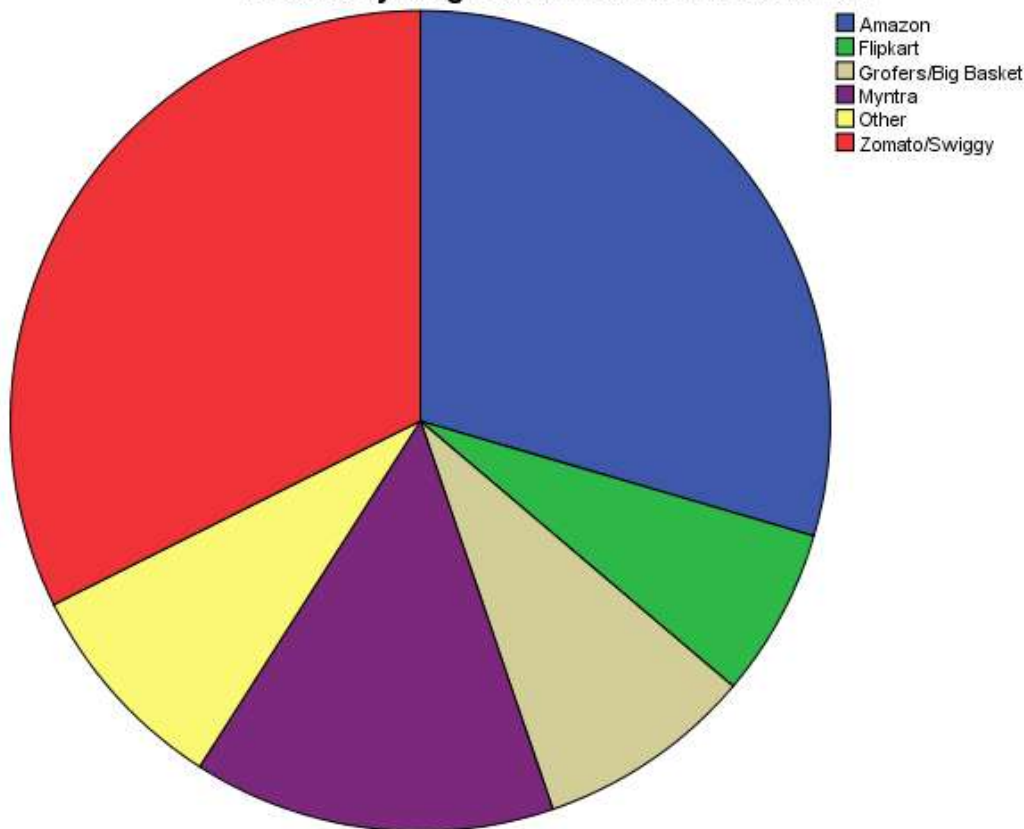
**What was your go to Online site after COVID-19**



	(F)	(%)	Valid (%)	Cumulative (%)
Amazon	31	29.5	29.5	29.5
Flipkart	7	6.7	6.7	36.2
Grofers/Big Basket	9	8.6	8.6	44.8
Myntra	15	14.3	14.3	59.0
Other	9	8.6	8.6	67.6
Zomato/Swiggy	34	32.4	32.4	100.0
Total	105	100.0	100.0	

After the lockdown of Covid-19 has opened, people have started shopping online. When we asked people which website, they liked most for shopping? So, 29.5% people told Amazon as their favorite shopping website, 6.7% people like shopping with Flipkart, 8.6% people like Grofers & Big Basket. 14.3% Myntra likes to shop, then 1.6% people like shopping from another website. 32.4% of people prefer to order food from Zomato & swiggy.

**What was your go to Online site after COVID-19**

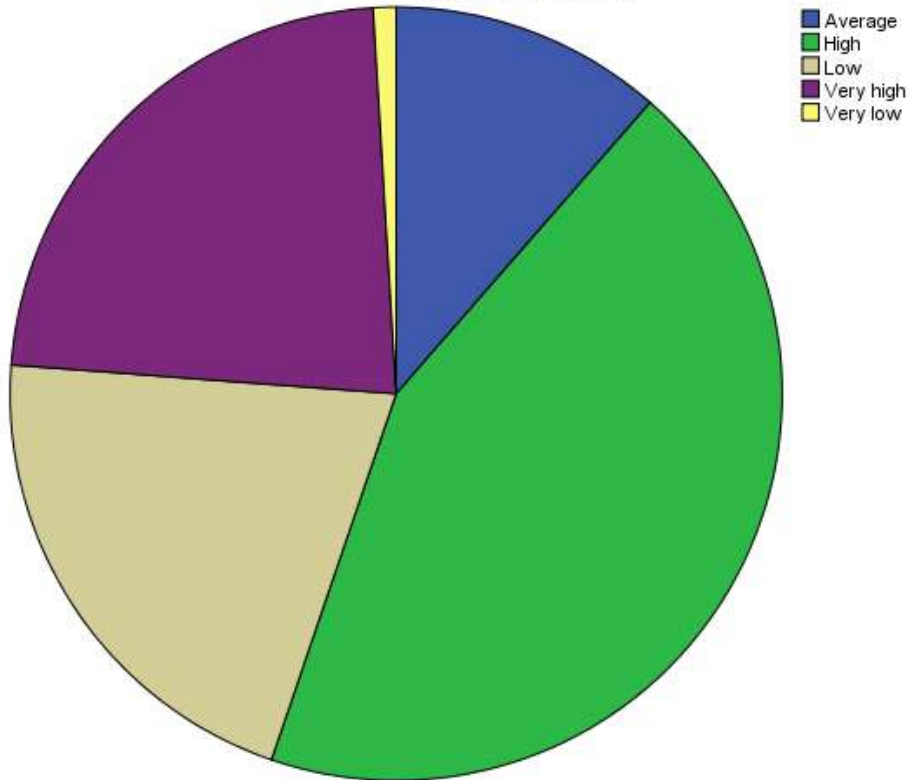


**What do you think would be the (%) age increase of new online consumer after COVID-19?**

	(F)	(%)	Valid (%)	Cumulative (%)
Average	12	11.4	11.4	11.4
High	46	43.8	43.8	55.2
Low	22	21.0	21.0	76.2
Valid Very high	24	22.9	22.9	99.0
Very low	1	1.0	1.0	100.0
Total	105	100.0	100.0	

When we asked people how much online shopping has become more preferred after Covid-19? So, 43.8% of the people said that many people are preferring to shop online, while 25.9% are very much like 21% (%) people still prefer to shop online, while 11.4% of the people answer was average shopping online.

**What do you think would be the percentage increase of new online consumer after COVID-19?**



## **Findings**

The current research is in evidence that individuals are spending more on the online products nowadays after COVID 19. The research says that before COVID-19 there were very less individuals who were doing online shopping. Before COVID-19 individuals were buying less of the groceries shopping from the online applications like BigBasket, grofers, etc. during COVID-19 because they were the essential products, there were very less street vendors that were selling products and there were big safety concerns related to purchasing the products. therefore, the individuals started buying online groceries because they deliver the products directly to the home. Before COVID-19 individuals were just purchasing from the normal stores as there was no concern about any infection or virus.

During COVID 19 safety was the major concern, therefore, to prevent this social gathering at the local marketplaces, the individuals preferred that someone is delivering the goods that they require at their home only. Apart from that there was lockdown in the country that had disrupted the movement of individuals from one place to another. At a particular time, there were very less groceries available at the nearby store, and individuals have to buy from the online sources only.

It was observed that during COVID-19 B grocery applications were mostly used by the individuals. The individuals started buying the grocery products online as a part of their habit even after COVID-19. Now they are finding online delivery is more convenient rather than purchasing goods from the nearby stores.

Online shopping is also convenient because they are not just only providing the goods at their home but also taking care of the time schedule that the consumer had scheduled for the online delivery.

## **Correlations**

		How often did you purchase things online before COVID-19?	How often did you purchase things online during COVID-19?	How often did you purchase things online after COVID-19?
How often did you purchase things online before COVID-19?	Pearson Correlation Sig. (2-tailed) N	1 105	.122 105	.567** 105
How often did you purchase things online during COVID-19?	Pearson Correlation Sig. (2-tailed) N	.122 105	1 105	.331** 105
How often did you purchase things online after COVID-19?	Pearson Correlation Sig. (2-tailed) N	.567** 105	.331** 105	1 105

This shows there is no correlation in between online purchases during COVID-19 & purchases

\*\* . Correlation is significant at the 0.01 level (2-tailed).

es before COVID-19 as significant value is less than .05. Also, there is positive relation in Online Shopping before & After COVID 19. There is also a positive correlation between Purchases during COVID 19 & after COVID 19.

During this study, we collected a response of 105 people, in which 36 people were between 12 & 20 years old, 24 people were 20 to 25 years old & 20 people were 25 to 30 years old, 26 people were 30 years old.

Among the people whose responses were gathered during the study, 51 were women & 53 were men while another was 1.

In this study we included 36 such people whose monthly income ranged between 20,000 & 30,000, while 17 included those who were between 30000 & 50000 & 22 people who came less than 20,000 & 30 such people. Whose monthly income was more than 50,000.

In this study, we included 19 businessmen, 19 government employees & 15 private jobs in price. The same 25 students were also included.

In this study, we included 45 post-graduates, 17 above post-graduate people, the same 22 high secondary passed people, the same 21 graduates.

When people were asked whether they used to shop online before Covid-19, 67.6% people said no while 34.4% people were already enjoying online shopping.

When people were asked how much online shopping he used to do, before Covid-19, 17.1 people used to do online shopping, the same nine (%) had to buy the things he needed from online shopping. While only 1% of the people used to buy very little, 51.4% of people used to order some of their special things online.

When people were asked what kind of shopping they did through online before Covid-19, 46.7 (%) preferred to buy electronic things. The same 17.1% people preferred to buy clothes while 30.3% people preferred to buy grocery through online. 22.9% of people shop online for other things they need.

When we asked people how much they relied on online shopping before Covid-19, 19% people depended more on online shopping whereas 11.4% people depended on online shopping a lot. 51.4% people said That he relies very little on online shopping. The same 17.1% of the people said that he relies on average online shopping.

When people were asked which online website, they preferred to shop before Covid-19, 27.6 (%) said that they trust Amazon more, while 30.3% said that Flipkart was their favorite. Shopping site. The same 18.1% people like shopping on Myntra 10.5% people like to buy groceries from Grofers, big basket 8.1% prefers Zomato & Swiggy for food.

When people were asked whether, according to you, the number of online consumers had increased before Covid-19? So according to 19% of the people, this number increased rapidly, while the number of online consumers grew very fast according to 11.4% people, while the number did not increase much according to 51.4% people, the same was average according to 17.21% people, that is, there was no significant change in the number of online consumers who already loved shopping online, the same figure remains the same after Covid-19.

When we Asked people, did you shop online during Covid-19? So, 85.7% people agreed, while 14.3% denied that they shopped online during Covid-19. This shows that online shopping is being liked by people & them are enjoying its convenience to the fullest. When people were asked, how much online shopping does he do or does he often like to shop online? On this, 19 (%) people said that they like it a lot while 50.5% people like it very much, 12.4% people like shopping online less

& one (%) likes very little while 17.1% people according to need. While shopping here there was mixed response of all, because 50.5% people like very much, then we can understand that online shopping has established its dominance in India.

When people were asked, what kind of shopping did they like to do online during Covid-19? So, 50.5% people bought grocery, 17.1% people bought clothes & 9.5% people bought electronic goods, 22.9% people bought other items of need online. From this we conclude that during the time people preferred to buy their basic necessities i.e., food essentials.

Asked by the people, how much did he depend on online shopping during Covid-19? So according to 53.3% people he was very much dependent on online shopping as it was a safe way. 19% people were quite dependent. Only 13.3% said that they were less dependent on online shopping, 13.3% people had response average.

When people were asked on which website, he preferred to shop during Covid-19, 21.9% of people said that Amazon was their favorite website, while 30.3% of people were Flipkart's favorite shopping website & 30.3% People liked Myntra & 37.1% of those shopping with Grover & Big Basket during Covid-19, 1.9% of people were able to enjoy Zomato or Swiggy's facilities, because Zomato& Swiggy supplied were closed during covid-19.

When people were asked, how much (%) age of (%) age of people shopping online during Covid-19 will be large? So, 54.3% of the people said that too much, the same 11.4% said it would be too large, 19% said that it would not be too big & 13.3% of the people had the average.

When people were asked, did they start online shopping after Covid-19? So, 82.9% of the people said that yes, they have started online shopping, the same 17.1% people said that they still do not do online shopping.

When were people asked how much online shopping is done after Covid-19? So, 37.10 people have started shopping more, the same 11.4% started shopping a lot, while 26.4% people still do not like to shop more. 25.7% people answer was still average Let's do shopping. It is known from these responses that gradually the trend of people is moving towards online shopping. People who do less shopping now will also be affected by the features of online shopping & will like to do their maximum shopping online.

When were people asked what kind of shopping they like to do online after Covid-19? 21.9% of people buy electronic things, while 41% of people prefer to buy groceries, as it is an essential item of everyday life, so they prefer to buy it safely 2.9% of people prefer to buy other items.

When were people asked how much they have become dependent on online shopping after Covid-19? So, 59.2% of the people said that they have become very dependent on online shopping, the

same 20% people still depend less on. While 11.4% people are very much dependent. These responses show that people are gradually becoming dependent on online shopping.

After the lockdown of Covid-19 has opened, people have started shopping online. When we asked people which website, they liked most for shopping? So, 29.5% people told Amazon as their favorite shopping website, 6.7% people like shopping with Flipkart, 8.6% people like Grofers & Big Basket. 14.3% Myntra likes to shop, then 1.6% people like shopping from another website. 32.4% of people prefer to order food from Zomato & swiggy.

When we asked people how much online shopping has become more preferred after Covid-19? So, 43.8% of the people said that many people are preferring to shop online, while 25.9% are very much like 21% (%) people still prefer to shop online, while 11.4% of the people answer was average shopping online.

We conclude that **H1**: There is positive impact of consumer behaviour towards the internet and digital marketing post pandemic is correct as we can see that there is positive relation between all three questions.

**Correlations**

		How often did you purchase things online before COVID-19?	How often did you purchase things online during COVID-19?	How often did you purchase things online after COVID-19?
How often did you purchase things online before COVID-19?	Pearson Correlation	1	.122	.567**
	Sig. (2-tailed)		.213	.000
	N	105	105	105
How often did you purchase things online during COVID-19?	Pearson Correlation	.122	1	.331**
	Sig. (2-tailed)	.213		.001
	N	105	105	105



How often did you purchase things online after COVID-19?	Pearson Correlation	.567**	.331**	1
	Sig. (2-tailed)	.000	.001	
	N	105	105	105

\*\* . Correlation is significant at the 0.01 level (2-tailed).

During COVID 19 safety was the major concern, therefore, to prevent this social gathering at the local marketplaces, the individuals preferred that someone is delivering the goods that they require at their home only. Apart from that there was lockdown in the country that had disrupted the movement of individuals from one place to another. At a particular time, there were very less groceries available at the nearby store, and individuals have to buy from the online sources only.

It was observed that during COVID-19 B grocery applications were mostly used by the individuals. The individuals started buying the grocery products online as a part of their habit even after COVID-19. Now they are finding online delivery is more convenient rather than purchasing goods from the nearby stores. Online shopping is also convenient because they are not just only providing the goods at their home but also taking care of the time schedule that the consumer had scheduled for the online delivery.



## **Conclusion**

The research concluded that before COVID-19 there were very less individuals who were doing online shopping. Before COVID-19 individuals were buying less of the groceries shopping from the online applications like BigBasket, grofers, etc. during COVID-19 because they were the essential products, there were very less street vendors that were selling products and there were big safety concerns related to purchasing the products. therefore, the individuals started buying online groceries because they deliver the products directly to the home. Before COVID-19 individuals were just purchasing from the normal stores as there was no concern about any infection or virus.

People's attitudes have evolved because of this "New Changed World Order," which includes more fresh air, a clearer sky, and clean rivers. Whether or whether this alteration is permanent, it has increased awareness of the concealed advantage. Given the pressures on global economies to survive because of massive sales declines, marketing experts have concluded that future actions and customer expectations will define the new world's order, including who will be the next leader, survivor, and laggards. Without a doubt, this sickness has taught us valuable lessons and has touched every aspect of natural life. As a result, internet marketing and client purchase behaviours are included as part of this category. The most effective strategy for adapting to or surviving this difficult phase is to adapt to changing client desires, as the critical need of the hour is not luxury or the availability of lavish items within a specific price range, but rather that everyone works cooperatively to get through this phase. As a result, interests have shifted away from globetrotting and toward staying at home and buying online for luxury items, as well as toward purchasing food for survival.

While the ramifications of the Coronavirus (COVID-19) pandemic have turned the world upside down, consumer behaviour has been forced to adapt, and people are gradually moving their purchasing patterns to online shopping. Numerous new barriers have been constructed against business units as international trade borders for products have been closed, thereby leaving many firms unviable. There is a possibility that some businesses could shutter in the near future, but only a handful will be forced to close permanently. As a result, employees would confront financial uncertainty.

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