



## A Study on Customer Preference Towards Online Shopping During Lockdown Situation With Special Reference to Raipur City

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### ORIGINAL ARTICLE



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A study on Customer preference towards online shopping during lockdown situation with special Reference to Raipur city?. Introduction Generally speaking the trend of e-commerce has been increased rapidly in the recent years with the development of internet and due to the easy accessibility of internet usage.

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### ABSTRACT

*This research aims at analysing the preference of customers towards online shopping during the lockdown with reference to Raipur city. The pandemic all around the world has resulted in lock down by many countries where in all the commercial activities are affected and people are also not allowed to move out of their homes. In India also same situation was faced by people and this resulted in awareness about online shopping for essentials as it provided safe home delivery of required products at reasonable price. The study is limited to preference of people of Raipur city for online shopping during lock down.*

### KEY WORDS

**Lockdown, pandemic, online shopping, preference, Home delivery, Commercial Activities.**

### INTRODUCTION

Generally speaking the trend of e-commerce has been increased rapidly in the recent years with the development of internet and due to the easy accessibility of internet usage. Easy access to internet has driven consumers to shop online in fact according to the University of California, Los Angeles (UCLA) communication policy (2001), online shopping is third most popular activity on the internet after email using and web browsing. Globally more than 627 million people have done online shopping so far, World's biggest online shoppers include Germans and British.

Online shopping is basically a process of selling and buying of goods and services on World Wide Web. As (Forsythe and Shi, 2003) explains "Internet shopping has become the fastest-growing

use of the Internet; most online consumers, however, use information gathered online to make purchases off-line.”

English entrepreneur Michael Aldrich invented online shopping in 1979. His system connected a modified domestic TV to a real-time transaction processing computer via a domestic telephone line.

### **Lockdown**

Complete Lock down was announced in India from 24<sup>th</sup> march 2020 evening which was extended time to time and was relieved to some extent by 31<sup>st</sup> may 2020. Chhattisgarh saw increased in corona virus cases in the month of april 2021 and finally took the decision on lock down on 09 April 2021 and extended till 31<sup>st</sup> may 2021.

### **Online Shopping**

Online shopping or E-Commerce is the mode of shopping online/digitally by using some electronic device connected to internet by just selecting the desired product and paying online or on delivery customers can easily get the product delivered at their home. During this pandemic when there was huge risk to go out and shop even for essential products online shopping has captured attention as shopping can be done from easily from home without moving out and coming in contact with others and is highly considered as safe during this lock down.

### **Various Online Shopping sites**

1. Amazon
2. flip kart
3. big basket
4. myntra.com
5. Ebay.in
6. yebhi.com
7. AJIO.com
8. grofers.com
9. FNP.com

### **OBJECTIVE OF THE STUDY**

1. To find out customers preference towards Online shopping,
2. To analyse the consumer behaviour and their performance towards the online shopping.
3. To identify the factors influencing the demand online shopping.
4. To find out the various factors that are influencing the purchasing decision of consumers by online.
5. To know the customer view about online features.
6. To know why customers prefer online shopping.

### **RESEARCH METHODOLOGY**

Research is based on explanatory study, as well descriptive study. It was an explanatory study when the customer satisfaction level was studied to suggest new methods to improve the services of online shopping sites in providing products and to study in detail the online shopping.

The data is collected from primary as well as secondary sources.

Random sampling techniques were used in the survey conducted.

SAMPLE SIZE=50

## TOOLS OF ANALYSIS

Data has been presented with the help of Percentage.

The mode of collection of data will be based on survey method and field activity. Primary data collected will be based on personal interview. I have prepared the questionnaire according to the necessity of the data collection.

**Q1.** How much time do you spend using Internet during lock down?

1. One hour
2. Five Hours
3. Ten hours
4. Below ten hours
5. Below 15 hours
6. Other

### Response

- 70% people selected that they use internet 5 hours every day.
- 15% people selected that they use internet 1 hour every day.
- 7% people selected that they use internet below 10 hours every day.
- 8% people selected that they use internet below 15 hours every day.

**Q2.** Which option is better for shopping during lock down period?

1. Online
2. Visiting stores in Malls
3. Near by small Retailers
4. Both Online & Offline

### Response

- 55% people selected that online shopping is better during lock down.
- 40% people selected that both online & offline shopping is better during lock down.
- 5% people selected that shopping from nearby small retailers is better during lock down.

**Q3.** How often do you shop online during the period of lock-down?

1. Every-Day
2. Weekly
3. Twice a week
4. Once a month
5. Other

### Response

- 46% people selected that they purchased twice in week online.
- 34% people selected that they purchased weekly online.
- 16% people selected that they purchased monthly online.
- 4% people selected that they ordered every day something online

**Q4.** What makes you to shop online rather than offline during lock down?

1. Convenient
2. Time saving
3. Low price & Home delivery
4. Variety of products & offers
5. Rare products
6. Safety
7. Others

### Response

- 28% people selected safety as factor for online shopping.
- 32% people selected low price & Home delivery as factor for online shopping.
- 18% people selected variety & offers as factor for online shopping.
- 16% people selected time saving as factor for online shopping.
- 6% people selected others as factor for online shopping.

**Q5.** Does lockdown has made you more aware about online shopping?

1. Strongly agree
2. Agree
3. Disagree

**Response**

- 78% people agreed that they became more aware about online shopping during lock down.
- 18% strongly agreed that they became more aware about online shopping during lock down.
- 4% disagree that they became more aware about online shopping during lock down.

**Q6.** Which mode do you find provides greater satisfaction in terms of product quality and services during lock down?

1. Online
2. Offline
3. Both

**Response**

- 42% believed online shopping provides more satisfaction in terms of quality of products & services.
- 38% believed offline shopping provides more satisfaction in terms of quality of products & services.
- 20% believed both shopping provides more satisfaction in terms of quality of products & services.

**Q7.** Do you plan to continue online shopping regularly even after the lock down?

1. Yes
2. No
3. Not sure

**Response**

- 72% people responded that they continue to shop online.
- 28% were not sure.

**Q8.** Do you find trade policy of online shopping better than offline stores?

1. Strongly agree
2. Agree
3. Disagree
4. Others

**Response**

- 60% agreed it was convenient to trade online.
- 26% strongly agreed about good trade policies online.
- 14% disagreed and were not satisfied with online trade policies.

**Q9.** Are you over all more satisfied with online shopping than offline shopping?

1. Strongly agree
2. Agree
3. Disagree
4. Both are equally satisfying
5. Others.

**Response**

- 30% were strongly agreed & most satisfied with online shopping.
- 28% agreed and satisfied most from online shopping.
- 28% believed both are equally satisfied.
- 14% disagreed with online shopping.

## Analysis and Discussion

- ❖ Majority of people purchase products from stores and online both.
- ❖ Most of the customers became more aware about online shopping during lock down.
- ❖ Most of the customers do online shopping because of variety and offers available online.
- ❖ Most of the customers are satisfied with terms of online business.
- ❖ Some of the customers felt that online shopping some what difficult.
- ❖ Most of the customers are satisfied with online shopping.
- ❖ Some of the customers prefer home delivery during lock down.
- ❖ Online shopping providing good services to their customers.
- ❖ All customers knew that the online shopping will increase in future.

## CONCLUSION

Finally the whole research was carried out in a systematic way to reach at exact result. The whole research and findings were based on the objectives. However, the study had some limitation also such as lack of time, non-response, reluctant attitude and illiteracy of respondents, which posed problems in carrying out the research. But proper attention was made to carry out research in proper way and to make accurate conclusion for the online shopping which may be beneficial for online shopping sites to enhance their customer base.

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