

# CONSUMER'S ATTITUDE TOWARD ONLINE SHOPPING AFTER THE COVID-19 PANDEMIC

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## **ABSTRACT**

*This study aims to bring online consumer's attitude after COVID-19 pandemic to existing knowledge by assessing different factors and findings of online purchasing of food and beverages that can benefit researchers and marketers. To address all related prior research on online grocery purchases, we first used a systematic literature review. The literature review for this paper was performed using only a conventional approach. Conceptual & factual data was chosen based on excellence, usefulness and factual accuracy for inclusion.*

**Keywords:-** ECommerce, Consumer Behaviour , Online Shopping, Pandemic, Buying Decisions

## **Introduction**

The practice of conducting business via the web using an internet browser, known variously as online shopping or online retailing, is a type of e - commerce that enables customers to make immediate purchases of products or services from a vendor. E-shop, e-store, Web store, and online store are some of the other terms for an electronic store. The act of purchasing goods or services through an online store is analogous to doing so in a traditional store or shopping centre made of physical stores; this type of online shopping is referred to as business-to-consumer (B2C) shopping. When one company makes an online purchase from another company, this type of transaction is referred to as business-to-business, or B2B, online buying. eBay and Amazon.com, both of which are headquartered in the U.s, are the most successful and broadest of these internet retail businesses. Tim Berners-Lee launched the first Global Internet server and search engine in 1990, and they became available for corporate usage

the following year in 1991. The following year, 1994, saw the introduction of a number of successive technological advancements, including online banking, the very first online shopping system developed by Intershop, the inaugural of an online pizza shop by Pizza Hut, and Netscape's SSL v2 encryption standard for the safe transfer of information. Almost instantly after that, in the same year (1995), Amazon.com unveiled its website for online purchasing, and the same year also saw the debut of eBay.

Both the overall economic of the world and international trade in particular have suffered considerable loss as a direct consequence of the extensive nature and impact of the lethal coronavirus outbreak, and these losses are expected to continue. The very perilous position that many businesses and their end consumers have found themselves in has been made even more challenging as a result of the cumulative effects of a numeral of variable. A few examples of these causes comprise a reduction in income, limitations placed on individuals' abilities to traverse global boundaries, a shift in the behaviors of markets operators, and variations in the requirements placed on customers.

As a result of the worldwide closure, the societal isolation, and additional actions that taken to reduce the blowout of the Coronavirus, patrons have been urged to style additional buys via digital markets.

There has been a drop in supplier actions as a result of the following factors: income hazards, limited transportation possibilities, and covid outbreak management indications. As a direct consequence of this, Business-to-Business producers & retailers have been compelled to reduce the costs of production and promotion, locate new sources both inside and outside the country, and accelerate the process of judgment development. Major corporations were given the opportunity to make use of the provision of chances for national enterprises to expand their service offerings for the drives of ingress replacement & to source other companies and twigs of foreign corporations with essential facilities. These opportunities were also made available to major corporations in the form of opportunities to supply other firms with essential facilities.

On the contrary side, business-to-consumer (B2C) marketplaces witnessed a decrease in both the spending power of consumers and the movement of commodities over country boundaries. This was the case because B2C markets are dominated by individual consumers. In response to this, the priorities of customers have evolved toward safety and health, but they still have a requirement for Ford's merchandise and services at rates that are within their financial means.

Goods that give a living area comfort and coziness have attracted increasing emphasis than they ordinarily would have gotten under these circumstances. Customers, in general, decided to delay the fulfillment of several of their expectations because the scenario was unpredictable & lacked clarity.

Both the consumer market and the business market were forced to address the requirement of

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increasing digitalization and streamlining the procedure of finding and acquiring products over the internet. This was true for both the consumer market and the business market.

As a straight consequence of the outbreak there is a meteoric rise in the number of trades completed over the internet. Customers started doing their shopping online since they were unable to buy in physical stores and most of them did not have enough money, which led to an upsurge in the total amount of cash spent shopping virtually.

Most person's lifestyle and inspirations have transformed as a result of the COVID-19 epidemic, obliging their purchasing patterns to adapt. The present research attempts to evaluate these advancements. To achieve this purpose, the research scrutinized the influence of the outbreak on electronic-commerce across trades in order to regulate web customers' favorites. It further acknowledged the most important reasons manipulating internet consumers' purchase behavior as the epidemic expanded, relying on a multi-stage poll. Utilizing relationship analysis, the existence of links among the investigated items and the difficult signal of involvement of digital consumer behaviour was discovered, and the alignment of their variations versus the contextual of the covid-19 outbreak was examined. This research aims to bring to the trial the proposed technique for monitoring online client purchasing behavior, which can aid in the identification of outlines in internet purchasing. As a result, it can be used as part of a complete toolkit in the expansion of electronic-commerce policies at both the government and particular business levels. The following sections comprise the study: an introduction, a research review showing the cumulative empirical attention in electronic-commerce challenges throughout the pandemic, a strategy outlining the suggested technique, the results, their argument besides assumptions.

### **Literature Review**

A variety of features both objective and subjective, might influence the shopping behaviour of consumers. In the previous year, one of these factors was the pandemic. The increase of COVID-19 cases and the repercussions of those cases such as quarantine, isolation, social distancing, & communal containment had an consequence not only on people's viewpoints towards their own health but also on their purchasing habits.<sup>(1)</sup>

Throughout the lockout, a significantly advanced proportion of instructions were placed online than is characteristic. In addition to this, they cut back on their optional spending grew fussier, and switched to locally produced brands. The number of people interested in cardinal skill (such as applications for satellite broadband and video conferencing) has increased dramatically.<sup>(2)</sup>

During in the shutdown time, the majority of clients were mandated to eat their dinners at home, this contributed to a boom in internet retail in the industry of food & beverage. This won't sound surprising that the more customers selected more economical things at that period, given how most individuals

who make purchases have experienced a decline in their revenue.<sup>(3)</sup>

During the pandemic, the focus was on critical commodities such as medication, disinfectant and antiseptics, delivery services, and so on<sup>(4)</sup>. Prior to the pandemic, a consumer basket would have included a wide variety of different commodities & services.

The shopping habits that are unique to the holiday season also saw significant shifts during this time. During the pandemic, an average shopper's spending for holiday buying was lower when compared to prior years, and many shoppers (of practically all generations) opted to contactless purchasing<sup>(5)</sup>

Price, availability, and convenience continue to be the three most important aspects to consider when making a purchase, but hygiene has recently surfaced as an additional factor.<sup>(6)</sup>

The COVID-19 pandemic, in addition to government restraints, was a factor that influenced consumer behavior. Customers of all generations were more likely to purchase items and activities via online platforms amid the COVID-19 problem.<sup>(7)</sup>

Aspects driving internet customer behavior during the COVID-19 outbreak include a large and sustained increase in the number of Internet users, as well as increased understanding of online shopping, more proactive digital business releases, decreased costs due to bulk buying, and so on.<sup>(8)</sup>

Consumers are more prone to shop online as a result of the COVID-19 epidemic, social isolation, and staying at home. Nonetheless, supply chain interruptions and uncertainty in customer desire can have an influence on the e-commerce industry. Large merchants may also be impacted by the COVID-19 pandemic, as they report a drop in "casual shopping," supply chain problems, and an increase in the number of transactions for necessary sanitation and disinfectant items, groceries, and various commodities.<sup>(9)</sup>

When taking into account the shifts in customer behaviour that COVID-19 has brought about, marketing research in this sector has also undergone shifts. Online settings are increasingly being used for the conduct of market research on customer behaviour (online questionnaires, call centre surveys, and focus groups conducted via video conferencing or telephone conversations). In order to succeed, business owners needed to be flexible and creative in the ways they interacted with clients.<sup>(10)</sup>

Even while the situation has been difficult to forecast, and making judgements is not always a simple process, the changes that are currently taking place cannot be considered to be fundamentally new. Analysis in real time of shifting customer behaviour, combination of offline and online distribution channels, automation, adaptability, and a focus on community values are all topics that have been covered in previous discussions. The pandemic did not cause the rise in scientific interest in these activities; rather, it was the direct effect of the pandemic. In the modern world, there has been a

substantial expansion in the function that internet analytics play because total quarantine is represented in user behaviour. Companies are unable to plan their actions for the future unless they have a better understanding of what exactly has changed. <sup>(11)</sup>

The beginning of the pandemic has led to a significant acceleration in each of the patterns that were just discussed. According to the findings of study, the cumulative effect of the pandemic on the behaviour of consumers has important consequences for the economic world. Companies can no longer defend their pricing plans by pointing to variables that, in the new reality, no longer have a benefit and are not essential to a consumer. <sup>(12)</sup>

R Rajalakshmi (2021), in the study *A comparative Analysis between Online and Offline Shopping Experience of Consumers*, studied the factors that influence consumers offline and online shopping and found that the majority of the respondents gave their opinion due to the covid-19 pandemic and turned from offline shopping to online buying.

M MAQHEEM (2019), in a study on *Consumer Behaviour towards Online and Offline shopping*, analysed customers' motivations to buy products online and offline and studied the long-term impact of offline shopping on online shopping. This was done as part of the study on *Consumer Behaviour towards Online and Offline shopping*.

## **Results**

The financial crisis created by COVID-19 has evolved into a crucial trigger event that has propelled commercial digitalization. The major benefits of internet trade were highlighted due to the tight quarantine rules. These benefits included contactlessness, a lower price, mobility, and scalability. Businesses have indeed been able to make use of additional advantages made available by the popular application of online advertising and online networking when it comes to discovering and attracting new clients on an operates on a global, provincial, and whatever be. At the same moment, they gave clear opportunities to dramatically reduce operational expenditures by removing the need to make real estate investments or recruit a big number of employees. This enabled us to save a large amount of money. The most recent improvements in online buying are focused on speed and security. Globally, consumers have been driven into digitization as a consequence of the COVID-19 pandemic, which has also altered their purchasing habits. The tremendous shift in people's buying patterns brought about by the growth of online shopping has had an influence on all facets of e-commerce.

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