CHAPTER 1

INTRODUCTION

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet. Online shopping or E-shopping or online retailing is a form of electronic commerce allowing consumers to directly buy goods or services from a seller over the internet without an intermediary service. Increase the use of internet and progress of information technology has transformed the way goods and services are bought and sold, this will be resulting to the growth in the number of online shopper. Online shopping has grown in popularity over the year, mainly because of people find it convenient and easy to shop. People can shop from their house or office etc. Consumers can shop online using computer, laptop, tablet and smartphone. Young people have been the majority shoppers online. One of the main advantage of online shopping is store must describe products for sale with text, photos and multimedia files etc. The internet in the field of shopping has made a change in the mind-set of the consumers with reference to convenience, speed, price and services associated with online shopping. Today internet is used for several purpose among online shopping is popularised. Now a days online shopping is a new trend of shopping and it became an important part of lifestyle. Due to the wide spread internet access by people online shopping has seen rapid growth in recent years.

On the contrary the world has been suffering Covid 19 pandemic, that has influenced our lives in every field. Covid-19 is a novel virus that came in the month of December 2019, in Wuhan. Corona Virus Disease in India noticed in January. Our country went into complete lockdown from 23rd march. the coronavirus eruption is first and prime human tragedy across the globe, affecting the lives of millions of people. Covid-19 has changed the world of retail and the customer. Based on the comparison with the previous period, there was an increase in average spending and a decrease in the frequency of purchases. Consumer confidence has fallen; people are worried about the future. Retailers have invested billions in anti-coronary measures and E-commerce is breaking records. This will result to increase the use of online shopping, Initially, Coronavirus's influence on consumer buying behaviour, spread of covid19 pandemic

has persuade consumers to purchase more on the online market. Corona crisis accelerated the development of digital commerce. Online shopping offers fast, easy, money saving and interesting shopping experience, it has many advantages like 24 hours shopping, Shopping with coupon to get discount, shopping from home, rich product availability and specifications etc. Also now many sites like Amazon, Flipkart, PayTm Mall offers some great deals every day or week which you can't resist like PayTm karo, Amazon Lightning Deals, Flipkart offers, Amazon Happy Hours etc. In the Covid-19 pandemic period these sites are more helpful for online shopping, the covid19 pandemic has affected the life style of many people, such that their purchasing also changes. Visit to physical store were restricted. Countries have been pit under lockdown, people have low income, so consumer went to online shopping. That will cause to increase online shop higher and higher. Online shop allows the people to full fill their needs without going market. Pandemic made it clear that ecommerce can be an important tool.

1.2 SIGNIFICANCE OF THE STUDY

Online shopping is a virtual shopping that enables consumers to shop different market places on a 24x7 basis through the internet. The study defines the consumer's buying behaviour on online shopping. Consumers can purchase any item in online with convenience, availability of products at doorsteps, discount, low price, and variety of products, etc. However, the online shopping system has its demerits, lack of privacy and security is one of the problem faced by an online shopper. The present study would try to find out the impact of covid–19 on online shopping. This study is concerned with deepening the knowledge about change in customer buying behaviour brought by Covid-19 on the retailing sector. This study tries to analyse the trend of before and during the time of covid-19.

1.3 STATEMENT OF THE PROBLEM

This study aims to find changes in the online shopping before and during the time of covid-19 pandemic. Online shopping plays a huge role in the economy. The online shopping platform is a less costly and faster way to selling and purchasing products and services, it has accepted by more and more people. Due to coronavirus most of the

people depends on online shopping. Online store are open 24 hours a day, seven days a week. In this era of covid-19 pandemic, learning demands online platform. It is in the background the present study need special attention. Online shopping in Kerala has been show increasing tendency, the Pandemic has increased the demand on the online channels on the other hand the pandemic might have led to demand reduction on the physical channels which can negatively impact the retailers. Due to the pandemic restriction, it's highly expected that the buying behaviour has changed.

1.4 OBJECTIVES OF THE STUDY

- To analyse the nature and trend of online shopping before and during the time of Covid-19 pandemic.
- To identify the socio economic structure of the consumers who prefer online shopping.
- To analyse consumer's satisfaction on online shopping.

1.5 SCOPE OF THE STUDY

This study aims to investigate the shifts in consumer behavior towards online shopping before and during the COVID-19 pandemic, with a specific focus on the Kannur Corporation region. By examining the changes in online shopping trends, preferences, and usage patterns, this research seeks to identify the impact of the pandemic on consumer habits and the e-commerce landscape in the local market. The scope includes analyzing factors such as changes in product preferences, frequency of online purchases, adoption of new digital platforms, and the influence of external factors like government regulations and economic conditions. The findings of this study will not only contribute to the understanding of how the pandemic has reshaped consumer behavior in the context of online shopping but also provide valuable insights for businesses and policymakers in adapting strategies to meet evolving consumer needs in the post-pandemic era.

1.6 RESEARCH METHODOLOGY

The present study related to trend of online shopping before and during Covid-19 pandemic. So the study based upon primary data. Primary data are collected from the

consumers through the standardised questionnaire. In the study there exists a100 sample respondents. For collecting primary data, a well-structured questionnaire was used. The questionnaire comprised of two parts. Part A deals with personal information. Part B deals with to analyse trend in online shopping. We have decided to take100 sample. Random sampling technique is used to collect primary data. Information are collected by schedule Mechanism with the help of a questionnaire and recorded accordingly. Questionnaire was constructed in easy language to reduce the risk.

The collected data were analysed with the help of percentage, frequency, tables, graph and chart. The Likert scale is also employed. In a Likert scale, the respondents are asked to react to each of the statements in terms of several degrees, usually five degrees or seven degrees of agreement or disagreement. Likert scales are developed in order to make correct evaluation on how well it discriminates between individuals to individuals. Each response is given a numerical score, indicating its favourableness and unfavourableness, and by calculating its percentage it can be easily find out the statement which is more favoured and unfavoured. In other words, the overall score represents the respondents position on the continuum of favourable- unfavourableness towards an issue.

1.7 SAMPLE SIZE:

The study was conduct a sample of 100 respondents.

1.8 LIMITATIONS OF THE STUDY

- The area of study is limited to Kannur District
- The study has been limited to a sample of 100 respondents
- The study is limited to some people only
- The time span for completing the project was limited. So an in-depth study and analysis Was not possible
- The study limited to the people those who have the Smartphone

1.9 CHAPTER SCHEME

The study has been organized and presented in 4 chapters as discussed below.

- The first chapter is introductory parts which includes statement of the problem, objectives, Methodology, significance of the study, and limitations of the study.
- The second chapter include review of literature.
- The third chapter is the analysis and interpretation of data.
- The fourth chapter is including the findings, suggestions and conclusion.