



ONLINE SHOPPING ATTITUDE OF PEOPLE OF NAGPUR CITY DURING THE LOCKDOWN: AN ANALYTIC STUDY

NEHA SAMUNDRE

(MCA, M.COM, MCM, Ph.D)
Department of Computer Science
Perna College of Commerce
Nagpur (MS) INDIA

ASHISH GUPTA

(M.Sc., MCM)
Department of Computer Science
Perna College of Commerce
Nagpur (MS) INDIA

ABSTRACT

The recent growth in Ecommerce technologies provides an opportunity to the online customer to purchase a qualitative product in fewer prices by comparing various ecommerce platforms. The ecommerce merchant needs to understand the buying attitude of the online customer so that they will target the customer in future also. As we know during lockdown customer are unable to go to the market and buy the product. Ecommerce are the alternate option for the people to buy the product. The purpose of this study is to find out the change in buying attitude of people of Nagpur City during lockdown. This research will help the ecommerce merchant to know the customer attitude and according to the customer attitude ecommerce merchant will target the customer during lockdown.

Keywords: - Ecommerce, Lockdown, COVID, Attitude.

INTRODUCTION

As the growth in internet users of India and advancement in ecommerce platform, online shopping trends are increasing rapidly. In lockdown situation customers are not able to purchase the product by going physically to the market. So there is huge opportunity for the ecommerce merchant to target the customer in this lockdown situation and grow their online business. In this research we are trying to find out the determinant which changes the online shopping attitude of People of Nagpur city. We include the people of Nagpur city in the survey to gather the data about the change in online shopping attitude. The findings of this

NEHA SAMUNDRE

ASHISH GUPTA

1Page

research will help the ecommerce merchant to understand who buy the product, when customer buys the product, which type of customers needs to target regularly etc.

LITERATURE REVIEW

ADOPTION OF ONLINE SHOPPING IN INDIA

Last three decades have seen a phenomenal growth of World Wide Web. A wide acceptance of internet technology in the field of business has changed the traditional retail format to the new form popularly known as internet shopping or online shopping. The internet is a platform that provides the customer with purchase characteristics as no other medium. There are certain characteristics which make internet a more convenient & attractive place to shop for consumers as compared to the traditional way of shopping, such as the facility to view and purchase products any time, visualize their needs with products, compare between different brands of products, discuss products with other consumers, option to pay on delivery etc.

Online-shopping is the process consumers go through when they decide to shop on the internet. The internet has developed into a new distribution channel (Hollensen, 2004) and the evolution of this channel, e-commerce, has been identified by Smith and Rupp (2003) to be the most significant contribution of the information revolution. Today, internet has developed into a highly competitive market and in order to have an impact on customers and to retain them, it is the first step to identify certain influencing aspects when purchasing online, these can be regarded as factors. The proposed research will be focused on identifying & analyzing these factors.

OBJECTIVE OF THE STUDY

1. To study the importance of ecommerce during the lockdown situation.
2. To study how much e-commerce customer of Nagpur city are satisfied with the ecommerce platform

NULL HYPOTHESIS

H0 ----- There is no change in online shopping attitude in people of Nagpur city before and after the lockdown.

ALTERNATIVE HYPOTHESIS

H1 ----- There is change in online shopping attitude in people of Nagpur city before and after the lockdown.

RESEARCH METHODOLOGY

The present research work is descriptive and analytical based on empirical observation and comprehensive survey. In order to test the above framed hypotheses, a survey of consumers residing in Nagpur region was carried out with the help of a 'structured non-disguised' questionnaire. The sample was drawn using convenience sampling method. The questionnaire developed for the study was personally administered to 150 respondents in the month of April 2021. Questions were prepared using nominal, ordinal and likert scales. Percentage method was used for analyzing the responses.

DATA ANALYSIS

- 1) How frequently you were using E-commerce platform for online shopping before COVID-19 situation?

Daily	4
Weekly	9.9
Monthly	22.5
Quarterly	27.5
Annually	36.4

Table No. 1

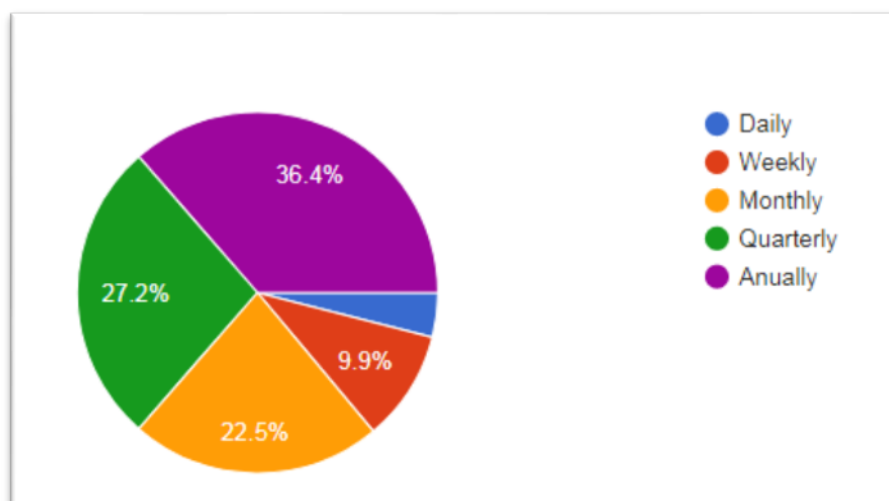


Figure No. 1

- 2) How frequently do you use E-commerce platform for online shopping after COVID-19 situation?

Daily	7.3
Weekly	17.2
Monthly	32.5
Quarterly	25.2
Annually	17.2

Table No. 2

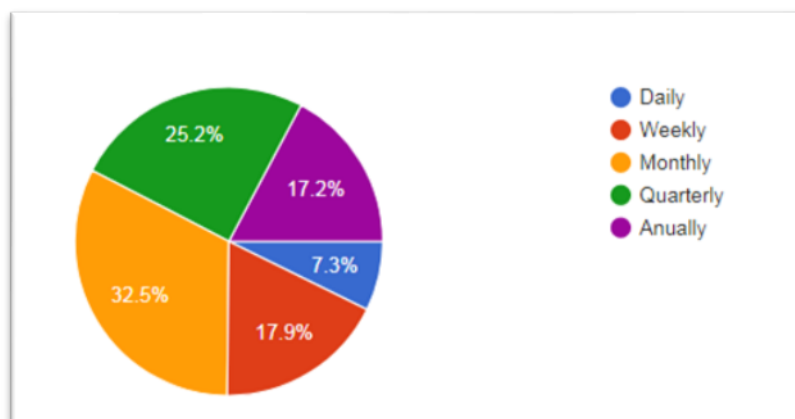


Figure No. 2

- 3) E-commerce really helps people of Nagpur during lockdown.

Strongly Disagree	2.6
Disagree	4
Neutral	14.6
Agree	23.6
Strongly Agree	56

Table No. 3

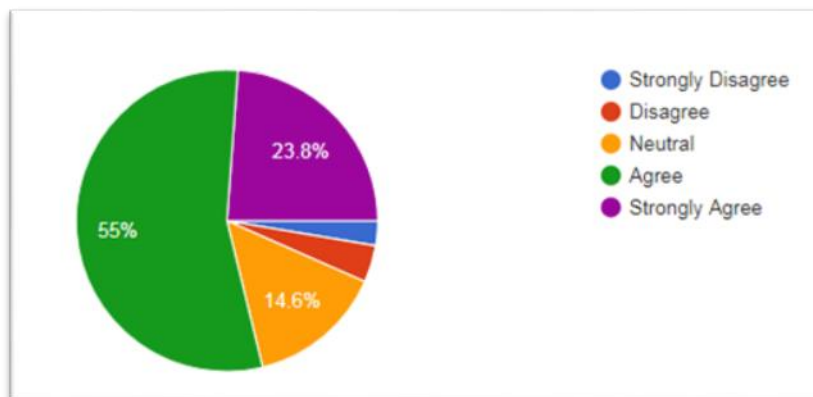


Figure No. 3

- 4) E-commerce really helps to regulate the supply chain management during lockdown period.

Strongly Disagree	2
Disagree	6.6
Neutral	14.6
Agree	58.9
Strongly Agree	17.9

Table No. 4

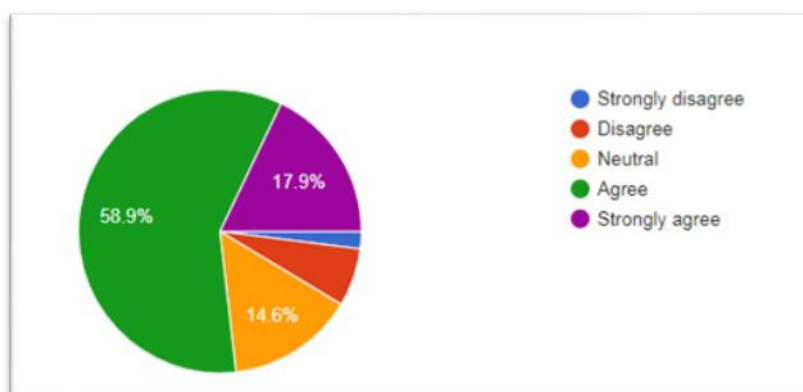


Figure No. 4

5) Is e-commerce platform today's need (lockdown situation)?

Yes	89.4
No	10.6

Table No. 5

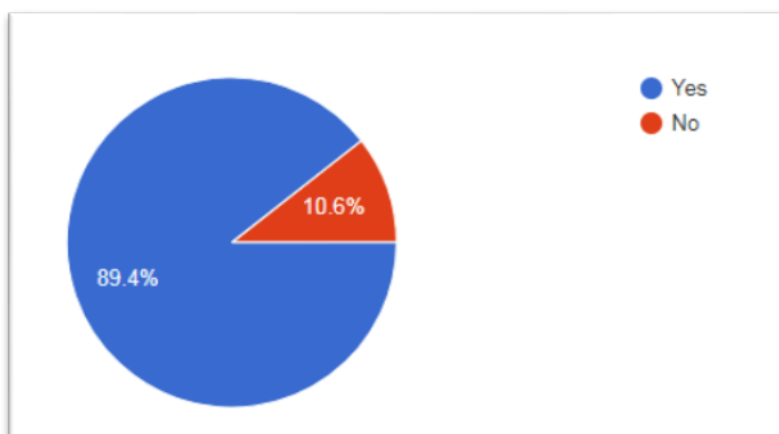


Figure No. 5

6) Based on your online shopping experience during lockdown period, please rate below items based on how much you are satisfied with e-commerce platform. [1- Very Dissatisfied, 5- Very Satisfied]

	Very Dissatisfied	Dissatisfied	Neither Satisfied nor dissatisfied	Satisfied	Very Satisfied
Online Delivery Service	17	11	21	77	25
Product Catalog	9	18	33	69	22
User Friendliness	15	12	26	73	25
Quality of Delivered Product	13	18	32	66	22
Price of the Product	16	17	30	52	36

Table No.6

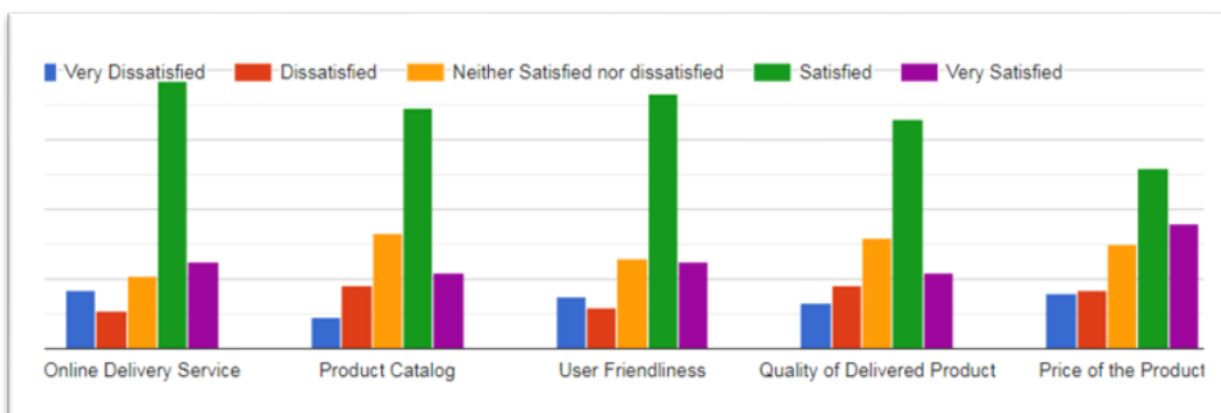


Figure No. 6

HYPOTHESIS TESTING

It is evident from the table no 1 and table no 2 that there is rise in online shopping trends of people of Nagpur city during the lockdown period.

It has been noticed from table no. 3 that online shopping helped people of Nagpur during the lockdown period.

From table no. 4 it has been noticed that E-commerce really helps to regulate the supply chain management during lockdown period in Nagpur.

And a large percentage of people of Nagpur agreed that e-commerce platform is the need of lockdown period which helped people a lot.

From the Table No. 6, figure No. 6 and from the sample size of 150 it is evidenced that the rate of Satisfaction of people of Nagpur City about online buying during lockdown is high as comparative to the other.

FINDING AND CONCLUSION

Though online shopping is too common outside India, but it has been noticed from the survey that during lockdown the graph rate of use of online shopping has increased rapidly.

The objective of this paper was to assess the impact of customer characteristics on their online shopping intentions.

It has been analyzed that people of the age group from 25 to 40 years are more interested in doing online shopping as compared to other age groups.



It has been concluded that the people of Nagpur city are more convenient for online shopping during lockdown than going to market. There is a hesitation among people for online shopping due to security concern. At the same time people are resistant to change because of technological complexity face by the people while online shopping.

So it has been concluded from the survey that the alternative hypothesis is being proved and it is accepted for this paper and the null hypothesis has been rejected.

REFERENCES

1. Blasio,G.,D. (2008), “Urban–Rural Differences in Internet Usage, e-Commerce, and eBanking: Evidence from Italy”, Growth and Change, 39.2 , pp. 341–367
2. Chanana Nisha and Goele Sangeeta, “Future of e-commerce in India”, International Journal of Computing & Business Research, ISSN (Online): 2229-6166
3. <https://ecommercegermany.com/blog/how-lockdown-impacted-the-world-of-e-commerce>
4. <https://www.getfeedback.com/resources/cx/the-pandemics-impact-on-the-state-of-online-shopping-worldwide/>