

Project Dissertation Report on

Impact Of Promotion and Value Consciousness On

Online Shopping In India During COVID 19

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DECLARATION

I, Saima Shakoori, Student of MBA 2020-22 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-110042 declare that Major Project Report on "**Impact of Promotion and Value consciousness in Online shopping behavior in India during COVID 19**" Submitted in fulfillment of Degree of Masters of Business Administration is the original work conducted by me.

The Information and data given in the report are authentic to my knowledge.

This report is not being submitted to any other university for the award of any other Degree, Diploma, or Fellowship.

Date: _____

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CERTIFICATE

This is to certify that the Project Report titled “Impact of Promotion and Value Consciousness in Online Shopping Behaviour in India During COVID19” is a bonafide work carried out by Ms. Saima Shakoorii of MBA 2020-22 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi - 110042 in partial fulfillment of the required for the award of the degree off Master of Business Administration.

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Date:

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It gives me immense pleasure to introduce my project report work entitled “**Impact of Promotion and Value Consciousness in Online Shopping Behaviour in India During COVID 19**”.

I take this opportunity to express my gratitude to all those who successfully helped me complete my project report. I am grateful to my project guide (Dr. Shikha Khera) at university for giving me the opportunity and helping complete my project report and for sharing their valuable time.

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EXECUTIVE SUMMARY

Internet has changed the human life by its benefits and conveniences. It has made our life much easier and faster. Online Business is one of its most comforting blessings. Internet shopping is a type of electronic market that empowers the customer to purchase goods or services from a large variety of sellers and options over the web. E-commerce has made our lives so easy and comfortable-may it is ordering food online and getting it delivered to one's doorstep, getting a salon at the comfort of one's home, booking movie tickets or cabs, or even booking and viewing one hotel room in advance. There are a lot of reasons for the rapid growth of online shopping, which is one of the major benefits of developing a web economy.

First, the internet offers a variety of easy-to-use features for consumers. Online shopping saves a lot of time, energy, and resources for customers and also during covid when it is very tough to get out of your house and buy something , online shopping came as a lifesaver for everyone It also gave customers a wide scope of products and services at one platform with price comparisons and timely sales and coupons. In online shopping, customers are provided with pictures, sounds, detailed product descriptions, and customer reviews to help consumers choose the most appropriate product.

During covid promotions also played a vital role in influencing the customer, it was widely used as a key tool to get a competitive edge over the market competition and attract the customers to increase the sales. A promotion influences the customer's choice and purchase quantity. It also saves their time in decision-making

Price is an important factor in controlling and attracting customers' intention to purchase a product. Price discounts influence consumers and increase the worth and sale of the product. Everyone faced a slump in their finances during covid; hence the price drops and offers played a vital role in shifting the consumers towards online shopping.

Furthermore, price discounts also influence the purchased quantity. Value consciousness is everything. If the consumers think that they are getting a discounted deal, then they will be more inclined to make a purchase. After all, everyone likes to bargain. Discounts have a vast and positive impact on sales.

Consumers wait for the sale season to shop. E-shops record the highest sale during the sale. A customer gets excited to purchase a product if they see that there has been discounted rate over the price tag. Usually, the customer is not even worried about whether the discounted price is actually less than the value of the product. The simple feeling that they are buying a product at a discounted cost, is sufficient to convince them for the purchase. This research aims to understand the impact of promotions and discounts in online shopping. Here data is gathered through a survey and a questionnaire is distributed.

The sample size is taken 100, out of which 83 responses were received, which is enough to draw an analysis. Sample random sampling method is used to conclude precisely.

CHAPTER 1: INTRODUCTION

1.1 E-Commerce

The Internet is growing rapidly, and the new economy is known as the digital economy conducts business through the internet and the world wide web. The Internet has changed human life with its benefits and conveniences. It has made our life much easier and faster.

Online Business is one of its most comforting blessings. Internet shopping is a type of electronic market that empowers the customer to purchase goods or services from a large variety of sellers over the web. In recent years India has seen an economic boom in e-commerce. This revolution of e-commerce is majorly a result of innovation. E-commerce has increased the elements of business and increased the competition in the market. In this modern era, companies are leaving no stone unturned to connect with the customers, attracting and retaining them to maintain its position and name in this competitive market. After the long-term development of the internet, the world sees a rapid increase in web users and upgraded internet connections with better quality and high speed. The internet has changed the way consumers make their purchases, and sellers sell their products and services to customers. The exchange act through buying and selling of goods and services over the internet is called E-COMMERCE. Almost anything can be purchased through e-commerce today. E-commerce has made our lives so easy and comfortable-may it is ordering food online and getting it delivered to one's doorstep, getting a salon at the comfort of one's home, booking movie tickets or cabs, or even booking and viewing one hotel room in advance. Shortage of credit card availability, poor infrastructure, etc. For many years it has hampered the growth of this e-commerce.

Revenue is a rare commodity in many markets and is a significant risk driver. Also, despite investing in building a housing delivery team, brands were working on links to grocery stores, Indian Posts, etc., to increase their delivery reach.

Also, some websites play the third party role between sellers and buyers like Amazon, Flipkart, Snapdeal, Grofers, etc.

Earlier, food to eat, clothes to wear, and shelter to live in were the immediate need, but nowadays, the internet has become a basic need. The Internet has changed the manner in which clients shop and buy products and services. Domestic companies and MNCs have started using the Internet to

sell their product and services with the benefits of cutting marketing costs which adds up to reducing the cost of their item. Companies also use the internet to increase communication with their customers to get feedback and conduct satisfaction surveys. On the other hand, customers utilize the web to purchase the product and compare the prices, product features, best alternatives, and after-use reviews by other customers. The main online features are easy to buy, and information to compare different products. The popular e-commerce websites are Amazon, -bay, Flipkart, Myntra, Snapdeal, etc.

India is one of the fastest-growing online business markets around the world. Just because of the upgraded awareness, increased employment, and per capita income, there has been a tremendous ascent in shopper interest and spending. Experiences like avoiding travel to shop, time saved in bargaining, availability of a much more comprehensive product range, product and price comparisons, and easy return policies have increased the craze of online shopping. Almost all the e-commerce sites give easy return policies and cash on delivery which gives a sense of security to the customers.

Customer behavior is evolving dramatically. Nowadays, People are not only utilizing the Web to book air tickets and movie tickets but they also do not spare time in placing orders for the purchase of costly products such as phones, laptops, and other electronic and home appliances.

Key Drivers Of The Growth Of Indian E-Commerce Are

- Increased standard of living and purchasing power of middle-class families.
- Busy lifestyle, lack of time to go for offline shopping, and increased demands for variety.
- Super convenient facilities provided by -shopping like faster delivery, easy return policy, cash on delivery, discounted rates.
- Availability of a much wider product range with product comparisons.
- Increase usage of MasterCard
- Growing youth population who invest critical time on the internet.
- Increased influence of social networking sites like Facebook, Twitter, Instagram, etc. Many sellers are using it as a great tool for marketing and even as a platform to sell their products.

- Easy and cheaply accessible Internet connection.

India's online business and online market have been getting bigger and better day by day. With the fast-paced lives, cut-throat competition, and increased standards of living, the market keeps evolving. With a huge scope of worldwide investment, growth of online business firms and the entry of global brands, the future of online business looks very promising in India. With the increase in internet users, the adoption of smart gadgets, and lower data rates, the way Indian shops have been changed.

1.2 Online Shopping

There are many reasons for the rapid growth of online shopping, which is one of the major benefits of developing a web economy. First, the internet offers a variety of easy-to-use features for consumers. Obviously, online shopping saves a lot of time and energy for customers. It also gives customers a wide scope of products and services on one platform with price comparisons and timely sales and coupons. In addition, the web can increase the productivity of consumer use more efficiently and effectively than different channels to meet their needs. In online shopping, customers are provided with a combination of pictures, sounds, detailed product descriptions, and customer reviews to help consumers choose the most appropriate product.

However, online Shopping comes with a few risks for customers, such as payment security, and after the service. Thanks to advanced internet technology, online payment has recently become a common way to shop online. With the economy moving towards being cashless, internet payment has increased efficiently at the same time. Different platforms have been introduced to promote internet payment in India such as Paytm, Phonepe, Gpay, etc. Also, cash on delivery is available to shop online. After Service and product quality is another way to challenge a customer's intention to shop online. Unlike traditional sales, the customers have the risk that others after the service have to face, and especially to other complex goods, To end this shortcoming, the idea of refund and exchange has grown to a different length. Companies are coming up with innovative ideas such as free shipping availability, coupons, free gifts, cashback, exchange, an easy return policy, and many others.

Advantages of Online Shopping:

Online shopping: Is an electronic marketplace where consumers can buy goods or services directly from a retailer online.

Easy to Find: Searching for a product online is a lot more simpler and pertinent than searching for it in the local store. You can easily search for any product easily by utilizing the web search tool of an online shopping website. The product range is undoubtedly large than the local markets with the price and product comparison of different brands.

Products can be cheaper: Sometimes products can be much cheaper in another country than your country. In this case, it would be wise to purchase online to save some money. Also brands run timely sales to promote their product that is not available in Local Markets.

Save time and energy: Nowadays we all live a busy life and online shopping makes it a little hustle free. Shopping online saves a lot of customers time and energy. Obviously getting your desired product and services at just a click anytime anywhere is so much better than going out to retail to buy every single thing.

Freedom of choice: Freedom of choice is the most valuable advantage of online shopping. In online shopping, we get to select from a vast range of products that we can never get from any nearby store. Online shopping gives you dozens of options and the best alternatives.

Freedom of price flexibility: Online shopping treats the consumers with the freedom of price flexibility. The customer gets to compare the price of a product on various websites and also with similar products of another brand.

Privacy: There are certain items that an individual would prefer not to purchase openly. They can buy any kind of product from online web stores anonymously to maintain their desired privacy.

E-Business: The growth of the online business is actually helping millions of people. People have started their small businesses over the internet without investing a large amount in infrastructure on renting shops. They can sell or buy from their home over the web. The small artisans and workers have got business throughout the country and even the world.

Limitations of online shopping:

Dealy: The main limitation of online shopping is that you cannot receive the product immediately. You will have to wait for a few days for the product to get delivered to you. Sometimes you prefer to purchase a product from a nearby store instantly to avoid delays due to delivery time.

Inferior product: Online shopping doesn't assure you of the product quality. You see the product once it is delivered to your home. Though some products provide the facility of exchange some don't which risks the purchase.

Delivery Problem: Sometimes the seller failed to deliver the right product or delivers a damaged product to the buyer.

Scam: With the growth of technology, scams are also increasing. People develop fake websites to fraud the consumers. This is why a buyer should always ensure that they are ordering the product from genuine websites.

1.3 Impact of promotions on online shopping

Promotion plays a vital role in influencing the market, it is widely used as a key tool to get a competitive edge and attract customers to increase sales. A promotion influences the customer's choice and purchase quantity. It also saves their time for decision-making.

Promotion is a short-ten strategy for attracting customers to increase sales or purchase of brands. Promotions can be paid or unpaid, relying upon the medium through which the brand will be

promoted. Sales promotion basically included three main strategies i.e. push, pull and push & pull together. Push indicates that the product to be promoted is pushed from distributors to the consumers by different promotional strategies such as offering discounts, exchange and refund guarantees, free trials, and contests; and pull indicates that the consumers pull the product from the distributors through different ways such as gift coupons, games, free samples, loyalty rebates, and cash refunds.

Promotion plays a critical role in influencing the consumer's purchase intention and their decision-making for purchasing a specific product. Social media is utilized as a critical tool to build a connection between sales promotion and consumers' purchase intention.

Price is a vital factor to influence and attract customers' intention to purchase a product. Price discounts influence consumers and increase the worth and sale of the product. Furthermore, price discounts also influence the purchased quantity.

1.4 Impact of value consciousness on online shopping

Value consciousness is everything. If the consumers think that they are getting a discounted deal, then they will be more inclined to make a purchase after all, everyone likes to bargain. Discounts have a huge and positive impact on sales. Consumers wait for the sale season to shop. E-shops record the highest sale during the sale. A customer gets excited to buy a product if they see that the price has been discounted from the price tag.

Normally, the customer is not even worried whether the discounted price is actually less than the value of the product. The simple feeling that they are purchasing an item at discounted cost is sufficient to convince them the purchase. This explains why the majority of consumers are interested in discounts, coupons, etc. In addition to the improved sale, offering discounts come with other advantages. Promotions and price discounts offer an incredible value for good quality service to the customers, which consequently expands their trust and loyalty towards the brand. Also, offering discounts may help a brand to dispose of old or slow-moving products quickly and

generates quick cash for further business investment. Discounted price means not only the reduced price, but it also means getting the same services by differentiating the price for the same product.

1.5 Impact of Covid-19 on shopping behavior

During Covid-19, consumer behavior and preferences changed dramatically. Some changes, such as an increase in the savings rate, are reversals of earlier trends, while others, such as the digitalization of shopping and banking, have seen a rise in acceptance.

- As a result of the COVID-19 pandemic, people of all ages are going digital, shopping more carefully, and buying locally.
- The savings rate has risen as a result of financial and economic instability, with expenditure skewed toward essentials.
- Working from home has become the new standard, and it has changed consumer behavior.
- These shifts are almost certainly here to stay, and businesses must immediately adapt to the needs of their customers, who are perceiving brands through new eyes.

These extraordinary times have been marked by uncertainty and panic. COVID-19 has thrown a wrench in practically every aspect of daily life, altering not only our physical behavior but also our aspirations, feelings, and purchasing habits. Around 81% of customers in India admitted that the pandemic had changed their shopping habits according to Yougov.

According to **Harsha Razdan**, Partner and Head- Consumer Markets and Internet Business, KPMG in India:

“ Consumer sentiments have been changing manifold over the past few months in the current scenario. Going forward, organizations need to evaluate and invest in studying consumer profiles, keeping in mind the larger picture.”

Changing shopping patterns

While the internet economy was already booming prior to the outbreak, the change has been hastened by the numerous COVID-19 restrictions imposed on it. For grocery shopping, banking, and nearly everything else, consumers have migrated to digital platforms. Local mom-and-pop shops have aided this by becoming digital. The graph below depicts the exponential growth of grocery sales on the internet:

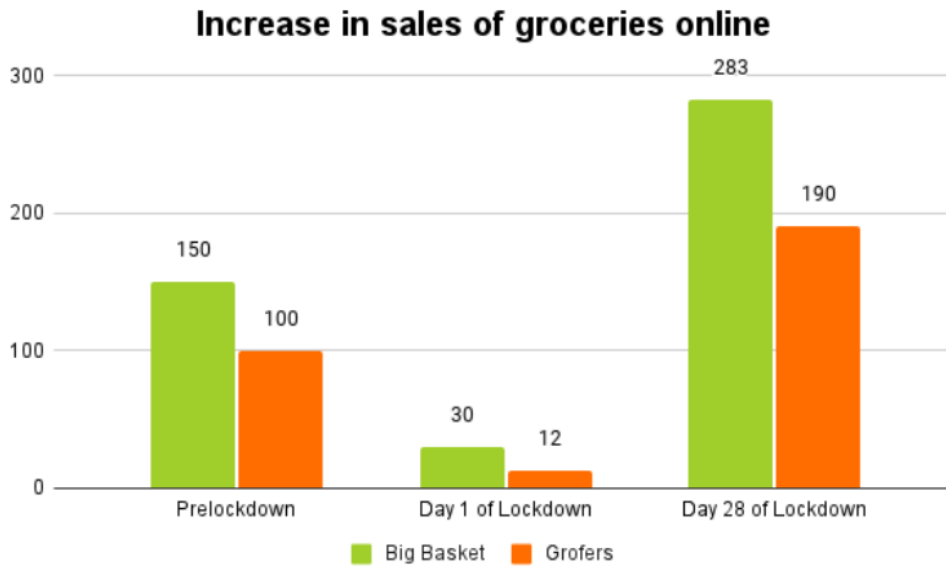


Fig.1. Source: Statista

The need for chat features, virtual consultations, and more personalization has surged as a result of the digital boom. A challenge to data privacy has emerged as a growing number of consumers seek customization. Companies require continual streams of data in order to improve the tailored experience of customers. The issue occurs when the consent for the use of such data is either ignored or not stated at all.

It's clear that people are paying closer attention to what they're buying. The importance of an organization's contribution to the environment and society has become a major element in purchasing decisions.

The sale of non-essential goods and services has plummeted, but demand for basics, hygiene, cleaning, and healthcare products has skyrocketed. In order to make the environment more pleasant, demand for home care products such as furniture and appliances has increased. Food, mental, and physical health have all risen to the top of the priority list. Even with lower salaries, individuals are more likely to increase or retain their former savings levels. As a result of the pandemic, more money has been invested in saving devices.

CHAPTER 2: LITERATURE REVIEW

Review Of Literature

Dr. Renuka Sharma, Dr. Kiran Mehta, and Shashank Sharma (2014) in their paper "Understanding Online shopping Behaviour of Indian Shoppers" State that The introduction of online technology has created a new market for manufacturers and service providers and provided a new platform for new marketing strategies professionals. E-stores are often visited by consumers. The convenience and availability of these 24x7 stores have made shopping much easier for consumers around the world. Indian customers are also keen on online shopping and act as a variety of online shopping brands as in other countries. Young people are very attractive in the industry and can play a major role in the growth of online shopping behavior in India. The majority of Internet users are the young generation, and most of the goods and services demanded are related to this section only.

Tanvi Patiyal (2016) in his paper "Online Shopping: A Paradigm Shift in buying behavior of young consumers in Himachal Pradesh" States that The Internet is a new way of communicating and the number of internet users is increasing Which also indicates that online shopping is increasing. In online shopping potential customers see the need for a service or product when they go online to get information about the service or sales while Searching, and also attached to many products that meet their needs. They then evaluate and compare the products and choose the best one. The e-commerce market has great potential for the youth segment.

Jarvelainen Jonna (2003) in the paper "The Impact of Prior Online Shopping Experience on Future Purchasing Channel" choice discusses the direct and indirect effects of the online shopping experience when choosing and the purpose of selecting the Internet as a shopping channel. The thinking is based on the model of adopting technology and relevant media theory. Information is collected from a web survey on the website. The pre-online experience has a huge impact on choosing the internet as a shopping channel. They found that both ease of use and experience

influenced the choice. Choosing a conversation with customer staff has an impact on customer intent and behavior.

Rastogi Kumar Ankur (2010) in his studies reveals that consumer buying behavior in respect of online shopping was studied using different socio-economic variables. The study uncovered that online shopping has a bright future in India, With the assistance of the internet the consumer can buy the product anywhere and can easily compare them. The study found that the average number of male consumers was higher than online shopping and that all respondents knew about online shopping. Most buyers find it easy to shop online, and can find a variety of products at low prices and with a variety Of payment modes.

Malhotra Meenakshi and Singh Jashandeep (2013) in their article "Factors affecting the Adoption of Online Shopping in Youngsters" revealed that. If marketers know better, they can improve their marketing strategies to turn potential customers into active ones. In this study, it was found that perceived risks, tangible benefits, tangible reliability, and the tangible case of use are four factors that influence new consumers. Online shoppers may still lack confidence in using the Internet as a shopping channel as they still care about privacy and trust.

Goswami Adrita, Baruah Pallavi, and Borah Sarat (May 2013) in their paper "customer satisfaction towards online shopping with special reference to a teenage group of Jorhat town" found that online marketing is a modern way of selling products or services in a targeted market around the World. The survey found that most customers are satisfied with online shopping. The study goes on to conclude that an online marketplace should offer more value than price even after the sale of the item. During the competition, every online retailer should focus on consumer satisfaction in order to stay current and can attract new customers.

Rengasamy/Natrajan Balamuragan, Mahendran Satish, and Royal Sivasubramanian Sathyanarayanan (2013) in the paper "consumer behavior towards online shopping: A study with reference to Coimbatore city" attempted to study different consumer variables that influence consumer's intention to buy online and to understand the consumer satisfaction level of online purchase. Research confines that the perceived risks, easy use, and quality of the online shopping product have a significant impact on the consumer's intention to buy. Retailers can reduce risk by

providing a money-back Guarantee, providing quality sales, secure online transactions, and customer improvement. They can also spend money on delivery to reduce the risk. Retailers should focus on things like delivery of relevant products, transaction security, packaging, etc.

It is important to provide sufficient comparison information to help the consumer make better choices. With better customer service and faster response inquiries, better customer handling will improve online shopping.

Sharma Vishnoi Nidhi and Khattri Varsha (2013) in their paper study of "online shopping behavior and its impact on online deal websites" find that the marketplace is rapidly changing. From the needle to the ship, everything is sold and bought online.

With the advent of the internet and e-commerce, various types of businesses are beginning to see the emergence of new marketing strategies and services. Offering "deals" and "big discounts" is such a good practice. Here the authors have tried to find items related to purchase deals and discount Coupons from online contract websites and have also tried to learn preferences about payment methods and consumer confidence while shopping. This paper, therefore, suggests that quiet prospects such as buying deals and discounts for coupons and advertisers should focus on increasing awareness of the availability of goods and services and building responsiveness. Reliance on security will lead to a re-purchase. The trust factor in payment mode is preferred by consumers. The preferred payment method is bank transfer if they are likely to have confidence in the site. The next mode you choose is a credit/bank card and the least preferred cash on delivery.

Malviya Surendra and Sawant Chetna (2014) in their paper "Perception of Youth Towards Online Shopping" found that youth perspective shifts to online shopping. Because shopping is just one step away from trusting one-on-one ticket-buying, booking, and shopping. It involves Indore students and the main focus of the study is to find out what decisions are related to the perspective of young people in online shopping. And this study finds six things which are website quality, web portal usage, security and other policy, clear payment and delivery, pre-and post-trust marketing services, and reliance on the web portal. All six of these factors contribute to a youthful appearance.

Dr. G.. Deshmukh, Dr. Sanskrity Joseph (2016) In his paper - Online shopping in India: An inquiry of consumers world States That Online shopping is different from the traditional consumer shopping experience. Buyers in traditional markets can touch and feel the products before buying them and on the other hand in the visible markets, the products can be tested only by appearance. Online shopping is offered to customers for the reason that they can buy anytime, anywhere, or anything easily while company prices, product features between the types available, and products online shopping. Online shopping can be made more interesting by clarifying consumer fears about financial and security risks. The website of online shopping companies should be customer friendly and should be interesting enough to ensure that customer customers visit the online shopping websites.

Sapna Rakesh & Arita Khare (2012) in their paper "Impact of promotions in online shopping behavior in India" States that online shopping continues to attract investors to retailers. Online shopping websites offer discounts and promotions to attract online shoppers. Indian customers are easily affected by price discounts and are affected by their purchasing behavior. Online shopping websites in India are focused on increasing returns and profit. Offering discounts has the effect of improving sales and consumers address more consideration regarding price discounts and deals. Consumer online shopping websites depend largely on price and service. Discounts on retail websites will increase consumer engagement and interaction with those websites.

Himanshu Sachdeva (2015) in his paper "Impact of sales promotion technique used by online dealers on consumers" states that Online promotions are one of the most understated display tools - not because they are inadequate, but because they are not handled properly. If online marketers are aware of the limitations affecting the behavior of online shoppers and the links between different promotional tools and types of consumers. That Promotional emails, Promotional SMS, Discounts, an easy-to-use interface, Promotional Pop Promotions, Promotional, and Marketing Influences are seven great things, which play a very important role in online consumer behavior. Commercial promotion not only has a positive impact but is also bad for consumers as they feel that they have been deceived many times due to different promotional tools and have a negative impact on product loyalty to consumers which not only leads to declining sales but also lacks trust.

Mohammad Anisur Rahman, Bushra HumyraFshaan, and Nahida Sultana (2018) in his Paper, "Consumer buying behavior towards online shopping: An empirical study on Dhaka city State that Consumers shop online to save time, and for the types of products and services available. Both men and women have the same moral momentum when it comes to liking and disliking things: they love the place of delivery and they don't like the inability to touch and feel the product so much. They find online shopping information on websites, especially on social media, and buy clothes, and accessories, especially for the money to bring the payment method. Most consumers are concerned about the security of the payment system, and their satisfaction with online shopping is included.

Dhiren Achtani and Manish Khattar (2014) in their paper "Influence of price perception and shopping motives on Indian consumers attitude towards retailer promotions malls" state that the result of pricing discounts, gifts, coupons, and discounts offered by retailers to attract store congestion. Consumer status in relation to retailers, promotional strategies influenced by purchase prices and pricing, Deal proneness, coupon proneness. Age, education, and income affect consumer attitudes towards promotion. Promotions can be used by retailers to transfer value and attract potential buyers. Retailers need to match their promotional offers in tens of price sensitivity and consumer purchases.

Ashok Kumar Chandra and Devendra Kumar Sinha (2013) in their paper "Factors affecting the online shopping behavior- A study with reference to BhilaiDurg" States that Online shopping has become a new form of shopping. It is now universally accepted in India. This method of buying is still not known or accepted as in many other countries, and although the knowledge of online shopping in India is now beginning to increase rapidly. Advertisers need to see how the online marketplace affects how consumers view and improve relationships. In this case, investing in online shopping and building relationships, trust is all about it. It was also found that, for online consumers, a positive view of the customer. When people have a lot of experience with online shopping, the impact of material on online shopping purposes is different from that of inexperienced online consumers. The information gained from the experience for some time undoubtedly has the potential to change the future intentions of online shopping.

Prof. Pritam P. Kothari and Prof. Shivganga S. Maindargi (2016) in their paper "A study on consumers attitude towards online shopping in India and its impact: With special reference to Solapur city" State that Due to the change in the field of telecommunications no. Internet users are on the rise in India nowadays and customers are using the internet to shop online but many customers are still buying to choose from a hand-to-hand shop. To add no. of online shopping customers need more information and promotion by online shopping companies to attract all customer classes Most customers are of the opinion that the shipping costs charged by companies are too high, suggesting that companies reduce the cost of shipping or product delivery should be provided freely. Companies can use it as one of their promotional activities. Companies also use the Internet to transmit, communicate and distribute information to sell a product, take feedback and conduct customer satisfaction surveys. Customers utilize the Internet not only to purchase a product online but also to compare prices, product features, and post-sales sales services they will receive when purchasing a product in a particular store.

Tahir Ahmad Wani and Saiyed Wajid Ali (2016) in their paper "Determinants of online purchase intentions: A study of Indian Buyers" States that Online shopping sites are replacing traditional or physical stores quickly. Over the years, customer confidence in online shopping has grown exponentially. The increase in the number of these sites, on the other hand, has led to intense competition, which means better and cheaper products for consumers.

RajanDarlami (2017) In his paper "Consumer attitude Towards Online Shopping And Their Satisfaction" States that the growing use of the internet in India offers a growing opportunity for online shopping. If E-marketers know the components that affect Indian online behavior, as well as the connection between these elements and the type of online purchasers, that point they can improve their marketing strategies to transform potential customers into active ones while keeping existing online customers available. Information, Visible usability, easy use; Visual enjoyment, and security/privacy are the five most significant components that influence consumer perceptions of online shopping. Organizations also utilize the Internet to transmit, communicate and distribute information, sell products, take feedback and conduct customer satisfaction surveys. The Internet is changing the manner in which buyers shop and purchase goods and services, and it is rapidly changing into a global phenomenon. Many companies have begun using the Internet to reduce

marketing costs, thus decreasing the price of their items and services in order to advance their competitive market.

Mariola Palazon and Elena Delgado Ballester (2009) in their paper " The moderating role of price consciousness on the effectiveness of price discounts and premium Promotion" state that integrating price awareness into the performance promotion framework. Specifically, it aims to analyze whether pricing awareness affects the evaluation of discounts on premiums and premiums at two different levels of profit (VS above average). The increasing use of promotional promotions makes it important to understand what factors influence the performance of price discounts and premiums. Consumers are also more interested in price than quality.

CHAPTER 3: RESEARCH METHODOLOGY

The Objective Of The Study:

- To analyze the changing attitude of customers in online shopping during covid.
- To understand the impact of promotions and discounts on shopping platforms during a pandemic.
- To analyze the influence of discounts and offers on Indian buyers in online shopping behavior.
- To evaluate the consumer's purchasing biasedness towards different offers available on various brands during covid.
- To understand the Indian consumer's attitude and purchasing behavior towards the offers and discounts offered during a pandemic.
- To study the impact of pandemics on online shopping in Indian consumers.
- To understand the changes and problems faced by Indian consumers in shopping during pandemics.

Research design:

Research design planning is the structure and strategy if examined so that the research question can be answered and the difference can be controlled. "

Research is a master plan or model for conducting formal research and surveys. It is a description of methods and procedures to accomplish the requirement for data to tackle the issue. It decides the source and methods for information to be gathered.

A questionnaire and different structures will be tested to use data collection.

Research Design: Exploratory Research

Data Collection Method:

Data collection is an elaborate process of gathering and estimating data. Information is facts found from a few sources. Data can be categorized as

- Primary data
- or Secondary data

Primary data: The primary data are those, which are collected freshly and for the first time, from the consumers directly. It is collected through the Questionnaire method. Here I have to use Primary Data. A structured questionnaire was created and distributed among the consumers.

Sample size:

A sample size of 100 employees has been selected. I have received 83 responses out of 100, Although it looks to be a small sample it is enough to draw analysis and conclusions.

Sampling frame:

The sample needs to include consumers from everywhere. Every consumer has the possibility to be selected on an equal basis because I've used a simple random sampling method for surveying purposes. This was the method that assisted to draw the conclusions precisely.

Interpretation:

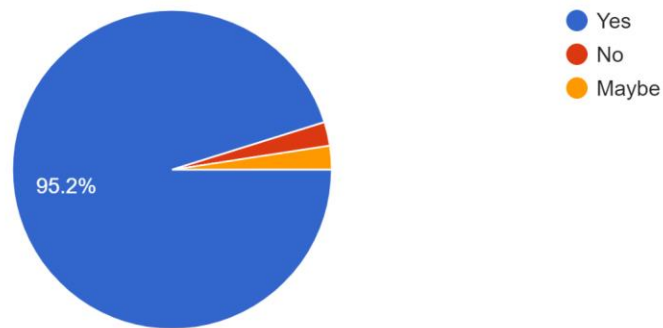
Here, I have used the mean for the analysis and interpretation.

CHAPTER-4

ANALYSIS & INTERPRETATIONS

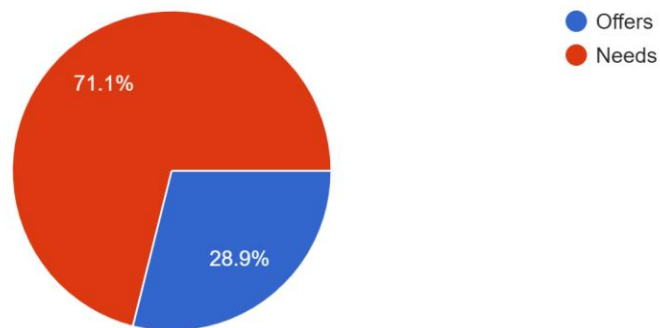
1. Did you shop online during covid?

83 responses



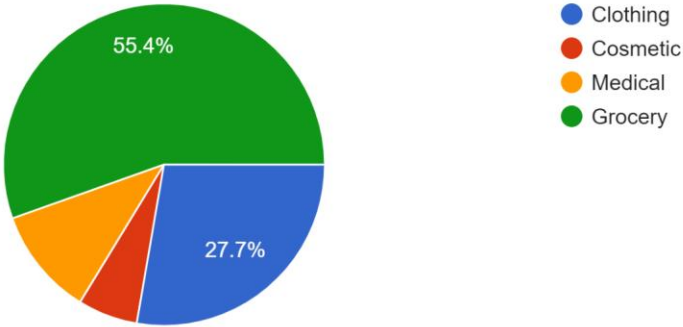
2. During Covid, what do you prefer the most in online shopping?

83 responses



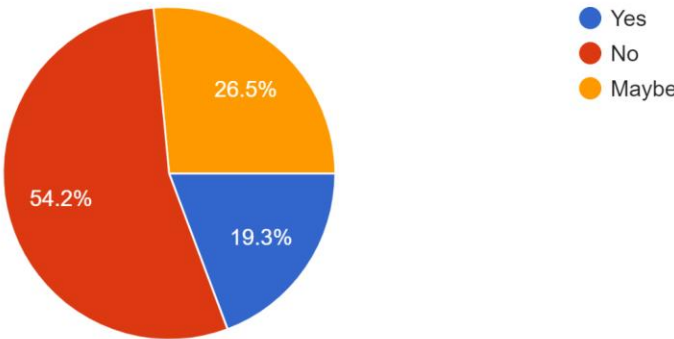
3. During Covid, why did you use online shopping?

83 responses



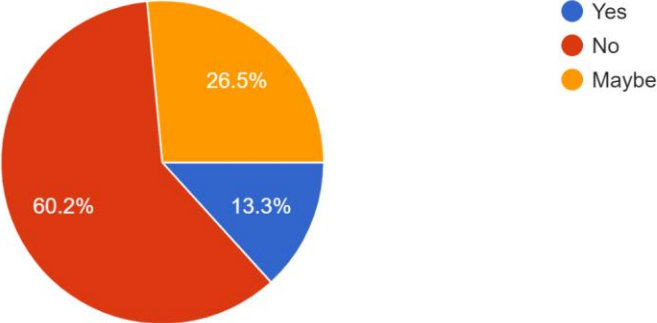
4. During Covid, did you change your clothing brands in online shopping?

83 responses



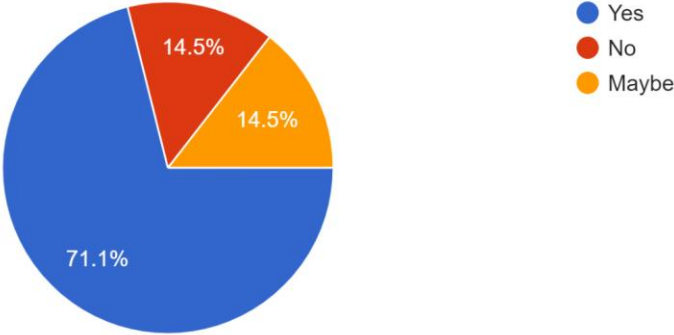
5. Did you see any negative advertisements during covid?

83 responses



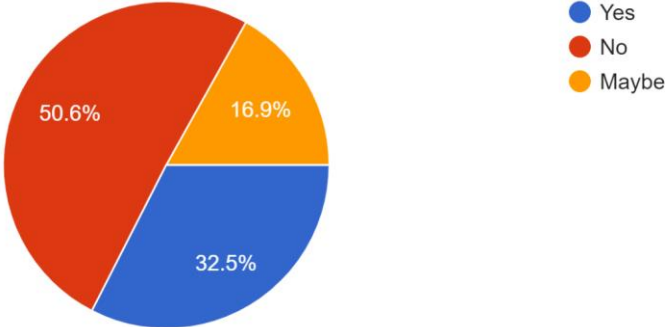
6. Have you seen any price increase in any industry?

83 responses



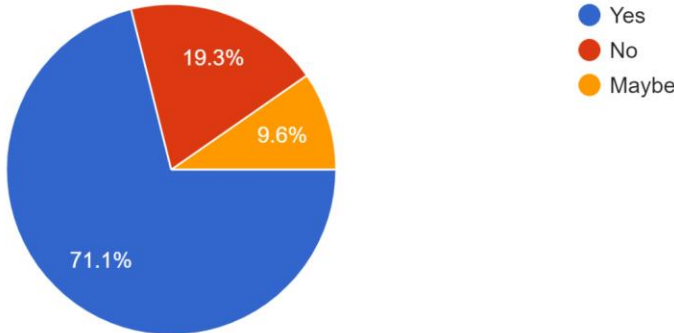
7. Did you feel any fear of infection in online shopping?

83 responses



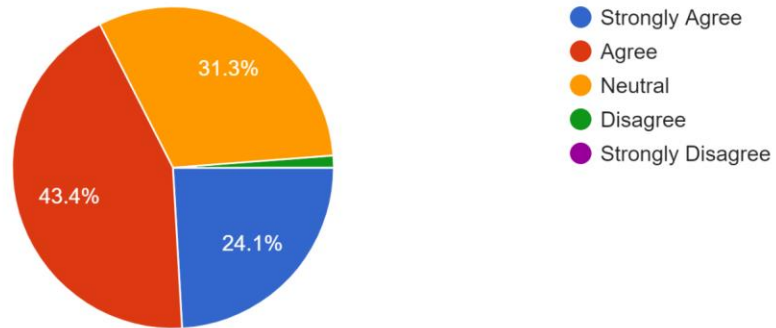
8. Are You price-conscious when buying a product online?

83 responses



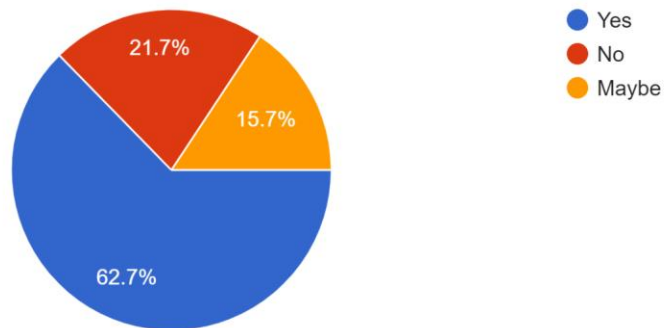
9. How strongly do you believe in testing the product before buying it?

83 responses



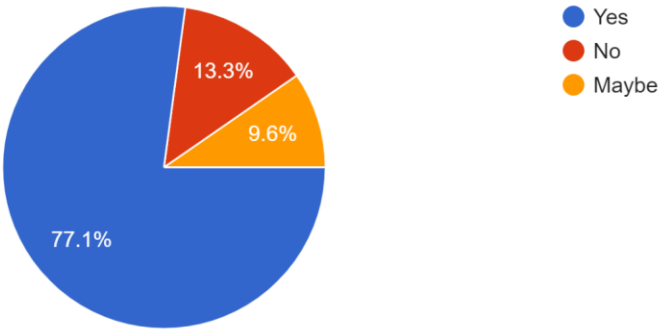
10. Do you feel that during covid online marketers are providing competitive prices?

83 responses



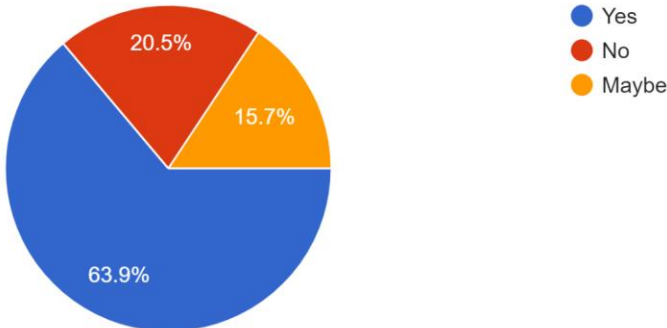
11. Did you compare prices from different brands to ensure that you get the best value for money during covid?

83 responses



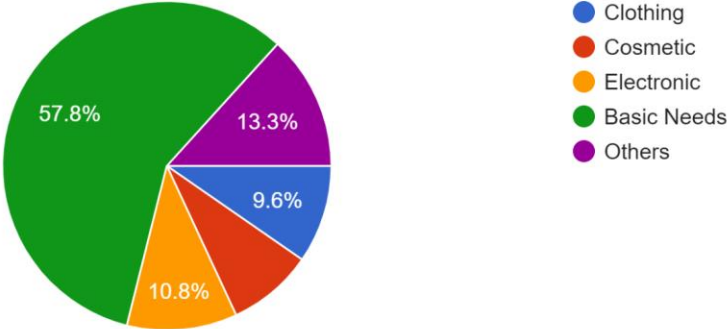
12. Do the online shopping discounts attract you during covid?

83 responses



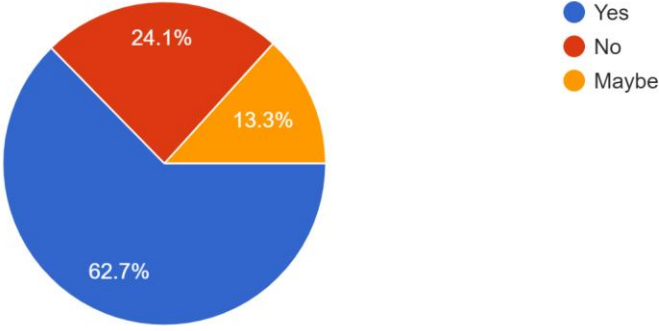
13. In which industry do you find scarcity during covid?

83 responses



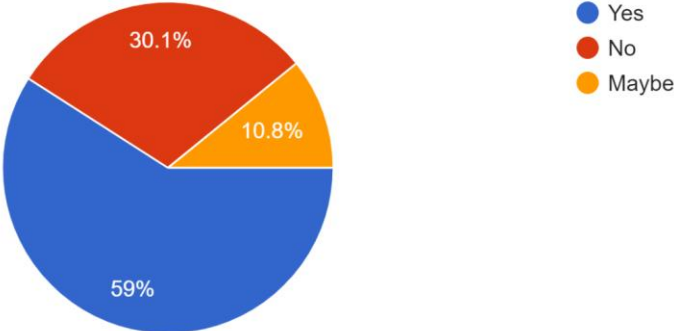
14. Did you see any changes in customers' buying behavior in online shopping in covid?

83 responses



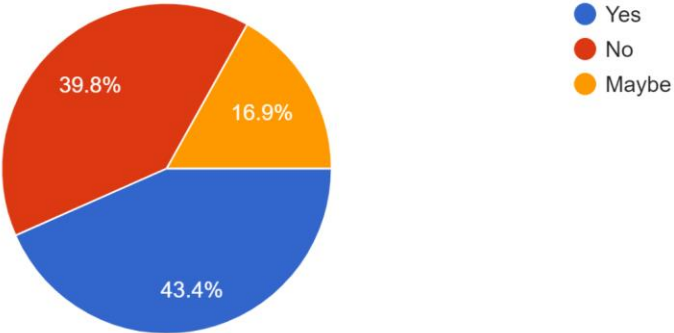
15. Do you shop extra when shopping online at discounts?

83 responses



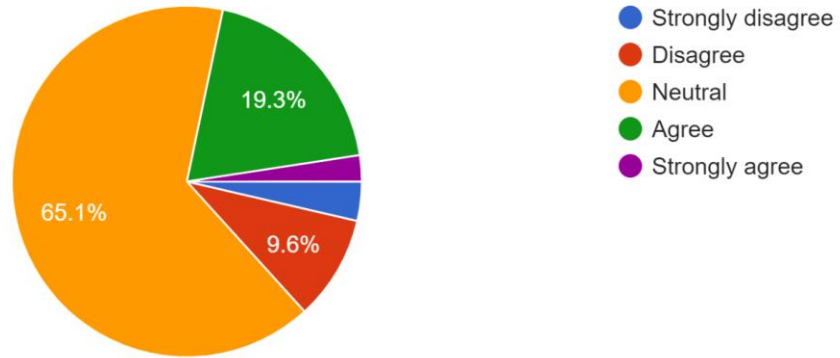
16. Do discounts influence you to buy unnecessary products?

83 responses



17. Do you agree that online shopping is the best option over than local market?

83 responses



CHAPTER 5: FINDINGS

Findings

- Yes, the majority of people shop online during covid.
- Yes, the majority of people prefer to purchase basic needs rather than offers.
- The majority of people prefer buying groceries during covid rather than clothing, medical, cosmetics, etc.
- Yes, they are concerned about the prices along with the product quality.
- Yes, they did not switch their brands during covid.
- Yes, they have seen a major price increase in online shopping during the pandemic.
- Yes, the majority of people did not fear infection in online shopping.
- Yes, they are price-conscious when buying a product online.
- Yes, they are neutral in testing the product before buying it.
- Yes, they believe during covid online marketers are providing competitive prices.
- The majority of people compare prices from different brands to ensure that you get the best value for money during covid.
- Yes, online shopping discounts attract customers during covid.
- Yes, the majority of people find scarcity in basic needs during covid.
- Yes, the behavior of the majority of consumers towards online shopping during covid has been changed.
- Yes while doing shopping on discounts customers feel satisfied.
- Yes, respondents are agreed that online markets are providing fairer and just opportunities to retailers.
- Yes, discounts influence the customer's choice of brands and influence the customers to shop extra in discounts.

CHAPTER 6: CONCLUSION AND RECOMMENDATIONS

Conclusion

With all the data and its interpretation, we can conclude that online platforms are leading ahead of offline platforms, a higher achievement not just for shops and businesses but for customers also.

Online shopping platforms have a vast market opportunity to grab on from and this opportunity will keep on rising with time as the dynamic environment and constant up-gradation of technology will take offline customers to online platforms, and this trend will follow a very systematic pathway from developed countries to developing countries, Urban cities to rural cities and so on so forth.

Online platforms became even more prominent during the pandemic where online shopping was the only option available and they provided amazing service with better prices due to which consumers used those platforms even post-pandemic

It would be fair to conclude that despite customers losing their shopping experience, what they are getting in return is much more appreciated by them, and are happy giving up the shopping experience for the price and ease of shopping.

It can also be concluded that online platforms are having exponential growth but are also giving the offline markets opportunities to join them on their platforms, and for offline businesses, joining these online platforms can be the next step for their business to grow further.

And as for the online platforms, we can say that their aggressive market techniques are definitely working helping them build a greater market share and market presence with loyal customers building over time and having the majority of good mouth marketing for them.

Recommendations

As per my research, I would highly recommend to online shops build trust among their consumers. Also to add on a new feature of try and buy with all safety protocols and pay later feature that you can pay the amount within the one month after purchase. Also to make their own app, so that it will be easy for consumers to purchase.

For offline shops, it is vital for them to expand their business online as the dynamic environment concerning shopping is drastically changing after Covid, not just because of the introduction of new platforms but also government interventions and international policies, hence to have a stable business model in the future, it is important to have the vast market reach, and that is only possible through an inclination of online and offline channels to provide customers a complete shopping experience safe as well as hygienic with great deals.

As for the consumers, we can clearly see that as Ying and Yang exists, both pros and cons of online shopping exist, but despite few customers have felt cheated, still, the major chunk of the decision of whether to buy online or offline is highly influenced because of the Price, followed by the mindset that "everything online is branded" and last but not least the ease of shopping.

Hence, Online platforms can further work and develop around these three pillars to increase their market share and gather more loyal customers over time.

Limitations

- The answers given by the respondents highly rely upon the mood and interest and thus the accuracy fluctuates sometimes.
- The Sample size taken for the research is small due to the constraint of time.
- While answering the questionnaire not everyone is 100% honest most of the respondents themselves are in a confused state.
- I tried getting questionnaire answers from almost all the age groups but unfortunately, most of the respondents were youth.

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ANNEXURE

1. Did you shop online during covid?

1. Yes
2. No

2. During Covid, what do you prefer the most in online shopping?

1. Offers
2. Needs

3. During Covid, why did you use online shopping?

1. Clothing
2. Cosmetic
3. Medicine
4. Grocery

4. During Covid, did you change your clothing brands in online shopping?

1. Yes
2. No

5. Did you see any negative advertisements during covid?

1. Yes
2. No
3. Maybe

6. Have you seen any price increase in any industry?

1. Yes
2. No
3. Maybe

7. Did you feel any fear of infection in online shopping?

1. Yes
2. No
3. Maybe

8. Are You price-conscious when buying a product online?

1. Yes
2. No
3. Maybe

9. How strongly do you believe in testing the product before buying it?

1. strongly agree
2. agree
3. neutral
4. disagree
5. strongly disagree

10. Do you feel that during covid online marketers are providing competitive prices?

1. Yes
2. No
3. Maybe

11. Did you compare prices from different brands to ensure that you get the best value for money during covid?

1. Yes
2. No
3. Maybe

12. Do the online shopping discounts attract you during covid?

1. Yes
2. No
3. Maybe

13. In which industry do you find scarcity during covid?

1. Clothing
2. Cosmetic
3. Electronic
4. Basic Needs
5. Others

14. Did you see any changes in customers' buying behavior in online shopping in covid?

1. Yes
2. No
3. Maybe

15. Do you shop extra when shopping online at discounts?

1. Yes
2. No
3. Maybe

16. Do discounts influence you to buy unnecessary products?

1. Yes
2. No
3. Maybe

17. Do you agree that online shopping is the best option over than local market?

1. Strongly agree
2. Agree
3. Disagree
4. Strongly disagree

