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Impact of Covid-19 Pandemic on Customer's Online Buying Behavior**Dr. Sonali P. Yende**

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ABSTRACT

2020 will be reminded in history, because of Corona Virus Disease 2019 (COVID-19) that has influenced our lives in every field. Economy will never be the same as before COVID - 19. Our country went into complete lockdown from 23rd march. On 23 March, the first day of the lockdown, almost services and factories were suspended. Now, offline shopping becomes difficult as well as risky. It will attract the shoppers to take the advantages of internet technology by shopping online. Therefore, there is a need to understand the impact on online buying behavior of customers due to this pandemic. The objectives of this study will be to explore drivers of E-shopping in the situation of COVID-19 pandemic and to know about preferred products that customers want to purchase more through online after COVID 19 pandemic. The methodology in this study is descriptive, use of published reports, use of published research papers in journals and existing literature about this topic. Findings of the study will help in knowing the e- shoppers behavior under situation of COVID-19 and this study will help the online shopping service providers to make better strategies for providing more satisfaction to customers and to win the competition. This Study suggested that E- commerce companies should take proper steps to make effective marketing strategies to exist in the e-commerce sector

Keywords: COVID-19, Pandemic, Online Shopping, Customers, Buying Behavior, Influence**Introduction**

2020 will be reminded in history, because of Corona Virus Disease 2019 (COVID-19) that has influenced our lives in every field. COVID19 is a novel virus that came in the month of December 2019, in Wuhan. The very first case of Corona Virus Disease in India noticed in January. Our country went into complete lockdown from 23rd march. On 23 March, the primary day of the lockdown, almost services and factories were suspended.

Shetty et al. (2020) discussed that due to COVID-19, in contrast to the previous years, the recession is projected to trigger the fall of oil prices, the collapse of the tourism industry, the hospitality industry, the energy industry and decrease in consumerism. We have known that how people take this critical time of loneliness results in enormous improvements to their shopping habits overnight.

People are changing what they purchase, where, and how, from conventional buying to online shopping. It increased the shopping through websites and mobile apps. Due to increasing risk of corona virus, customers are avoiding public places which increasing customers' attraction towards online shopping. Now, E-Commerce Companies have to make better policies to meet changing needs of shoppers. According to market research done prior to the Corona Virus, Growth of India's market in electronic commerce is increasing at a faster rate (approximately 200 U.S. dollars by the year 2026). Recent developments since the epidemic indicate that target can accomplished much faster than initially expected, spurred by an increase in shoppers attracting online deliveries despite concerns of potential infections, if they go out from their homes.

New Corona Virus that causes the Corona virus disease (COVID-19), a highly dangerous disease, has infected many people in whole world. Main reason of spreading is to get in touch with a

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corona positive person, when an individual contacts an area that has the virus on it, so staying at home is the safest way to save from it. Therefore, E-buying for the consumers has increased.