

Post COVID-19 Pandemic Effects on Customer Behavior Concerning Online Buying in Punjab

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Abstract

In this paper, post COVID-19 pandemic effects on consumer behavior concerning online buying in Punjab discussed. Statements were formulated on Likert scale to achieve the objective and a total sample size of five hundred respondents has been collected through a questionnaire. The respondents were engaged in the business activities, professors from teaching faculty from colleges and universities, housewives, students and employees in the private and public sector. Collected data was analyzed with SPSS software. Finally concludes the result related to online buying in Punjab after the COVID -19 Pandemic.

Keywords: *Customer Behavior, Online Shopping, COVID-19*

1. Introduction

During the period of study climatic change has been undertaken in the society, a virus called COVID 19 has spread, it is creating various health problems to masses, and in certain cases it is so dangerous that it is causing death penalty on society on the large. Due to which the financial condition and income of the society is adversely affected. The focus of the present section is on available literature on impact of COVID -19 on Consumer behavior towards online shopping in Punjab. It establishes the existing gaps in the area of the study by examining prior research. These studies have been identified based on a systematic bibliography search, using both manual and computerized methods.

It is also prohibiting people from personal contact. Due to which online shopping has emerged as an alternative to personal selling.

The pandemic has also caused a serious setback to educational setup in the country, which has also promoted online buying behavior among the consumer.

In this paper Post COVID-19 Pandemic effects on customer behavior concerning online buying in Punjab is analyzed and discussed.

2. Research Objective

To analyze the post COVID-19 Pandemic effects on consumer behavior concerning online buying in Punjab

3. Research Methodology

The present study was based on primary data which was collected through a self - structured questionnaire consisting the questions i.e. Likert scale, dichotomous type, multiple choice and open-ended. The questionnaire was divided into two parts i.e Part A and Part B where part A belongs to demographic information and Part B was related to consumer's online buying behavior after COVID 19 times. The questionnaire was used for the collection of primary data from respondents by sending google form links to the respondents. The total sample size was 500 from which 60 were used for pilot surveys. The respondents were the Student, Business Person, Service Person, House Wife, Farmer and other persons who were involve in online shopping.

4. Data Analysis And Interpretation

Demographic profile of respondents analyzed and found that the gender ratio is the same as respondents i.e. 50% male and 50% female. As per as the age group is concerned, 68% respondents are of age between 25-50 years , 31% are below 25 years and only 1% are above 50 years.

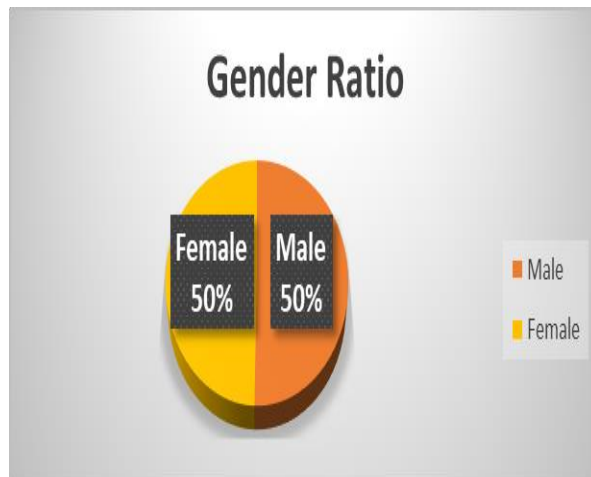


Figure 4.1: Demographic Profile (Gender)

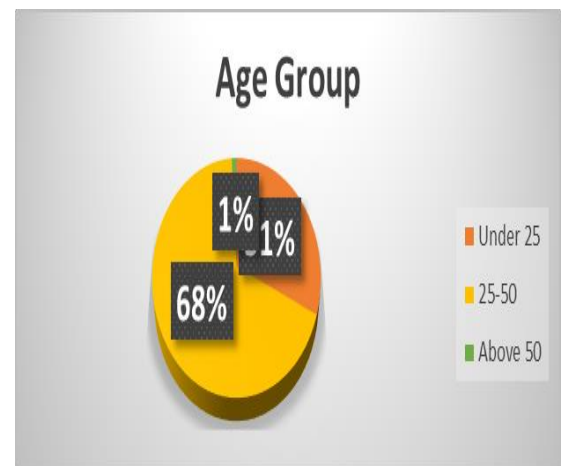


Figure 4.2: Demographic profile (Age)

Following questions were asked to the consumer regarding their online buying behavior

- Question was asked to consumer that their spending on items beside the necessities goods after the end of COVID 19 Outbreak

32.4 percent of consumers said their online shopping on unnecessary goods decreased greatly, followed by 28.0 percent respondents informed their habit to buy on items beside the necessities decreased slightly and 25.8 percent respondents said there is no effect for the same whereas 9.8 percent and 4.0 percent respondents reveal that their shopping towards unnecessary goods increased greatly and slightly respectively.

Overall, it is concluded that most of the respondents avoid shopping towards unnecessary goods from online platforms after COVID 19 outbreak.

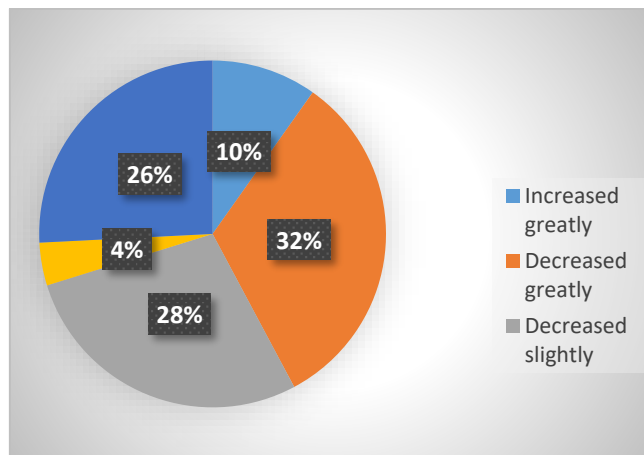


Figure 4.3: Consumers spending on items

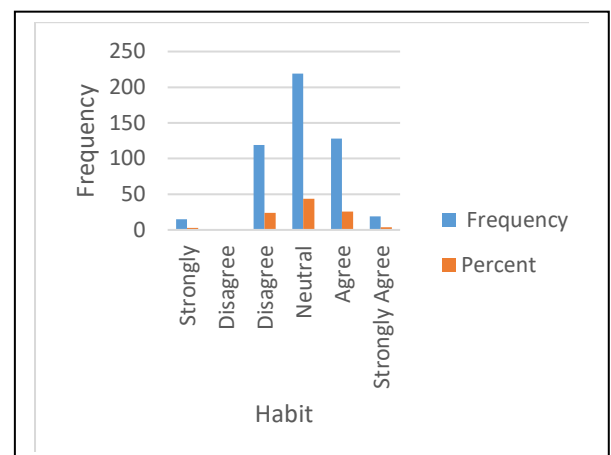


Figure 4.4: Habit after pandemic

- Question was asked that online shopping becomes your habit after the pandemic.

43.8 percent feels neutral towards research statement, online shopping becomes my habit after pandemic, followed by 25.6 percent respondents feels agree towards the same whereas 23.8 percent feels disagree towards online shopping becomes my habit after pandemic. Moreover, only 3.0 percent respondents strongly disagree about online shopping becoming my habit after the pandemic while 3.8 percent respondents strongly agree for the same. Overall, it can be concluded that the majority of respondents realized that online shopping became my habit after COVID 19 but not always, while almost less than half percent of respondents felt that online shopping did not become their habit.

TABLE 4.1: Habit after pandemic

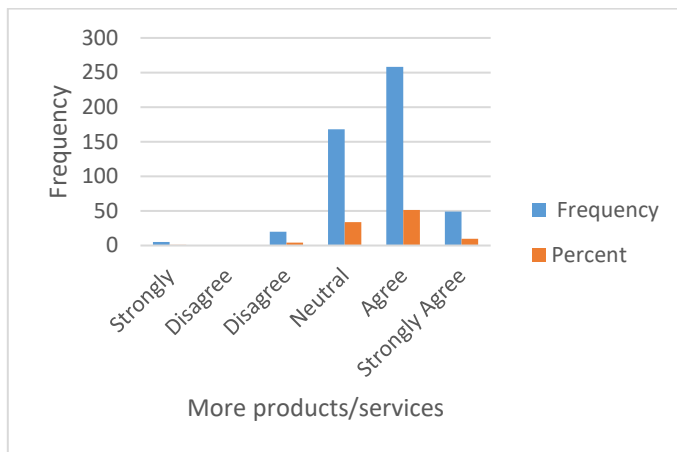
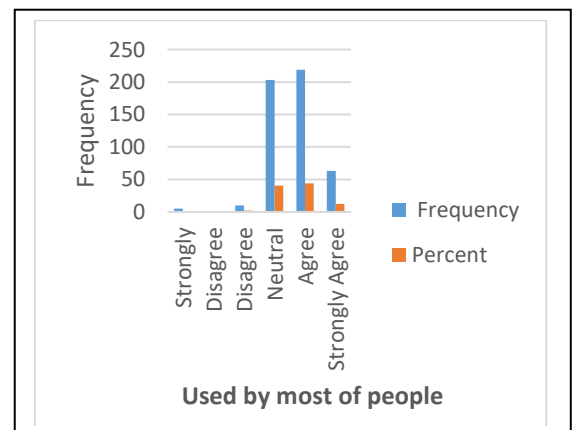
Response	Frequency	Percent	Cumulative Percent
Strongly Disagree	15	3.0	3.0
Disagree	119	23.8	26.8
Neutral	219	43.8	70.6
Agree	128	25.6	96.2
Strongly Agree	19	3.8	100
Total	500	100	

- **Question was asked that you feel, more products/services are available online after COVID-19.**

51.6 percent feels agree towards research statement, I feel after COVID-19, more products/services are available online followed by 33.6 percent respondents feels Neutral and 9.8 respondents feels strongly agree towards the same whereas only 4.0 percent and 1.0 percent feels disagree and strongly disagree towards more products/services are available online after pandemic respectively. Overall, it can be concluded that the majority of respondents feels that more products/services are available online after COVID 19 pandemic whereas some respondents feel that there is no difference about the availability of products before and after COVID 19 pandemic because everything was available very easily.

TABLE 4.2: More products/services are available online.

Response	Frequency	Percent	Cumulative Percent
Strongly Disagree	5	1.0	1.0
Disagree	20	4.0	5.0
Neutral	168	33.6	38.6
Agree	258	51.6	90.2
Strongly Agree	49	9.8	100
Total	5001	100	

**Figure 4.5: More products/services are available****Figure 4.6: Used by people around me**

- **Question was asked that you realized that online shopping is used by most of people surrounding me after COVID-19**

43.8 percent feel that I agree with research statement,, I realized that online shopping is used by most of the people surrounding me after COVID-19. 40.6 percent respondents feels Neutral and 12.6 percent respondents feels strongly agree towards the same whereas only 2.0 percent and 1.0 percent feels disagree and strongly disagree towards that online shopping is used by most of people surrounding me after COVID-19 respectively.

Here we discussed the information about type of products, which are bought by customers through online shopping platforms before, during and after COVID 19 outbreak

Out of the total research sample, 385 respondents said that buy Fashion products before COVID 19 pandemic, followed by 365 respondents and 334 respondents who usually like to buy Household items and Business Travel/ Holiday Travel Packages respectively at the same time. 299 research respondents, 291 respondents and 256 respondents like to buy mobile services, luxury products and food items correspondingly before COVID 19 period. Moreover, 187 research respondents and 156 respondents as well 155 respondents like to purchase online games, Beauty care and Education/Books in COVID free time, followed by 124 respondents prefer to buy Consumer Electronics before COVID 19 outbreak.

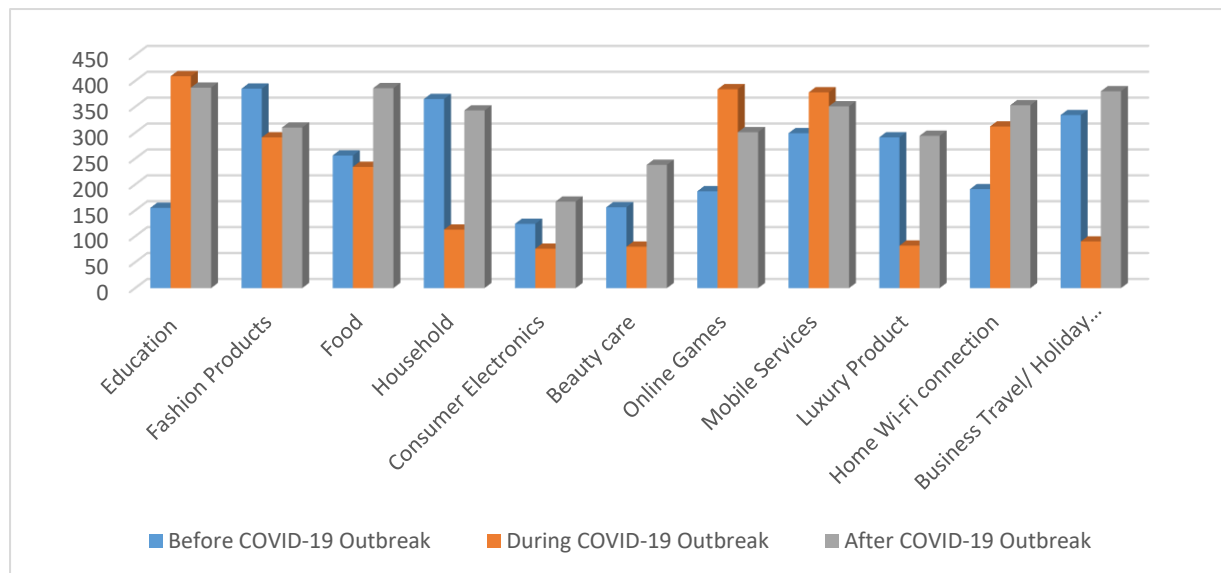


Figure 4.7: online goods buying by consumers before, during and after COVID-19 outbreak

However, during the period of COVID 19, Majority of respondents i.e., 409 like to buy education services COVID 19 pandemic, followed by 384 respondents, 378 and 312 respondents like to buy Online games, Mobile services and Home Wi-Fi connection respectively for the same time period. 291 research respondents, 234 respondents and 113 respondents like to buy Fashion products, food items and Household Items correspondingly during COVID 19 period whereas only 90, 82, 80 and 76 research respondents like to purchase Business travel/Holiday, luxury, beauty care, Consumer Electronics during COVID 19 times.

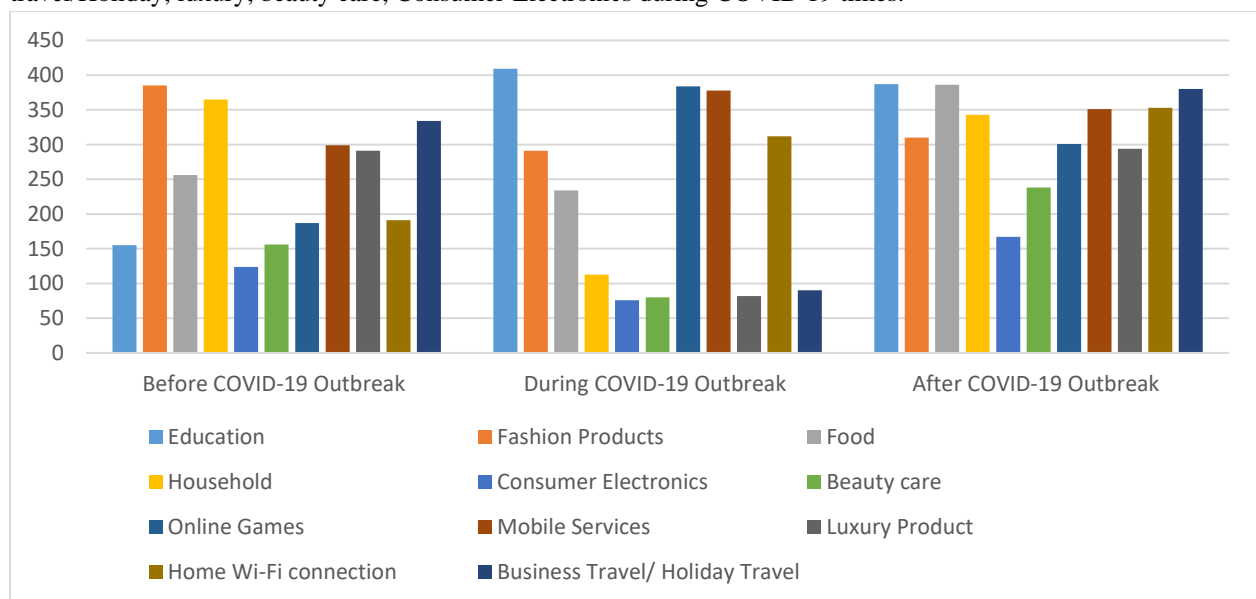


Figure 4.8: Online goods buying by consumers before, during and after COVID-19 outbreak

After COVID 19 outbreak, Out of total research samples 387 and 386 respondents informed that they like to buy Education services and Food items, followed by 380 respondents and 353 respondents who usually like to buy Business Travel/ Holiday Travel Packages and Home Wi-Fi connections respectively for the same time period. 351 research respondents, 343 respondents and 301 respondents like to buy Household items, mobile services and Online games correspondingly After COVID 19 period. Moreover, 294, 238 and 167 respondents like to purchase Luxury Products, Beauty care and Consumer Electronics after COVID 19 outbreak.

5. Summary And Conclusion

Overall, it can be concluded that, the majority of respondents like to buy fashion products; Education services/books before, during and After COVID 19 period whereas least purchasable Product is Consumer Electronics in all the time. However, other products demand is vary according to needs and preferences of the consumers. It is concluded that most of the respondents avoid shopping towards unnecessary goods from online platforms after COVID 19 outbreak

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