

COVID-19 IMPACT ON ONLINE SHOPPING

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ABSTRACT:

The main purpose of this study is to investigate if the coronavirus is pushing people to do online shopping and will they continue doing online shopping when this plague is over. The data for this paper has been collected by circulating questionnaire on the social media as the situation is unsuitable to go for physical surveys. The questionnaire is comprised of six different questions 549 people were approached for feedbacks on the questionnaire and 205 people responded. This ratio is not bad as online survey usually give responses around this number. This report is comprehensive in knowing whether coronavirus is triggering people to do online shopping, or they are still managing to buy products physically. Investigation has brought on the conclusion that people are not doing more online shopping during coronavirus and people also disagreed that they will be continuing doing online shopping with the same rate in future when this pandemic is over.

Keywords: *Coronavirus, Physical markets, Online Shopping*

INTRODUCTION:

Online shopping is a method of buying products through electronic devices such as mobile or computers by using internet [1]. People mostly prefer buying products by going physically in markets rather than buying online it is because of various reasons and the prominent reason from them is concerns of quality of products that people buy online this is what insist them buying physically[2]. Although there are several advantages of online shopping like less expensive, time saving etc. but they are quality conscious [3]. The world is facing one of the worst disasters in the history [4]. As the world is in the devastating situation and countries have been put under lockdown, restrictions have been imposed on going out of homes, arranging crowded events, going in markets, almost every business has been shut down in the world in the wake of COVID-19 and people are stressed to stay in homes. hence people cannot go in markets for buying products, so this is probably pushing people to do online shopping [5]. Online shopping allows people to fulfil their needs staying at home and without going markets [6]. This research intends to investigate if coronavirus is pushing people do online shopping and it is also focused in this study to know if the people will continue doing shopping online with the same rate as they are doing now when the markets are closed and they are also

strictly barred from going in markets [7].

Objectives:

The aim of this report is to know if the coronavirus is pushing people to do online shopping besides this, it is also examined in this study that if people will continue buying products online with the same rate in future when coronavirus is over.

METHODOLOGY:

For collection of data, A questionnaire is generated which contains of six different questions. The questionnaire has been circulated on social media for collecting responses from people 549 people were sent the questionnaire and 205 people did respond.

Statistical Analysis:

All the gathered information of this survey has been shown in different charts and graphs. Percentage analysis has also been used for this study.

RESULTS AND DISCUSSIONS:

The outcomes of this inspection are recorded in the following Diagrams.

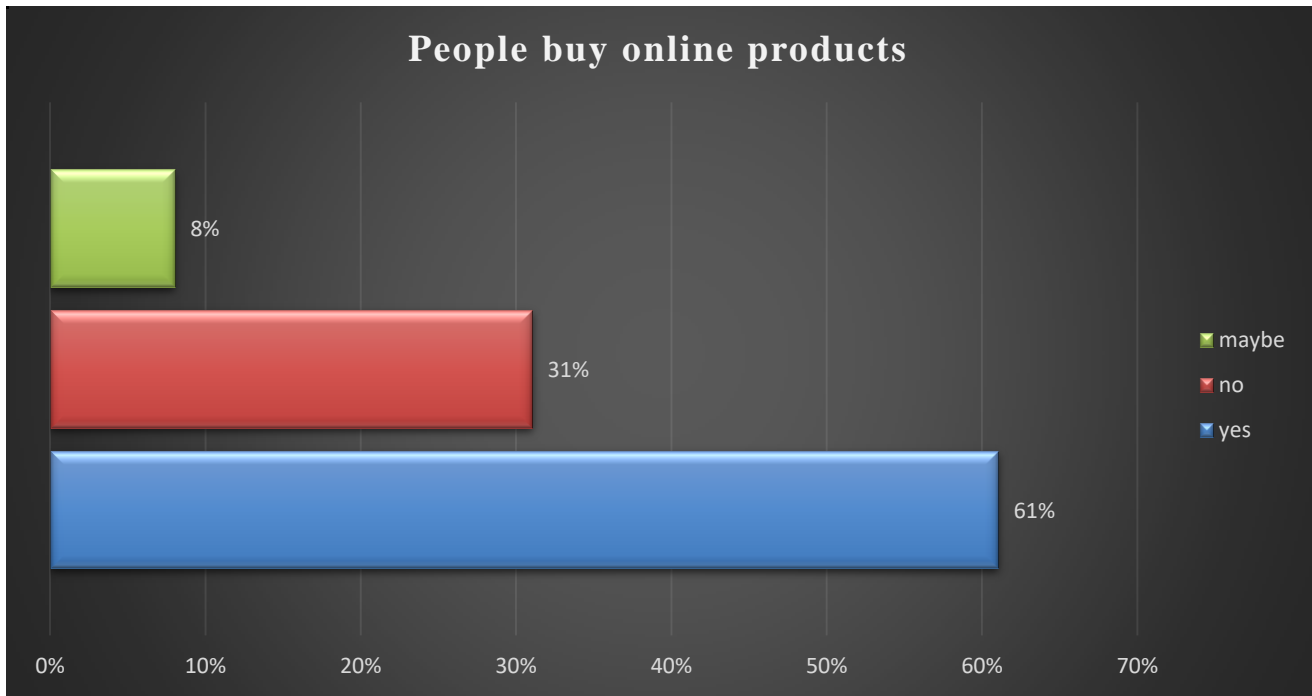


FIGURE 1: People buy online products

This picture shows that 61% people buy online products and 31% avoid it and 7% are not sure about both cases.

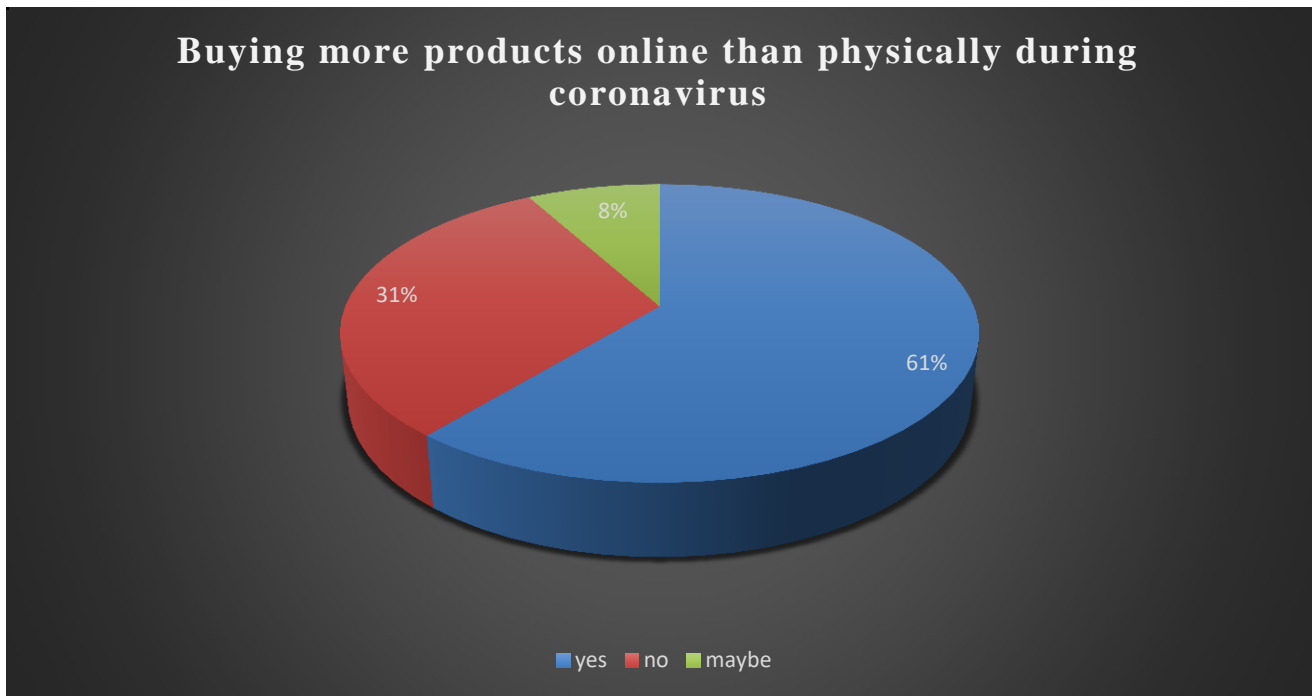


FIGURE 2: Buying more products online than physically during coronavirus

In this chart, 37% people said that they are buying more online products in coronavirus and 56% people said there are whereas 7% people are uncertain.

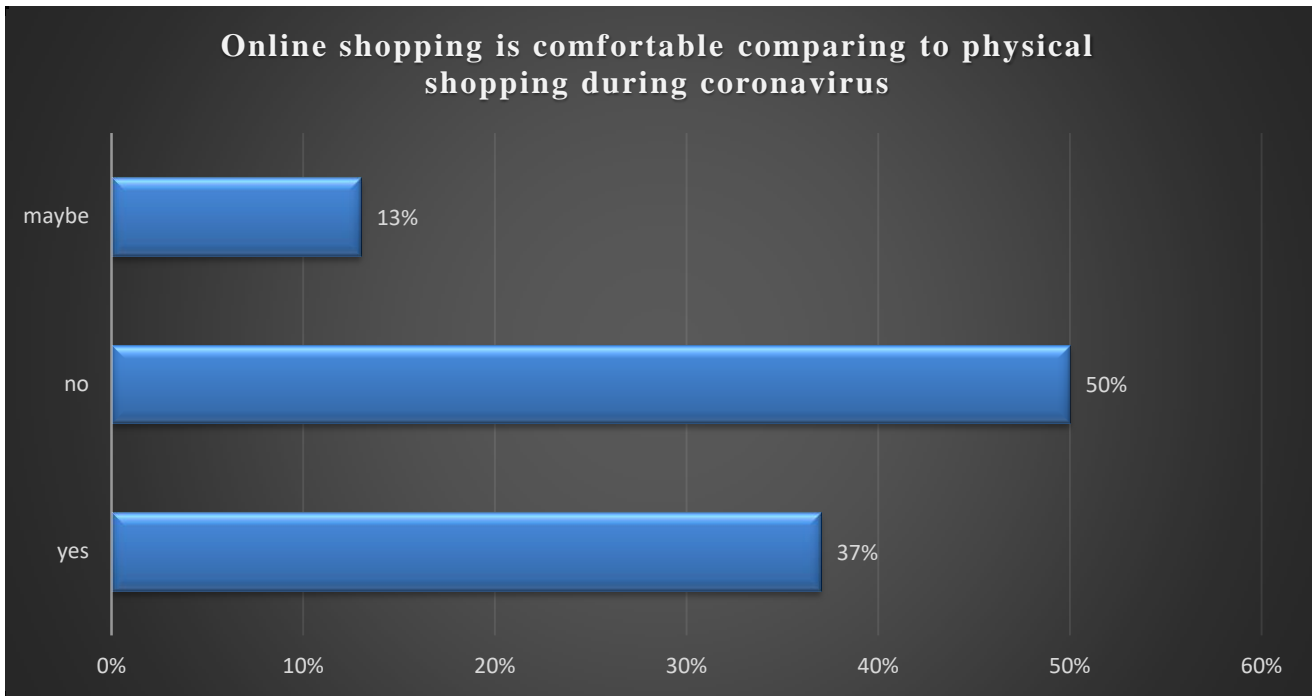


FIGURE 3: Online shopping is comfortable comparing to physical shopping during coronavirus

In this picture, almost 37% people said buying products online is comfortable comparing to physical shopping during COVID-19 and 50% people said it is not and rest of the people are unsure.

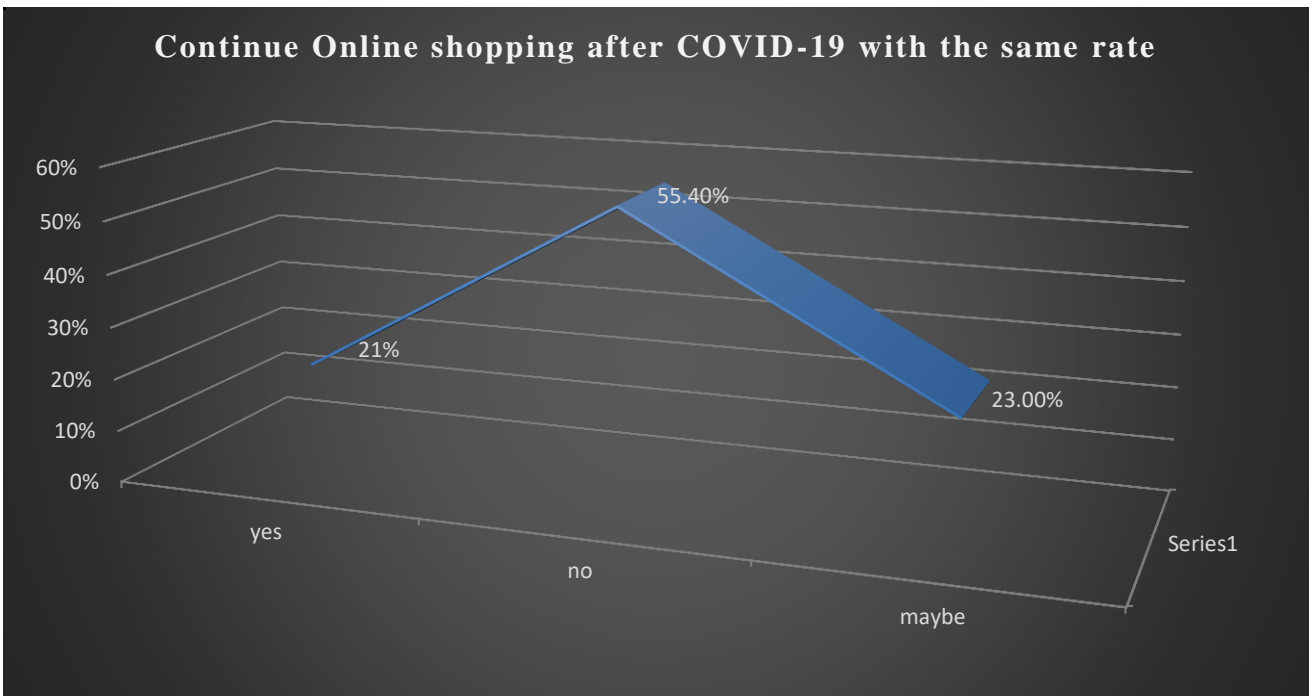


FIGURE 4: Continue Online shopping after COVID-19 with the same rate.

This chart says that, 21% people will continue doing online shopping after COVID-19. 55% people responded that they will not and 23% people are unsure.

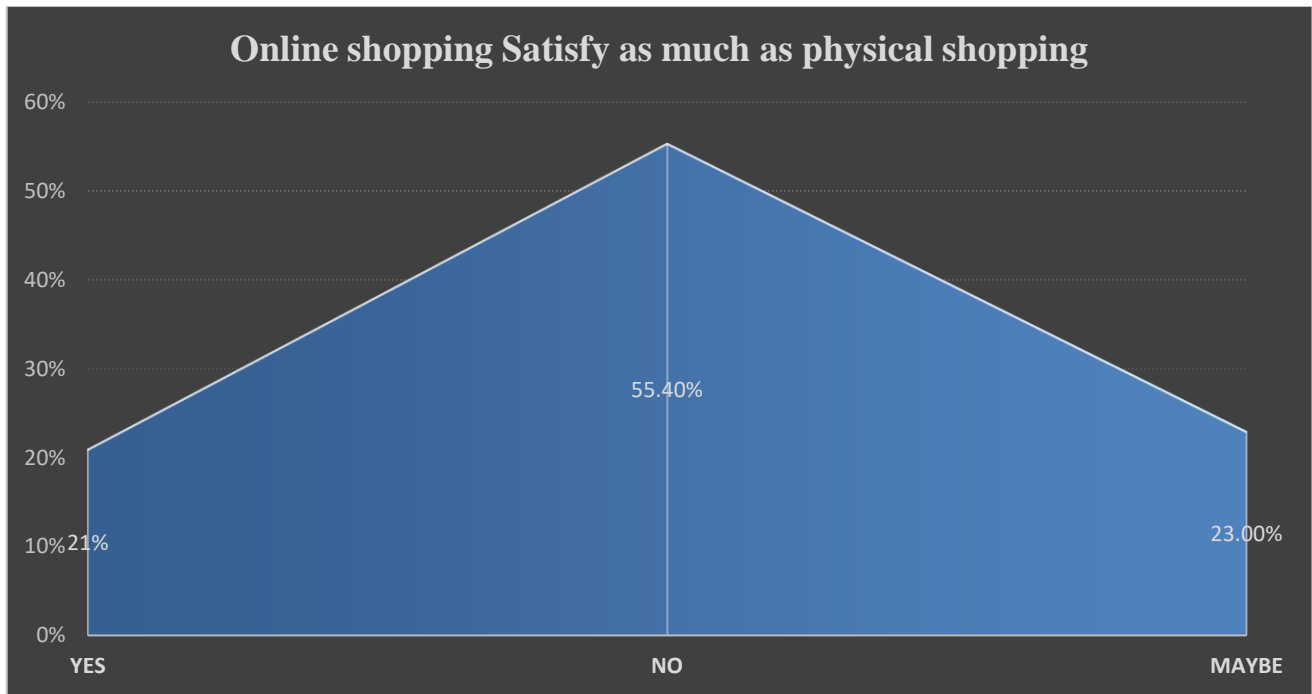


FIGURE 5: Online shopping Satisfy as much as physical shopping.

According to this chart, 29% are agreed that buying online products is as much satisfying as buying physically in markets and 50% people said it is not such a case whereas rest of them are unsure about it.



FIGURE 6: Peoples' recommendation of online shopping during COVID-19.

In this graph, 53% respondents said they will recommend online shopping to their family members, friends, and other people whereas 31% respondents said they will not while 15% are uncertain about it.

CONCLUSION:

The conclusion for this survey has been made that people are not doing more online shopping during coronavirus as 50% people responded that they are not buying more

products online during coronavirus while just 37% people said they are.

Future Perspective:

When the coronavirus is over, A research should be conducted on the topic of, if people are doing online shopping with the same rate as they were doing during coronavirus.

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