

## **Buying Behavior of Customers Towards e-Commerce in Covid-19 Unlock Phase-I: A Special Reference to Karad City**

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**Abstract:** Covid-19 has impacted drastically on the whole world. This paper focuses on the impact of covid-19 pandemic on the products like mobile, foot wears, clothes etc in unlock phase-I. Due to rapid growth in Information Technology (IT) things are changing very fast. The e-commerce is also not exception for the same. The process like Liberalization and Globalization make the boundary open for all the customers from the world. Therefore quality of products /services is the main factor. Therefore proper marketing is essential to attract the customers i.e. product, price, promotion and place are equally important. IT industry fulfills this job very easily; customers across the world can easily visualize these product details through various web applications. Few famous companies like Amazon, Flipcart, and Rediffmail etc keep their products on their own websites. This paper explore the study of the customer behavior towards e-commerce in Covid-19 pandemic [unlock phase-I] and give suggestions for improvement in the system.

**Keyword:** Information Technology (IT), E-Commerce, Marketing, Covid-19, Quality.

### **1. Introduction**

#### **Lockdown Impact of Covid-19 on Rural Lives**

The risk of spread in rural areas is heightened. This is due to a number of factors, including lack of awareness, a limited supply of clean water, low levels of nutrition, and most importantly, ill-equipped and insufficient public health centers and district hospitals. The informal industry in cities being badly affected has resulted in loss of rural income. Slowed down economic activity in urban areas has an effect on rural areas as well. Numerous studies and experiences from the field indicate that a significant proportion of rural household incomes come from migration and daily-wage laborers. Impact of lockdown in rural areas has following effects-

- Visible impact in the rural sector is on the agricultural supply-chain.
- Delay in sowing and harvesting of crops due to the unavailability of products such as seeds, tractors, ancillary support, and medicines for crop protection.
- Expected job cuts in the agricultural sector.

## **Lockdown Impact of Covid-19 on Indian Economy**

Around 162 countries are steadily going into lockdown, and businesses across the globe are operating in fear of an impending collapse of global financial markets. This situation, clubbed with sluggish economic growth in the previous year, especially in a developing country like India, is leading to extremely volatile market conditions. With rising unemployment, interest rates, and fiscal deficit, the Indian economy is already on a steady downfall. Adding fuel to this fire is the novel Coronavirus that is sending tremors down Indian trade markets dependent on China for imports.

**E-commerce:** Ecommerce, also known as electronic commerce or internet commerce, refers to the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions. Ecommerce is often used to refer to the sale of physical products online, but it can also describe any kind of commercial transaction that is facilitated through the internet. Whereas e-business refers to all aspects of operating an online business, ecommerce refers specifically to the transaction of goods and services<sup>[1]</sup>

## **2. Objectives of Study**

Researcher has established objectives based on literature review as under-

1. To study the customer behavior towards e-commerce in Covid-19 pandemic [unlock phase-I].
2. To give suggestions for improvement in the system

## **3. Research Design**

Researcher has collected the data from the Karad city using random sampling method and analyzed the data. As per the census data (2011) the population of Karad city is 53879 and by using the formula for finite population the sample size is 270. Therefore researcher has collected the data from the 270 respondents by providing them the questionnaire then analyzed and interpreted<sup>[4]</sup>

## **4. Data Analysis and Interpretation**

Data is collected from the Karad city. Then data has been analyzed and interpreted. The data analysis and interpretation is given below:

Table No.1: Prefer shopping online or offline

Sr. No	Respondents	Online	Offline	Total (%)
1	270	270(100)	0(0)	100

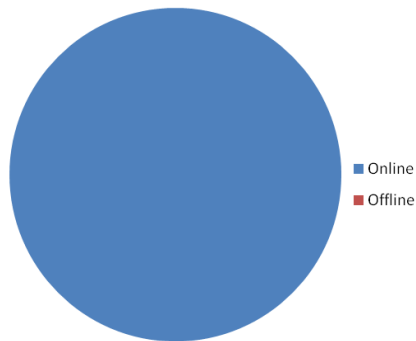


Chart -1: shopping preference in Covid19

Table No.1 shows the information about the customer's preference for buying mode i.e online or offline. It is seen from the above table that the preference of customers for shopping online is 100 percent. It is interpreted from above that the prone of customers to purchase products is completely online.

Table No.2: Do you feel Covid-19 pandemic impacted on changes in the price, trans., and quality.

Sr. No.	Respondents	Particulars/Parameters	Yes	No	Total (%)
1	270	Price	95(35%)	175 (65%)	100
		Transportation	100(37%)	170 (63%)	100
		Quality	105 (39%)	165 (61%)	100

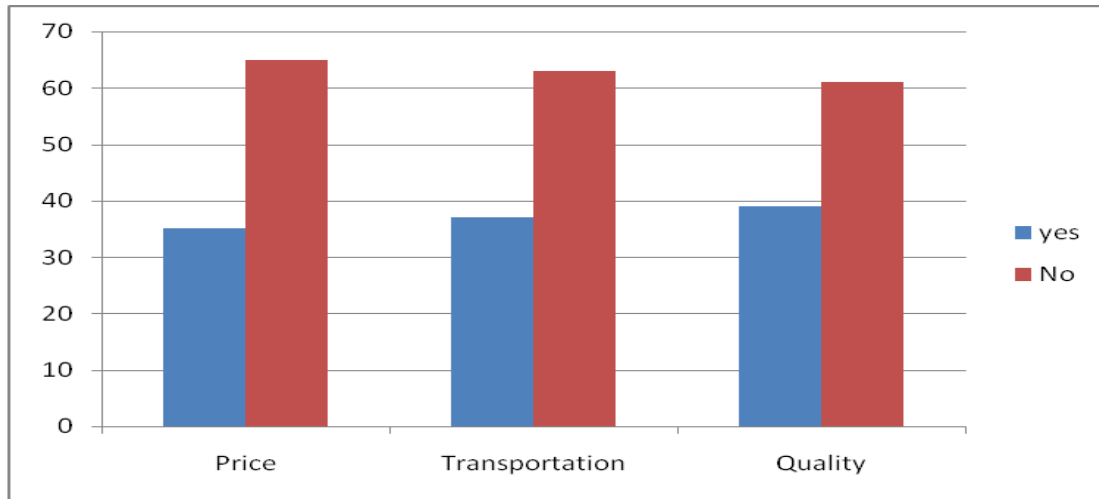


Chart -2: Covid-19 pandemic impacted on changes in the price, trans., and quality.

The above table depicts the information about the changes in price, transportation, quality of products due to covid-19 pandemic. It can be observed from above table that the 35% , 37% and 39% customers are saying that there is change in the price, transportation and quality respectively of the products. Whereas it can be observed from above table that the 65% , 63% and 61% customers are saying that there is no change in the price, transportation and quality respectively of the products. It is concluded that majority of the customers are of the opinion that there is no any change in the price, transportation and quality of the products even in the covid-19 pandemic.

Table No.3: Are you receiving the products on time?

Sr. No.	Respondents	Yes	No	Total (%)
1	270	205 (76%)	65 (24%)	100

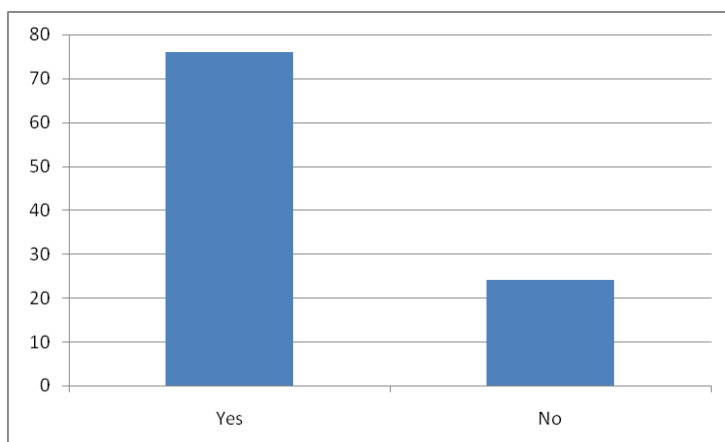


Chart-3: Receiving the products on time

Above table shows the information about the on-time delivery to the customers in the covid-19 pandemic (Unlock Phase-I) period. It is observed that 76% customers are of the opinion that the products are receiving at right time whereas 24% customers are of the opinion that they are not receiving the products at right time. It is interpreted that the majority of the customers are receiving the products on-time.

Table No.4: Are you happy with the replacement policies?

Sr. No	Respondents	Not faced such problems	Dilemma	Yes	Total (%)
1	270	22 (8%)	36 (13%)	212 (79%)	100

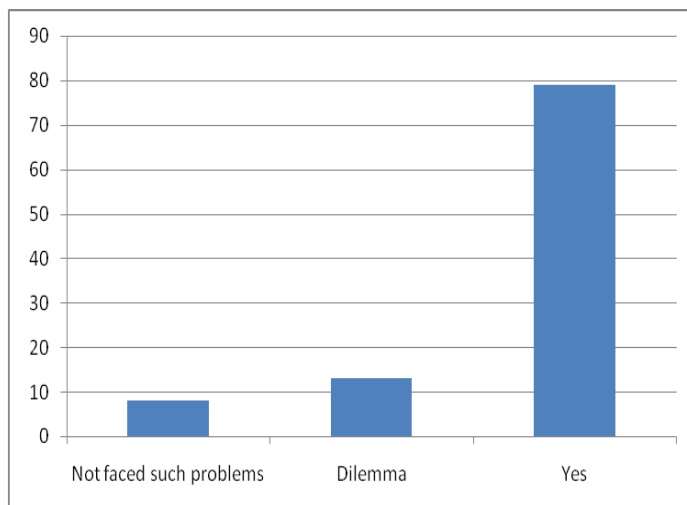


Chart -4: Happy with the replacement policies

Above table no. 4 shows the information about the replacement policies of the companies. It seems from the table above that the 8% customers are saying 'not faced any such problems', 13% customers are in dilemma state and 79% customers are saying 'yes' i.e. they are happy. It is concluded that the majority of the customers are happy with the replacement policies.

## 5. Findings and Suggestions

### Findings

1) It is found that the prone of customers to purchase products online is maximum.

- 2) It is found that majority of the customers are of the opinion that there is no any change in the price, transportation and quality of the products even in the Covid-19 pandemic.
- 3) It is found that the majority of the customers are receiving the products at right time.
- 4) It is found that the majority of the customers are happy with the replacement policies.

### Suggestions

- 1) Customers who prefer offline shopping should follow the rules given by the Government such as social distancing , use of masks ,sanitizers etc
- 2) In offline mode, shopkeepers/retailers must also take the precautions to follow the rules.
- 3) As there is lot of risk involved in offline shopping, customer should prefer online mode.
- 4) It is suggested that the companies who produce products must strictly follow the rules given by the government and world health centre.
- 5) Suggestive Model: E-commerce Model in covid-19

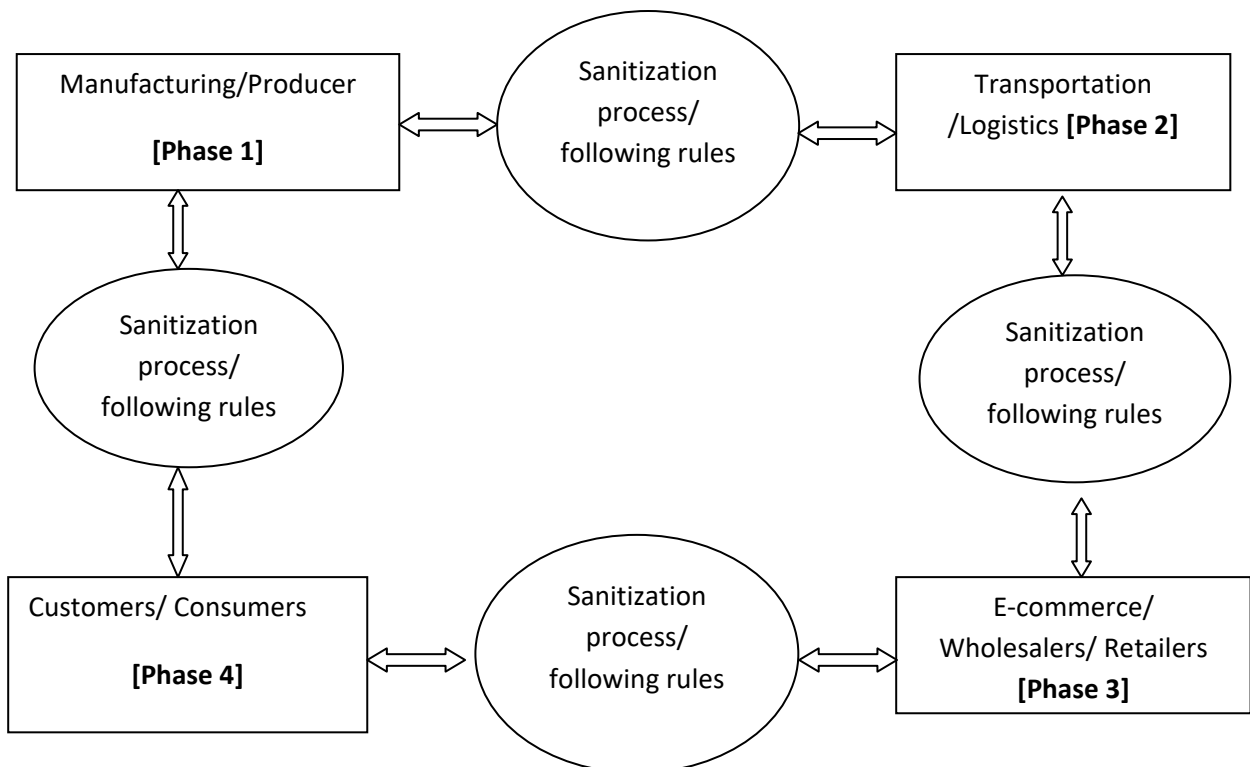


Fig: -1E-commerce Model in covid-19 pandemic

In above suggestive model Manufacturer/ Producer of the products, Transportation/ Logistics, E-commerce/ Wholesalers/ Retailers all these stakeholders must follow the rules and regulation

mentioned by the government and world health organization (WHO). Due to following of the all rules and regulations, it can be possible to avoid the spread of the disease called Covid-19. <sup>[3]</sup>

## 6. Conclusion

It is concluded that the online shopping is increased due to stay home-stay safe restriction in Covid-19 pandemic. It is also seen that there is no any changes in the price, quality and their services. Also producers and consumers should strictly follow the rules given by Government and World Health Organisation (WHO) to avoid the spread of Covid19.

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