



AN ANALYSIS OF EMERGING TRENDS IN ONLINE SHOPPING DURING AND POST COVID-19 WITH SPECIAL REFERENCE TO THE CONSUMERS OF MANGALURU CITY: A PERSPECTIVE STUDY

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Article DOI: <https://doi.org/10.36713/epra12246>

DOI No: 10.36713/epra12246

ABSTRACT

*COVID-19\ Novel Corona virus disease has changed the normality of the world as it had earlier. The rapid dissemination of the contagious viral infection among the social community has shaken the basic composition of working operations in numerous business sectors. Online Shopping\ E-shopping is an emerging trend in the field of E-Commerce over the recent years. The purchasing of goods electronically has helped the customers to fulfill their needs of procurement with more convenience and discomfords. After the outburst of the pandemic, the purchase of products via online has assumed greater attention and significance in view of controlling the spread of virus in traditional buying at the physical stores\shops. The proportion of placing E-orders for the commodities has increased immensely in the post epidemic scenario. The customers tend to buy more items digitally rather than resorting to in-personal shopping in the actual shops as a precautionary measure. In this regard, an attempt has been made to analyse **the emerging trends in e-shopping during and Post COVID-19 era** by collecting the primary data from the selected consumers (respondents) living in **Mangaluru City**.*

KEYWORDS: COVID-19, Consumers, Emerging Trends, E-Purchases, Online Shopping, Post pandemic,

INTRODUCTION

An extensive growth of **Corona pandemic** all across the parts of the country, insistence of **country-wide lockdown** and the maintenance of **social distancing** by the public in public places mandatorily have interrupted the usual habits and preferences of the customers and their method of shopping. The outbreak of vicious virus in the society has led to the adaption of new habits to suit the requirements of current situation. The emergence of new habits among the consumers is due to **COVID-19** and the advancement of **technology** in the sphere of business and commerce. After the outburst of pandemic, the numerous changes have been recognised with regard to the likes, dislikes and priority of the consumers. The post corona period has revolutionised the field of E-commerce in terms of expansion in online purchasing activities.

E-shopping plays a key role in providing safety to the people from infection by enabling them to procure various commodities from their convenience place itself without visiting the stores\shops. Online purchasing is the system of buying products\ services electronically by using digital devices without in-human contact with the seller\store keeper. The E-ordering of the goods has become the most recent trend in the era of **COVID-19** as a precautionary and preventive measure to safeguard the wellbeing of the customers. In view of combating the wide transmission of the infection, the consumers have changed and shifted their behaviour as regards the purchasing decisions and restricted them to stay back at their safest places except for the acquisition of essentials and the emergency reasons. As a result the demand and necessity for commodities through internet purchases has increased radically on the part of the consumer groups over the few months as a matter of mitigating the risk from the microbe contamination. This manuscript is specifically prepared to examine the **recent trends in E-shopping among the consumers during and after the age of COVID-19**.



OBJECTIVES

- To study and understand the emerging trends in respect of online purchasing behaviour of the consumers during and after the Covid-19 outbreak.
- To specify and analyse the factor determinants influencing the consumers to shift from conventional buying to electronic shopping after the Corona eruption.

RESEARCH METHODOLOGY

Area of the study: For the purpose of collection of primary data, the area of the study has been confined to the limit of **Mangaluru City Corporation (MCC), Dakshina Kannada district**. The respondents (consumers) were chosen randomly on convenience basis living in different areas of the city.

Sample size: The size of the sample taken into consideration for undertaking the study would be **20 respondents**. The respondents are interviewed and interacted face to face by ensuring **social distancing**. Besides this, responses have been gathered through **telephonic method** and the secondary data was extracted from several articles and related websites available in the internet.

Limitations of the study: The sample size determined for the survey was limited to the few consumers of **Mangaluru City** and hence the inferences of the study wouldn't be applicable to other regions of the country.

ANALYSIS OF EMERGING TRENDS IN CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING

The existing adverse crisis created by the pandemic has changed the normal behaviour of human beings leading to the disruptions in their respective work and in the area of business. The **National lockdown** enforced in the country has forced the people to work from home except for the purchase of necessary items. The research study clearly indicates that, majority of the respondents (consumers) of **Mangaluru City Corporation** would like to step out from their house only to obtain the basic commodities like **groceries, vegetables, fruits and meat etc**. The on-shop buying of the goods has been restricted only to the basic needs as the consumers are likely to be worried about the risk of getting infected from the microbe (virus) in public places.

The demand for non-essentials has drastically decreased in the physical stores and malls where the individuals face the challenge of keeping physical distance from others. Most of the respondents would like to use online platforms for acquiring different **comfort and luxury items**. As per their view, the chance of being affected by the virus is very low in case of electronic purchases rather than traditional buying. The key- factors which determine the online purchasing decision of the consumers would be digitalization and the protection from the risk.

The survey also shows the fact that, some part of the consumers who have never purchased the products through online mode during **Pre-COVID** have shown interest towards online shopping in **Post COVID-19** as a preventive measure to overcome from the evils of **Corona**. Over the last **2 months period**, the market share for the E-commerce and the buyer behaviour has altered beyond the expectations. Besides, some of the consumers also opined that getting the goods electronically has been adapted temporarily until the problem of **Novel corona** gets resolved and disappears from the society. They prefer to restart buying from the conventional market places as like before when the world would be freed from the clutches of cruel virus.

SUGGESTIONS TO THE COMPANIES AND CONSUMERS

- The companies need to provide additional benefits to the consumers by offering **special discounts and concessions** for the online purchase of goods.
- The companies should update the **security features** on their website in order to ensure safety especially to those who have security concerns.
- The companies have to modify the **return policy** of sold items in favour of the consumers to enable them to return the products in case of **damage\ low quality** etc.
- The consumers must be aware of **online fraudsters** and have to be cautious while placing the orders for the goods against such companies.
- The consumers need to be educated to make effective use of **electronic gadgets** for the purchase of products in case of necessity and the unnecessary expenses could be avoided.



CONCLUSION

The era of post pandemic has been regarded as 'New Normal' where people need to accept the truth of universal existence of the disease and the undesirable condition has to be treated as normal phenomenon until the global crisis and challenges of the epidemic would be resolved in the society. To conclude, the major shift in the consumer behaviour is due to fear and the reluctance to socialize in crowded places and the evolution of ICT in business. The **COVID-19** has created a **landmark** for the adaption of **E-Commerce** among the mass section of the customers. The outcomes of the study has clearly reveals the fact that the post **COVID-19** has made the consumers to rely upon heavily on online shopping to get rid of from the dreadful virus. Though digital purchasing of the products has certain limitations, people are likely to opt it owing to the adverse situation prevailing in the nation in order to protect them from all sorts of the risks generated by **Corona**.

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