

## Expansion in online shopping trend during COVID-19 pandemic in East Singhbhum District Jharkhand, India

Rashmi Sharma<sup>1</sup>, Dr. D. K Pandey<sup>2</sup>

Department of commerce and management, Kolhan University, Chaibasa in West Singhbhum, Jharkhand, India.

### Abstract

The year 2020 has shown us one of the prime human tragedies named coronavirus (COVID-19) eruption. The COVID-19 pandemic has led to the substantial loss of human life all over the world. It has presented an unprecedented challenge to the health of millions of people. It does not only disrupt the typical lifestyle of people but also destroyed the world of work. The study's main aim is to analyze the reasons for the expansion in online shopping trends during the COVID-19 pandemic. The threat caused by COVID-19 has feared the minds of the consumers. The government of India realized the need to take preventive measures to break the chain of contamination of disease from person to person, so the decision of complete lockdown was announced all over the country. The government banned the movement of people from their houses to the outside world. The situation was worst, and people felt a scarcity of products to live a normal lifestyle. People were trapped and were not allowed to visit nearby markets; thus, they were forced to shop online. The paper highlights the reasons for the expansion of shopping online during the coronavirus pandemic. The data collection for this paper was done through a questionnaire. After investigation, it has been revealed that people were forced to purchase online more than before due to the ill effects of the coronavirus pandemic. People preferred to shop online as they felt safe and more comfortable.

**Keywords:** Online shopping, COVID-19 pandemic, Changing trends

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### I. Introduction

Online shopping may be defined as shopping done through electronic media. It permits consumers to purchase goods and services on a direct basis from a seller or producer over the internet with the help of a web browser or a mobile app. Today we are living in a world of technology. As of 2020, any consumer can purchase products online using computers and devices. They can also shop using desktop computers, versatile laptops, tablet computers, and smartphones. Usually, people prefer to buy products physically rather than buying online. There are various reasons people choose to buy physically, and the prime reasons are quality concern and satisfaction. With the emergence of the COVID-19 pandemic, people faced many troubles. During the severe condition of the lockdown period, people were trapped in their houses and could not buy products from nearby stores. Thus, following the trend of comfort, they are motivated to purchase products online. Online shopping allows people to fulfill their needs without going to markets.

#### 1.1 Jharkhand during COVID 19

Jharkhand state lies in Eastern India. It is one of the newest states of India and was carved out of the southern portion of Bihar in the year 2000. With the emergence of Coronavirus disease (COVID-19), the whole world was distracted, and Jharkhand was not spared. The first foremost case of COVID-19 was found on 31st March 2020 in the Ranchi district. The East Singhbhum District of Jharkhand got its first case of COVID-19 by two persons who traveled from Kolkata. Jharkhand Government decided to close all the shops selling non-essential goods after the country announced a complete lockdown. Thus, people residing in Jharkhand too got trapped in their houses and left with no option to buy products. The situation provided an option for people to buy products online. Online shopping is the best option for people to cope up with the situation of scarcity.

The present study seeks to highlight the expansion in online purchase trends during the COVID-19 pandemic. A relevant case study of East Singhbhum District of Jharkhand has been done to explore the study. The Organization of the article is carried out in the following ways. Section 1 of the study gives a brief introduction to the paper. Section 2 gives a detailed literature review regarding the topic of the paper. In section 3 objectives of the study have been defined. Section 4 gives details about methodology and data analysis. Under section 5, results and discussions are given. Section 6 concludes the study, and Section 7 defines the future scope of the study. The study states that with the adverse effects of COVID-19, people are more motivated to

shop online. People nowadays are very particular with safety first; thus, they prefer to buy online more without going to markets.

## **II. Review Of Literature**

Ankur Kumar Rastogi (2010) states that online shopping possesses a dynamic future in India. It has been perceived that online shopping can be modified shortly ahead. Online shopping is safer and more convenient as consumers can buy anything, anytime and from anywhere. It gives a safe payment option also. Vikas Rawal et al. (2020) discuss that SSER enhances the utilization, breeding, and circulation of material in this monograph. Except where otherwise recommended, the material can be imitated, downloaded, and one can print it for personal study, research as well as academic purposes, or utilization of non-commercial products or amenities, on a condition that writers and SSER are adequately addressed and SSER approval of user's views, product or services is not implicated in any way. Farooq et al. (2020) discuss that during the situation of COVID-19 pandemic continuous usage of social media helped to information overload and overconcern among individuals. To raise individual's motivation to take preventive measures like self-isolation, actions should be concerned with lowering individuals' perceived response costs and letting them know about the severity of the condition. Utpal Kumar Chakraborty (2020) states that the COVID-19 pandemic has destroyed almost every dimension of our ecosystem and the foremost affected one is the economic aspect. The total shutdown of various economic activities forced the migrant laborers to return to their home/state/town/village and adopt local livelihood options. The article attempted to analyze the situation of entrepreneurship expansion among the tribal of Jharkhand. The article presented the case studies to show that proper entrepreneurship education and Government policies are the prime need of the hour to enhance local job creation for the tribal community of Jharkhand. X Gao et al. (2020) discovered that the division of confirmed COVID-19 cases has raised the probability of consumers shopping online. This was mostly found in youngsters who are residing in large cities. Specifically, Government regulations focused on confirming the safety of foods sold through internet, protecting the carriers of infections, and enhancing financial support to lower class people since they may suffer difficulty getting access to food living in small cities.

H He et al. (2020) defines that the pandemic of COVID-19 could provide a valuable advantage for businesses to move forward for genuine and veritable CSR and contribute to addressing acute challenges globally socially and environmentally. B Patil et al. (2020) states that early-stage consumers were not very serious about the COVID-19 situation. The Indian government took several significant steps, and news media helped to uplift the matter of awareness. During that period, also people were hesitating to take preventive measures. When the nationwide lockdown was declared, consumers felt feared and unsecured. They predicted the scarcity of necessary goods and rushed to market for arrangements. At that time, online marketing companies spread their services for the protection of the life of consumers. N Donthu et al. (2020) define the coronavirus outbreak as a perfect prompt that epidemics are recurring in nature and may continue in the upcoming future. Suppose we are not able to prevent this hazardous virus from originating, then we have to take measures to diminish their ill effects on the environment. S Solomon et al. (2020) paper discusses that the Indian sugar industry, which plays a vital role in our national economy, has faced numerous disputes in its journey. The threat caused by dangerous pandemic COVID-19 has disrupted the working of sugar industry contributors and its related Indian industries and the world as a whole. HV Nguyen et al. (2020) study states that while effective motivation exerts a powerful consequence on consumer intent to buy books from internet, there is a positive but insignificant relationship between hedonic stimulation and online shopping intents. These discoveries would help key contributors like journalist, and bookstores online to uplift the value of websites and boost their marketing campaigns.

Seifert et. al (2020) found that using the internet among adults is mainly guided by individual factors, like age, education, income, and gender. The study says that people generally above the age of 80 are less concerned with expending time on internet compared to people in a younger age group (i. e 65-79 years). Men and adults having a good education and economic background are more concerned with using the internet. E Pantano et al. (2020) the study states that the COVID-19 pandemic has caused several disturbances in the short-term and also the mid-term to which businesses have to modify. Some wholesalers have responded to the disaster quickly, exposing an abundance of different intervention varieties. Jagdish Sheth (2020) The COVID-19 pandemic and situation of lockdown have disturbed the purchasing habits of costumers. Consumers are pushed to learn new habits of shopping. As consumers cannot directly visit to the store, so they can bring the store to home. When consumers will return back to their old habits, it is sure that they will be renewed by new rules in the way costumers purchase products and services. New habits will enhance through advancement in technologies, demographic changes, and modified ways costumers have practiced to adopt with obscuring the work, leisure, and academic boundaries. A Bhatti et al. (2020) article states that coronavirus succeeded the growth of e-commerce. In the lockdown period of the COVID-19 situation, e-commerce became the substitute source and was regarded as the top. Earlier consumers shop traditionally, but during a pandemic, e-retailers

helped to provide goods to consumers. AR Brough et al. (2021) argued that feedback to the outburst had feared privacy through lowering customer control on assembling-sharing and also the preservation of some susceptible types of personal information, with inclusion of health and location data. This data collection has raised through the widespread inclusion of new surveillance tools to guide and prevent epidemic and implement government-mandated lockdown. Adding up to this new electronic record that would not in any other way exists have been originated as shelter in place, orders have pushed customers, including endangered populations, to substitute offline activities with internet activities.

### OBJECTIVE OF THE STUDY

The above study is to understand the reason for expansion in internet shopping during the coronavirus pandemic. The study defines the following objectives:

- 1.To expose reasons behind shopping through internet during the COVID-19 pandemic
- 2.To know about consumer's trust over online shopping than to shop traditionally.

### III. Research Methodology

The area of the study is confined to East Singhbhum District of Jharkhand. The study's objective is to know about the expansion of online purchase trends during the coronavirus pandemic. The primary data was collection was done through questionnaire. The questionnaire was circulated for calculating responses from 100 people, and 95 did respond.

### IV. Data Analysis

The data analysis was done in East Singhbhum District of Jharkhand from 100 respondents, among which 95 responded. Different tables and graphs are used to explain the gathered information. Percentage analysis has been used for the study.

### V. Result And Discussions

The outcome of the study is given below with the help of tables and graphs.

**Table 1:** consumers buying online products

|          |     |
|----------|-----|
| Yes      | 60% |
| No       | 30% |
| Not sure | 10% |

Table 1 shows that 60% of consumers are likely to shop online, while 30% do not shop online and 10% are not sure.

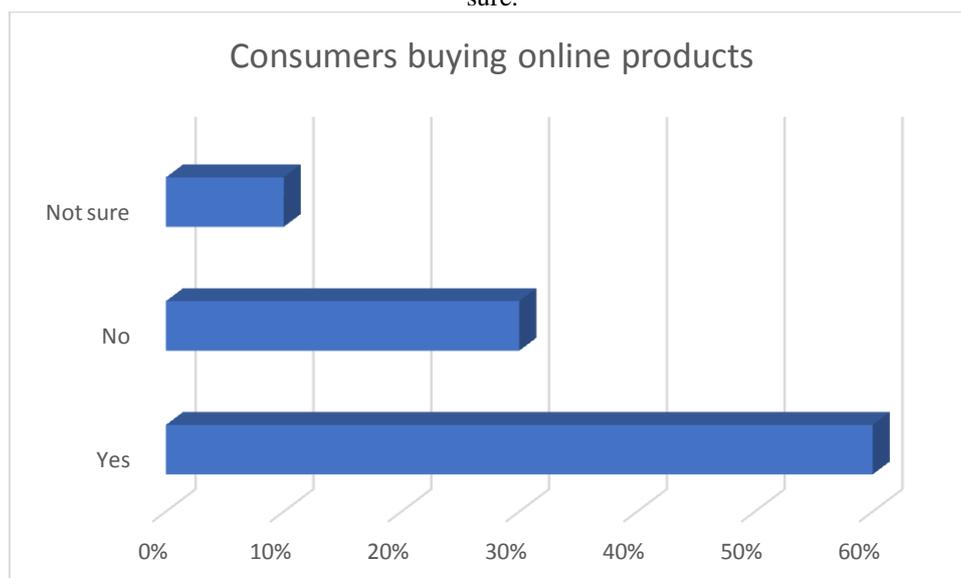


Figure 1: It shows graphical presentation of table 1 as 60% of consumers are likely to shop online, while 30% do not shop online and 10% are not sure

**Table 2:** Purchasing more products online than nearby stores during COVID-19 pandemic

|          |     |
|----------|-----|
| Yes      | 74% |
| No       | 20% |
| Not sure | 6%  |

Table 2: the above table shows that 74% of consumers prefer to shop online during the COVID-19 pandemic than shopping from nearby stores, 20% do not prefer to shop online and 6% are not sure.

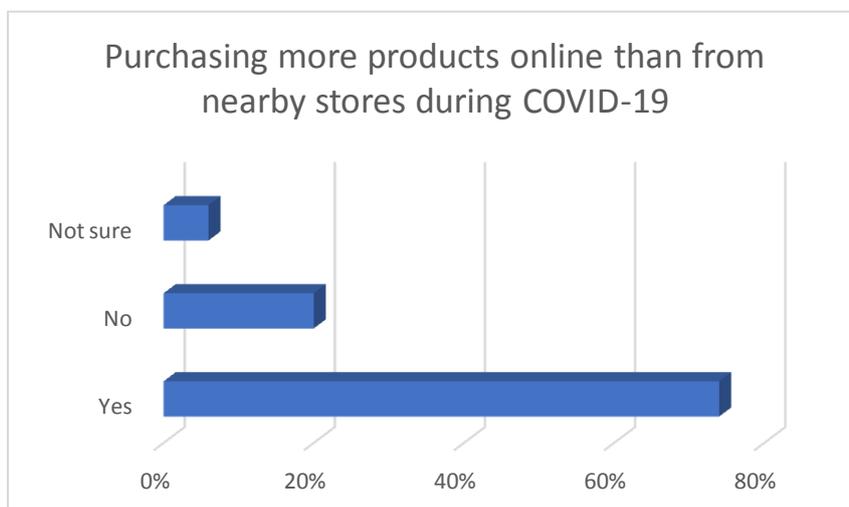


Figure 2: It shows graphical presentation of table 2 as 74% of consumers prefer to shop online during the COVID-19 pandemic than shopping from nearby stores, 20% do not prefer to shop online and 6% are not sure.

**Table 3:** Online purchase is more comfortable than buying physically during the COVID-19

|          |     |
|----------|-----|
| Yes      | 34% |
| No       | 60% |
| Not sure | 6%  |

The above table 3 shows that only 34% of consumers felt it comfortable to buy products online while 60% do not and 6% are not sure.

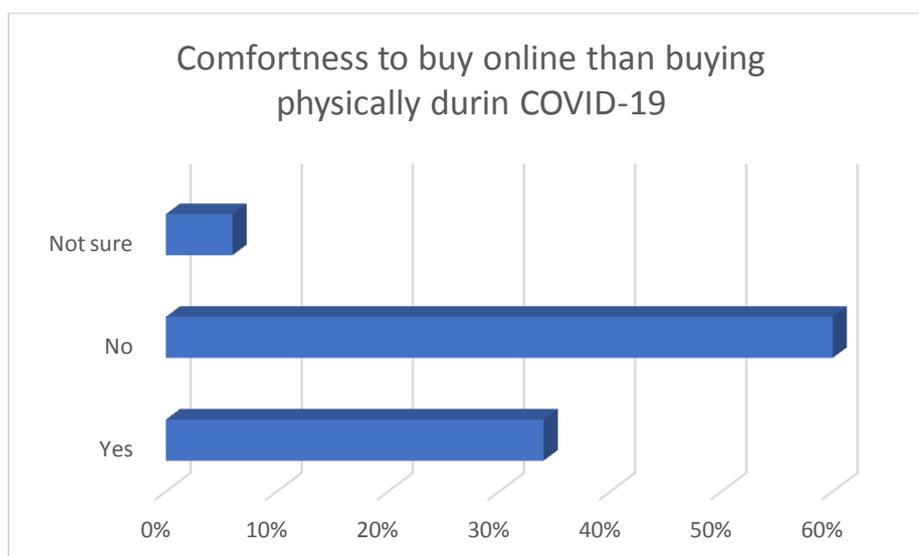
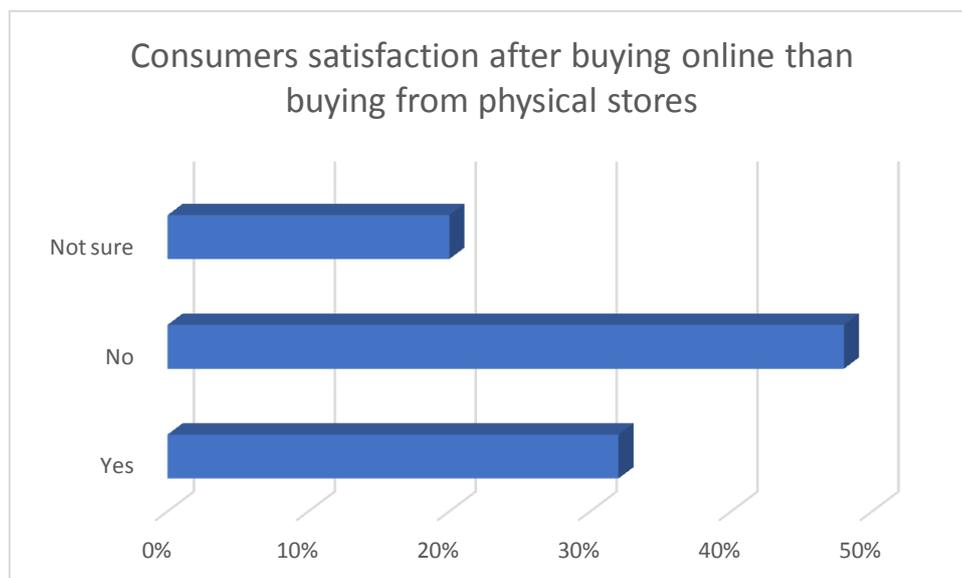


Figure 3: It shows graphical presentation of table 3 that only 34% of consumers felt it comfortable to buy products online while 60% do not and 6% are not sure.

**Table 4:** Consumers satisfaction after shopping online than buying from physical stores during the COVID-19

|          |     |
|----------|-----|
| Yes      | 32% |
| No       | 48% |
| Not sure | 20% |

The above table 4 shows that 32% of consumers are satisfied after shopping online during the COVID-19 than buying from physical stores 48% are not satisfied and 20% are not sure.

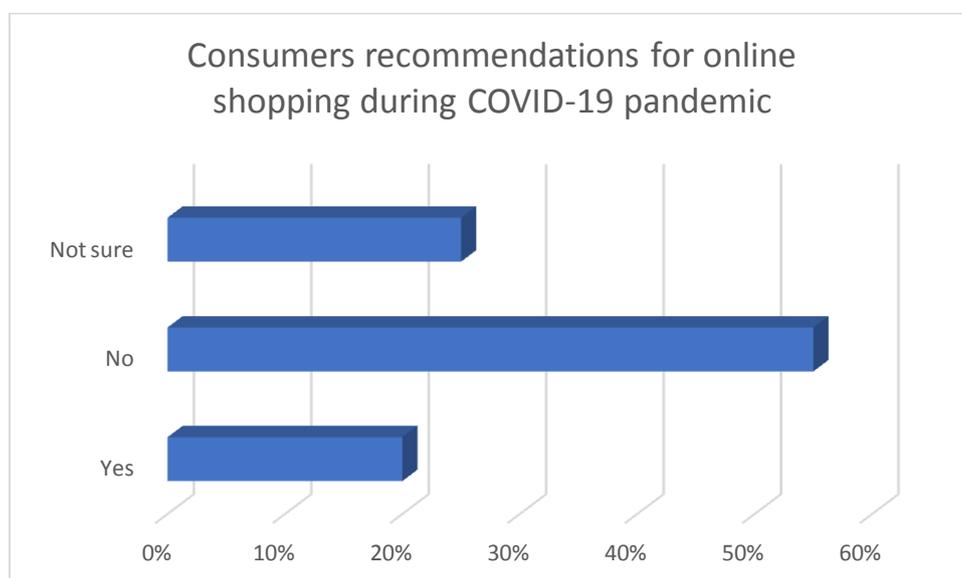


**Figure 4:** It shows graphical presentation of table 4 as 32% of consumers are satisfied after shopping online during the COVID-19 than buying from physical stores 48% are not satisfied and 20% are not sure.

**Table 5:** Consumers recommendations for online shopping during the COVID-19 pandemic

|          |     |
|----------|-----|
| Yes      | 20% |
| No       | 55% |
| Not sure | 25% |

The above table shows consumers recommendations for online shopping during the COVID-19 pandemic where 20% said yes, 55% said no and 25% said they are not sure for recommendations.



**Figure 5:** It shows graphical presentation of table 5 for consumers recommendations for online shopping during the COVID-19 pandemic where 20% said yes, 55% said no and 25% said they are not sure for recommendations.

## VI. Conclusion

After completing the above data analysis, we conclude that the pandemic of COVID-19 has forced people to buy online products on a large scale. Buying online is considered to be very safe compared to that buying from nearby stores. Online shopping has become more prevalent in urban cities than rural ones as of the

availability of resources and digital comfort. Today people are well educated, and hence they are very conscious about health and safety. According to the above study, it is clear that 74% preferred to purchase more through online than from nearby stores, and only 20% preferred to buy from nearby stores.

#### **FUTURE SCOPE**

The paper gives a clear future scope that when the epidemic of COVID-19 gets over, any research can be conducted to examine whether people will buy more from the electronic market as they were buying during COVID-19 or else they would prefer to buy from nearby stores again. The paper gives us a well-defined future scope to work on it.

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