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A Study On Impact Of Covid- 19 On Online Shopping With Reference To Mysuru City

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Abstract:

The research identifies Customers who determine their buying behavior to explore the effects of a pandemic on offline as well as online shopping patterns. Clarification of offline and online purchases is being examined to check the value of two different channels. To find out the factors that manipulate offline and online buying alternative succession. The predominant aim of the study, to deliver offline and online shopping choices. To know the decision making which is associated with online and offline that stimulates consumer to select whether to go with online or offline shopping and influence of COVID 19 on online shopping at Mysore city. The study was conducted based on a random sampling method and primary data has been gathered from eighty respondents through a prearranged questionnaire. The statistical tool which is used to analyze the objectives is ANOVA, Crosstabulation, T-test, Correlation, and Regression. From the analysis of data, it has been identified that this pandemic has influenced buying preference. Hence, it has been concluded that this pandemic is changing the buying perception where most of the customers changed the preference from offline to online.

Keywords: Purchasing Behaviour, Offline shopping, online shopping, Consumer.

Introduction:

In our country, there are 700 million cyberspace operators in India by 2020 and are anticipated to rise by 974 million by 2025. Online buyers are situated at 120 million and it might be rise to 220 million by 2025. The nature of buyer behavior is energetic. (Veeragandham et al., 2020). Covid 19 refers to Coronavirus which is an epidemic disease of approximately 100000 persons international as of April 10, 2020, of which 1.6 million persons are affected. From the digital revolution, several workers consume rapidly to control. Each day persons will be devoting 2 Billion minutes to online meetings. Like Google Meet reports online video, conference, Zoom reports, etc. The suggestions on online shopping are bigger litheness in terms of product variety, time, and location (Kim, 2020). During the COVID-19 disaster the limited studies have recognized that customers buy in offline and online grocery shopping designs have reformed, directors and commercial holders must respond to such variations, and what variations are expected to keep on the crisis trimmings. (Wang et al., 2020). In our daily life, the internet has played an important part, in that person can conversation done any side of the Earth with the help of the internet, hunt data, with others, can play the game, in online things can b purchase and also send email everywhere. On the other hand, customers still impression scratchy to purchase online. On shoppers' choice to shop online such issues might take a negative effect (Lakshmi S, 2016).

The pandemic will consume huge possessions on major investors in the issuing trade. Therefore, clients might be inspired to occupy online shopping because of its practicality and anticipation. (Nguyen et al., 2020). The original (COVID-19) takes jammed the day-to-day life of several persons. To border, the blowout of COVID 19 has changed how much they consumed and produced. According to United States domestic feasting in the

grocery delivery, expanses on Air travel, public transit and also noticed week by week initial step of COVID 19. (Grashuis et al., 2020). WHO has to acknowledge 11 March 2020, Covid 19 as a Pandemic and transferrable virus. At first in Wuhan (China), SARS Cov-2 has supper 96 nations and territories 15,296,926 cases, 628, 903 expiries have been established on 24 July 2020. (Hassen et al., 2020). Online shopping is a technique of purchasing foods concluded with electrical strategies such as mobiles or computers by using cyberspace. People frequently favor purchasing foods by going substantially in shops relatively than ordering online it is because of many explanations and the bulbous motive from them is worries of the eminence of foods that people buy online this is what claims them buying really. As the world is in shocking circumstances and nations have stood put under lockdown was enforced no one allowed to go outside their homes, crowed areas, event market. All Business was closed, people were worried to stay in their home. Hence people were not able buy from market so people were pushing to do online shopping. (Aziz - Ur-Rehman.et.al.)

Review of Related literature

1. **LAKSHMI. S,(2016) have conducted a study on "Consumer Buying Behaviour Towards Online Shopping".** It is studied that lots of persons stay active online. Purchaser ordering performances be situated prejudiced by different aspects for instance age, gender, salary level, and salary independence, family, references group relation, social class, culture, etc. The study concluded customers buy things online. The factors which are influenced are recognized as security, rate, convenience, discounted deals, and after-sale service. Customer buys online can be an advantage in relationships of saving time and money.
2. **MOUNIKA VEERAGANDHAM, NIKHIL PATNAIK, RISHITHA TIRUVAIPATI, M.GURUPRASAD(2020) have conducted a study on "Consumer Buying Behaviour towards E-Commerce during COVID-19".** The study is founded on primary data and secondary data. The study collected information from blogs, periodicals, journals, newspapers, reports, meeting papers, etc. The study was conducted by Andhra Pradesh & Telangana. The sample selected for the study is 223. From the study it was found that the consequence of the E-commerce business is on buyer style is powerful. Buyer-style investigation for dragging in additional customers and taming their spending involvement. Here is a remarkable variation in the purchaser's shopping manner and mindsets. The lockdown has enforced customers to query their spending behaviors with the expressive change on the way to internet business and price mindfulness. This study is done directly in the field. The study concluded that E-commerce business terminuses partake in the petition during COVID-19 condition to be preserve and tactical reserve from the threats.
3. **RAE YULE KIM(2020) have conducted a study on "The Impact of COVID-19 on Consumers: Preparing for Digital Sales".** It is analyzed that pandemic has pretentious everybody's day-to-day survives. In this aspect, businesses have been motivated to make large variations. Pandemic, while it was well-thought-out a doubtful occasion aimed at an extended period earlier the pandemic occurrence. The effect of the COVID-19 is not to be expected to be incomplete only to the commercial processes. Customers who live through a disease capacity be different, and the deviations can be continuing even after the disease passes.
4. **YIRU WANG, RAN XU, MARLENE SCHWARTZ, DEBARCHANA GHOSH, XIANG CHEN (2020) have conducted a study on "COVID-19 and Retail Grocery Management: Insights from a Broad-Based Consumer Survey".** Primary data has been used for analysis. The study was conducted launched via Amazon Mechanical Turk and ran from April to May 2020. The sample selected for the study is 2500. It is studied that retail grocery manufacturing is bumped into inimitable chances and tasks throughout the COVID-19. The nature of the pandemic has situational. These changes might consume both temporary and lifelong effects on the grocery marketing business. The pandemic is directed to various transformations in the food retail industry, including changes in consumer perception and behavior. The increased expenditure on brick-and-mortar supplies also duplicated with the extended

dealings across various types of online grocery shopping platforms. The study concluded that the customers for each kind of grocery terminus and have planned practical tailored, practical executive suggetions for different kinds of brick-and-mortar goods.

5. **HOANG VIET NGUYEN, HIEP XUAN TRAN, LE VAN HUY, XUAN NHI NGUYEN, MINH THANH DO, NINH NGUYEN(2020) have conducted a study on "Online Book Shopping in Vietnam: The Impact of the COVID-19 Pandemic Situation".** The research is created on primary data. The research has been carried in Vietnam. The sample selected for the study is 275. 38.2% were male and 61.8% were female. Age-wise 37.5% between 18-24, 26% between 25-34, 26.9% between 35-44, 14.5% for above 45. College or university degree was 72.4%, graduate or above education was 14.5%, high school or below education was 13.1%. It is analyzed that the pandemic will have a huge impact on the issuing industry. This study the effects of the COVID19 pandemic condition, useful and hedonistic motivations on customer purpose to buy books online. It summarizes the properties of the COVID-19 as situational properties, which include the end of physical bookstores, health risks associated with visiting such stores, online shopping trends, and extra marketing efforts from online bookstores during the pandemic. Moreover, while applied inspiration exerts a strong effect on customers' aim to purchase books online, the connection between hedonic inspiration and online purchase purpose is positive but insignificant.
6. **JASPER GRASHUIS, THEODOROS SKEVAS, AND MICHELLE S. SEGOVIA(2020) have conducted a study on "Grocery Shopping Preferences during the COVID-19 Pandemic".** The study was conducted in the united states and used primary data for examination. The sample selected for the study is 900. From the study, it was found that since the passing end of many food-away-from-home formations, consumer expenditure on groceries during the COVID-19 pandemic has increased. While grocery shopping is a significant action, not much is identified about the energetic bond of the COVID-19 to the behavior of grocery shoppers. With an impartial to inform variability in the behavior of grocery shoppers under many situations of the COVID-19 pandemic, we have shown an online enclosed choice test to produce likings for purchasing methods, time windows, minimum order supplies, and payments. In circumstances where COVID-19 is distributed at an increasing rate, consumers are usually less willing to shop inside the grocery store. When COVID-19 is scattering at a falling rate, the relation importance of the acquiring process quality is lower in its whole. We use our answers to notify agreements for experts and legislators. The author concludes that leaning in the number of new COVID-19 cases similarly impacts grocery shopping preferences.
7. **TAREK BEN HASSEN, HAMID EL BILALI, AND MOHAMMAD S. ALLAHYARI(2020) have conducted a study on the "Impact of COVID-19 on Food Behavior and Consumption in Qatar".** The study is based on primary data. The study was conducted in Qatar. The sample selected for the study is 579. It is analyzed that the Qatar government acquired solid actions to avoid COVID-19 and similarly the closing of colleges and industries and social distancing, also actions are important to break the virus dispersion. The study examined the instantaneous effect of COVID-19 on Qatar arrogances, customer alertness, and behaviors associated with diet eating. These features facilitated to diminish the feast of negative sentiments such as depression, worriedness, and fear of the disease.
8. **AZIZ -UR-REHMAN, MUHAMMAD KASHIF, MUHAMMAD KASHAN JAVED(2020) have conducted a study on "COVID-19 Impact on Online Shopping".** The study is based on primary data. The study was conducted in Pakistan. The sample selected for the study is 205. It is studied that if the coronavirus is an aggressive society to do online shopping and resolve the foremost determination of this learning is to examine. When this disease is over, they continue doing online shopping. The inquiry has carried on the assumption that persons are not responsible for added online shopping throughout coronavirus and the public is also distressed that on online shopping they need the same price in upcoming also after a pandemic is over. In this conclusion during this pandemic situation persons are not burdening more on online shopping in this review.

9. **HUNG-HAO CHANG, CHAD D. MEYERHOEFER(2020) has conducted a study on "COVID-19 and the Demand for Online Food Shopping Services: Empirical Evidence from Taiwan".** The study is based on primary data. The study was conducted in Taiwan. The sample selected for the study is 801. From the study, it has found that It is affected the petition for online food shopping services is using statistics from the major agri-food e-commerce display place in Taiwan during COVID – 19 The request for fresh fruit and vegetable grains, frozen foods improved the most, and grains, which helped small farms over the agricultural business. Online food shopping service areas likewise help public well-being attention by plummeting contact between customers in trade food openings, which may support measure the broadcast of COVID-19 and keep at-risk trades with pre-existing circumstances. during the COVID-19 it is important to appreciate to what level trades have to get rid of online food shopping, and the significances of the variation for selling food shops. From the study, it is concluded that sales for grain enlarged due to COVID-19. Frozen food and fresh fruit and vegetables were also in the high petition.
10. **JAGDISH SHETH(2020) have conducted a study on "Impact of COVID-19 on Consumer Behavior: will the old habits return or die?".** The lockdown, the COVID-19, and social distancing orders have interrupted the shopper manners of ordering along with spending. It has been identified that new behaviors will also occur by knowledge developments, shifting demographics, and advanced ways trades have educated to survive with muddling the work, education boundaries leisure, and leisure. From that study concluded that the work-life borders are nowadays indistinct as study at home, relax at home and persons work at home. It has been cited those customers acclimatize to the community detention for extended dates of time, they are likely to accept fresher know-hows that smooth work, training, and feeding in a more expedient method.
11. **JUNXIONG LI, ALAN G. HALLSWORTH & J. ANDRES COCA-STEFANIAK(2020) have conducted a study on "Changing Grocery Shopping Behaviors among Chinese Consumers at the Outset of the COVID-19 Outbreak".** The study was conducted in China. The sample selected for the study is 961 and primary data has been used for the analysis. It is analyzed that in China the COVID-19 is emphasized in the developing stages, where the maximum number of persons exaggerated to stand by the China government's as done coast-to-coast self-quarantine process. In this study, it is estimated the influences of most important commotions to formerly routinized food shopping behavior as a consequence of a theatrical and unexpected affair.
12. **NA HAO, H. HOLLY WANG, QINGJIE ZHOU(2020) have conducted a study on "The Impact of Online Grocery Shopping on Stockpile Behavior in COVID-19".** The study was led in China. The sample selected for the study is 540 and the researcher has used primary data for the analysis. From the study, it was found that survey the influence of online stations on food supply behavior. E-commerce is situated vastly much-admired for playing a significant part in assuaging terror build-up stocks behavior. It has been concluded that the demand formed by specific guidelines positioned on additional food e-commerce podiums surpasses the supply volume of an e-commerce business. It recommends that renewed food e-commerce strengthens the terror of food deficiency payable to its inadequate supply volume. Governments ought not to disregard the ever-budding online grocery supplies while back up the stream restraint of outdated offline stations.
13. **TIMOTHY J. RICHARDS, BRADLEY RICKARD(2020) has conducted a study on "COVID-19 Impact on Fruit and Vegetable Markets".** The study was conducted in the USA. Canadian fruit and vegetable shops stayed meaningfully obstructed by the blowout of the original coronavirus start in March 2020. Due to this conclusion of cafes, schools, and bars, harvest farmers and suppliers stood required to move provisions just about totally from the food service to the trade network. Toning for new foodstuffs benefits shoppers safeguard a constant source of first-class food from important dealers,

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with inferior contract costs than buying as of a spot, or deadly, market. Some of the drifts debated overhead for the new food subdivision are less predominant for administered (frozen and canned) fruits and vegetables, which is a nontrivial marketplace in Canada. From the study that the utmost effect of the COVID-19 in the petite time will be caressed over the repositioning of new foodstuffs source cuffs due to the end of approximately all foodservice channels. As trades change to ordering food just about fully through the selling station, spreading organization precise to marketing will endure worried during the banquet of the virus and will test supply-chain dealings for some time after.

Objectives of the study

1) To study the impact of COVID-19 on online shopping at Mysore City.
2) To study the factors, influence purchase through online shopping.
3) To study the consumer's purchase behavior in post-COVID-19.

Hypothesis tested:

- ✓ **There is a significant relationship between the Pandemic crisis on Consumer buying behavior.**
- ✓ **There is no significant difference between the income of the respondent and online purchasing.**
- ✓ **There is no significant difference between the Education of the respondent and online purchasing.**

Methodology of the Study

Methodology study is an important part of data entry. There are two types of study by which data can be collected i.e., Primary data and Secondary data. The Primary data consists of the questionnaire method and case study. The Secondary data is already collected by other respondents. This study is a combination of quantitative and qualitative data. The random consumer is selected for the sampling purpose. The sample individual is selected from different age groups, different gender, and different place of Mysore. The different groups of people counting students, employees, and housewives, etc are considered as a sample for the study.

Need for the study

The main intention of the study is to understand the factors affecting consumer buying behavior. Here, the researcher, would you like to know how this Pandemic effect and influences the consumer to change their buying preference. The researcher further would like to know is there any relationship between the impact of this pandemic on the mode of purchase. The results of the study will give a clear image of consumer buying behavior.

Scope of the study

To understand whether the factors are influencing consumer buying behavior or this pandemic influence the consume to change their buying preference.

Analysis and Discussion
Table 1:

Gender

		FREQUENCY	PERCENTAGE	VALID PERCENTAGE
1	MALE	53	66.3	66.3
2	FEMALE	27	33.8	33.8

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	TOTAL	**80**	**100**	**100**

Source: Primary Data

Table – It is about the gender of the respondents. That is in percentage "Male is 66.3%" and "Female is 33.8%". In Frequency out of 80- "Male is 53" and "Female is 27".

Table 2:

Age

		FREQUENCY	PERCENTAGE	VALID PERCENTAGE
1	**16-25**	**59**	**73.8**	**73.8**
2	**26-35**	**17**	**21.3**	**21.3**
3	**36-45**	**4**	**5**	**5**
	TOTAL	**80**	**100**	**100**

Source: Primary Data

Table – It is about the age of the respondents. That is in percentage "16-25 years is 73.8%". "26-35 years is 21.3%". "36-45 years is 5%". In Frequency out of 80- "16-25 years is 59", "26-35 years is 17", "36-45 years is 4".

Table 3:
Qualification

		FREQUENCY	PERCENTAGE	VALID PERCENTAGE
1	**SECONDARY SCHOOL**	**6**	**7.5**	**7.5**
2	**DEGREE LEVEL**	**45**	**56.3**	**56.3**
3	**POST-GRADUATION**	**28**	**35**	**35**
4	**OTHERS**	**1**	**1.3**	**1.3**
	TOTAL	**80**	**100**	**100**

Source: Primary Data

Table – It is about the education of the respondents. That is in percent "Secondary School is 7.5%". "Degree Level (Bachelor) is 56.3%". "Post-Graduation (masters) is 35%". "Others(diploma) is 1.3%". In Frequency out of 80- "Secondary School is 6", "Degree Level (Bachelor) is 45", "Post-Graduation (masters) is 28", "Others(diploma) is 1".

Table 4:
Occupation

		FREQUENCY	PERCENTAGE	VALID PERCENTAGE
1	**STUDENT**	**18**	**22.5**	**22.5**
2	**WORKING IN INFOSYS**	**4**	**5**	**5**
3	**IT COMPANY**	**6**	**7.5**	**7.5**
4	**EMPLOYEE**	**12**	**15**	**15**

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5	GOVERNMENT SERVANT	12	15	15
6	WORK IN L AND T COMPANY	5	6.3	6.3
7	OTHERS	23	28.8	28.8
	TOTAL	80	100	100

Source: Primary Data

Table – It is about the occupation of the respondents. That is in percentage "Student is 22.5%". "Working in Infosys is 5%". "IT company is 7.5%". "Employee is 15%". "Government Servant is 15%". "Work in L and T company is 6.3%". "Others(teachers and under Chartered Accountant) is 28.8%". In Frequency out of 80- "Student is 18", "Working in Infosys is 4", "IT company is 6", "Employee is 12", "Government Servant is 12", "Work in L and T is 5", "Others(teachers and under Chartered Accountant) is 23".

Table 5:
Income

		FREQUENCY	PERCENTAGE	VALID PERCENTAGE
1	LESS THAN 10,000	21	26.3	26.3
2	10,000-25,000	28	35	35
3	25,000-35,000	22	27.5	27.5
4	35,000-50,000	6	7.5	7.5
5	ABOVE 50,000	3	3.8	3.8
	TOTAL	80	100	100

Source: Primary Data

Table – It is about the income of the respondents. That is in percentage "Less than 10,000 is 26.3%". "10,000-25,000 is 35%". "25,000-35,000 is 27.5%". "35,000-50,000 is 7.5%". "Above 50,000 is 3.8%". In Frequency out of 80- "Less than 10,000 is 21", "10,000-25,000 is 28", "25,000-35,000 is 22", "35,000-50,000 is 6", "Above 50,000 is 3".

Table 6:
Buy the products

		FREQUENCY	PERCENTAGE	VALID PERCENTAGE
1	ONLINE SHOPPING	6	7.5	7.5
2	OFFLINE SHOPPING	12	15	15
3	BOTH	62	77.5	77.5
	TOTAL	80	100	100

Source: Primary Data

Table – It is about the buy products of the respondents. That is in percentage "Online Shopping is 7.5%". "Offline Shopping is 15%". "Both is 77.5%". In Frequency out of 80- "Online Shopping is 6", "Offline Shopping is 12", "Both is 62".

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Table 7:
Buying will be comfortable

		FREQUENCY	PERCENTAGE	VALID PERCENTAGE
1	ONLINE SHOPPING	14	17.5	17.5
2	OFFLINE SHOPPING	27	33.8	33.8
3	BOTH	39	48.8	48.8
	TOTAL	80	100	100

Source: Primary Data

Table – It is about the comfortable of the respondents. That is in percentage "Online Shopping is 17.5%". "Offline Shopping is 33.8%". "Both is 48.8%". In Frequency out of 80- "Online Shopping is 14", "Offline Shopping is 27", "Both is 39".

Table 8:
Buy products before COVID-19

		FREQUENCY	PERCENTAGE	VALID PERCENTAGE
1	ONLINE SHOPPING	5	6.3	6.3
2	OFFLINE SHOPPING	22	27.5	27.5
3	BOTH	53	66.3	66.3
	TOTAL	80	100	100

Source: Primary Data

Table – It is about the before COVID-19 of the respondents. That is in percentage "Online Shopping is 6.3%". "Offline Shopping is 27.5%". "Both is 66.3%". In Frequency out of 80- "Online Shopping is 5", "Offline Shopping is 22", "Both is 53".

Table 9:
Purchase the products during the lockdown

		FREQUENCY	PERCENTAGE	VALID PERCENTAGE
1	ONLINE SHOPPING	29	36.3	36.3
2	OFFLINE SHOPPING	19	23.8	23.8
3	BOTH	32	40	40
	TOTAL	80	100	100

Source: Primary Data

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Table – It is about the during a lockdown of the respondents. That is in percentage "Online Shopping is 36.3%". "Offline Shopping is 23.8%". "Both is 40%". In Frequency out of 80- "Online Shopping is 29", "Offline Shopping is 19", "Both is 32".

Table 10:
Factors that influence to purchase of the product

		FREQUENCY	PERCENTAGE	VALID PERCENTAGE
1	CONVENIENT	17	21.3	21.3
2	FEAR OF SPIT OF COVID-19	12	15	15
3	EASY TO PURCHASE	14	17.5	17.5
4	TIME-SAVING FACTOR	8	10	10
5	PRICE FACTOR	13	16.3	16.3
6	PAYMENT FACTOR	2	2.5	2.5
7	SECURITY FACTOR	9	11.3	11.3
8	PSYCHOLOGY FACTOR	5	6.3	6.3
	TOTAL	80	100	100

Source: Primary Data

Table – It is about the factors of the respondents. That is in percentage "Convenient is 21.3%". "Fear of spit of COVID-19 is 15%". "Easy to purchase is 17.5%". "Time-saving factor is 10%". "Price factor is 16.3%". "Payment factor is 2.5%". "Security factor is 11.3%". "Psychology factor is 6.3%". In Frequency out of 80- "Convenient is 17", "Fear of spit of COVID-19 is 12", "Easy to purchase is 14", "Time-saving factor is 8", "Price factor is 13", "Payment factor is 2", "Security factor is 9", "Psychology factor is 5".

Table 11:
Frequently you purchase offline before COVID-19

		FREQUENCY	PERCENTAGE	VALID PERCENTAGE
1	FREQUENTLY	29	36.3	36.3
2	OCCASIONALLY	32	40	40
3	RARELY	8	10	10
4	REGULARLY	11	13.8	13.8
	TOTAL	80	100	100

Source: Primary Data

Table – It is about the offline before COVID-19 of the respondents. That is in percentage "Frequently is 36.3%". "Occasionally is 40%". "Rarely is 10%". "Regularly is 13.8%". In Frequency out of 80- "Frequently is 29", "Occasionally is 32", "Rarely is 8", "Regularly is 11".

Table 12:
Frequently you purchase offline during COVID-19

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		FREQUENCY	PERCENTAGE	VALID PERCENTAGE
1	FREQUENTLY	14	17.5	17.5
2	OCCASIONALLY	46	57.5	57.5
3	RARELY	10	12.5	12.5
4	REGULARLY	10	12.5	12.5
	TOTAL	80	100	100

Source: Primary Data

Table – It is about the offline during COVID-19 of the respondents. That is in percentage "Frequently is 17.5%". "Occasionally is 57.5%". "Rarely is 12.5%". "Regularly is 12.5%". In Frequency out of 80- "Frequently is 14", "Occasionally is 46", "Rarely is 10", "Regularly is 10".

Table 13:
Frequently you purchase online before COVID-19

		FREQUENCY	PERCENTAGE	VALID PERCENTAGE
1	FREQUENTLY	9	11.3	11.3
2	OCCASIONALLY	40	50	50
3	RARELY	23	28.8	28.8
4	REGULARLY	8	10	10
	TOTAL	80	100	100

Source: Primary Data

Table – It is about the online before COVID-19 of the respondents. That is in percentage "Frequently is 11.3%". "Occasionally is 50%". "Rarely is 28.8%". "Regularly is 10%". In Frequency out of 80- "Frequently is 9", "Occasionally is 40", "Rarely is 23", "Regularly is 8".

Table 14:
Frequently you purchase online during COVID-19

		FREQUENCY	PERCENTAGE	VALID PERCENTAGE
1	FREQUENTLY	11	13.8	13.8
2	OCCASIONALLY	41	51.3	51.3
3	RARELY	22	27.5	27.5
4	REGULARLY	6	7.5	7.5
	TOTAL	80	100	100

Source: Primary Data

Table – It is about the online during COVID-19 of the respondents. That is in percentage "Frequently is 13.8%". "Occasionally is 51.3%". "Rarely is 27.5%". "Regularly is 7.5%". In Frequency out of 80- "Frequently is 11", "Occasionally is 41", "Rarely is 22", "Regularly is 6".

Table 15:

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Satisfy with the online purchasing

		FREQUENCY	PERCENTAGE	VALID PERCENTAGE
1	YES	68	85	85
2	NO	12	15	15
	TOTAL	80	100	100

Source: Primary Data

Table – It is about the online purchasing of the respondents. That is in percentage "Yes is 85%". "No is 15%". In Frequency out of 80- "Yes is 68", "No is 12".

Table 16:
Continue to purchase online shopping

		FREQUENCY	PERCENTAGE	VALID PERCENTAGE
1	YES	49	61.3	61.3
2	NO	7	8.8	8.8
3	MAY BE	24	30	30
	TOTAL	80	100	100

Source: Primary Data

Table – It is about the online shopping of the respondents. That is in percentage "Yes is 61.3%". "No is 8.8% ". "Maybe is 30%". In Frequency out of 80- "Yes is 49", "No is 7", "Maybe is 24".

Table 17:
Most preferred sites

		FREQUENCY	PERCENTAGE	VALID PERCENTAGE
1	FLIPKART	25	31.3	31.3
2	AMAZON	49	61.3	61.3
3	SNAPDEAL	1	1.3	1.3
4	OTHERS	5	6.3	6.3
	TOTAL	80	100	100

Source: Primary Data

Table – It is about the preferred sites of the respondents. That is in percent "Flipkart is 31.3%". "Amazon is 61.3%". "Snapdeal is 1.3%". "Others(Myntra) is 6.3%". In Frequency out of 80- "Flipkart is 25", "Amazon is 49", "Snapdeal is 1", "Others(Myntra) is 5".

Table 18:
preferred items Purchased by the consumer on Online shopping

	FREQUENCY	PERCENTAGE	VALID PERCENTAGE

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1	GROCERY	13	16.3	16.3
2	ESSENTIALS	35	43.8	43.8
3	FURNITURE	2	2.5	2.5
4	ELECTRONIC GOODS	22	27.5	27.5
5	OTHERS	8	10	10
	TOTAL	80	100	100

Source: Primary Data

Table – It is about the preferred items Purchased by the consumer on Online shopping of the respondents. That is in percentage "Grocery is 16.3%". "Essentials is 43.8%". "Furniture is 2.5%". "Electronic is 27.5%". "Others is 10% ". In Frequency out of 80- "Grocery is 13", "Essentials is 35", "Furniture is 2", "Electronic goods is 22", "Others is 8".

Table 19:
Qualities checked by the customer during online shopping

		FREQUENCY	PERCENTAGE	VALID PERCENTAGE
1	BRAND	9	11.3	11.3
2	PRICE	31	38.8	38.8
3	QUALITY	36	45	45
4	DESIGN	4	5	5
	TOTAL	80	100	100

Source: Primary Data

Table – It is about the qualities checked by the respondents. That is in percentage "Brand is 11.3%". "Price is 38.8%". "Quality is 45%". "Design is 5% ". In Frequency out of 80- "Brand is 9", "Price is 31", "Quality is 36", "Design is 4".

Table 20:
This pandemic make you change the buying preference from offline to online

		FREQUENCY	PERCENTAGE	VALID PERCENTAGE
1	YES	42	52.5	52.5
2	NO	14	17.5	17.5
3	MAY BE	5	6.3	6.3
4	YES, SOMETIMES	19	23.8	23.8
	TOTAL	80	100	100

Source: Primary Data

Table – It is about the offline to online change the buying preference of the respondents. That is in percentage "Yes is 52.5%". "No is 17.5%". "Maybe is 6.3%". "Yes, sometimes is 23.8%". In Frequency out of 80- "Yes is 42", "No is 14", "Maybe is 5", "Yes, sometimes is 19".

Table 21:
Opinion with regards to time taken for delivery of goods

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		FREQUENCY	PERCENTAGE	VALID PERCENTAGE
1	SATISFIED	37	46.3	46.3
2	NOT SATISFIED	5	6.3	6.3
3	NEUTRAL	32	40	40
	MET EXPECTATION	6	7.5	7.5
	TOTAL	80	100	100

Source: Primary Data

Table – It is about the time taken for delivery of goods of the respondents. That is in percentage "Satisfied is 46.3%". "Not satisfied is 6.3%". "Neutral is 40%". "Met expectation 7.5%". In Frequency out of 80- "Satisfied is 37", "Not satisfied is 5", "Neutral is 32", "Met expectation is 6".

Hypothesis tested:

H_{01}: There is a significant relationship between the Pandemic crisis on Consumer buying behavior.

Table 22:

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	15.753	1	15.753	11.458	.001[b]
	Residual	107.234	78	1.375		
	Total	122.987	79			
a. Dependent Variable: Offline to online of the respondent						
b. Predictors: (Constant), Buy products of the respondent						
Source: Primary Data						

- **P-value/ Sig value:** Normally, ninety-five percent confidence interval or five percent level of the consequence level is preferred designed for research. Thus, the p-value must be less than 0.05. as per table no. 22, it is .001. Consequently, the outcome is important.

- **F-ratio:** . A value is larger than 1 for F-ratio efficiency. the value is 11.458, which is good in the above table

Table 23:

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.016	.604		.026	.979
	Buy products of the respondent	.740	.218	.358	3.385	.001
a. Dependent Variable: Offline to online of the respondent						

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Source: Primary Data

In the above-calculated table 2 Sig. 0.001 < 0.05, Hence, there is an impact as rejected the null hypothesis. the analysis suggested that there is an effect of COVID-19 on customer purchasing performance.

H_0: There is no significant difference between the income of the respondent and online purchasing

Table 24:

Correlations

		The income of the respondent	During lockdown of the respondent
The income of the respondent	Pearson Correlation	1	-.093
	Sig. (2-tailed)		.411
	N	80	80
During lockdown of the respondent	Pearson Correlation	-.093	1
	Sig. (2-tailed)	.411	
	N	80	80

Source: Primary Data

The output table shows Correlations between income and online purchasing During lockdown The income of the respondents and During lockdown of the respondent. The results indicate that income does not influence the mode of purchase During lockdown (α= -0.093, p= 0. .411). Therefore, it is accepted.

H_0: There is no significant difference between the Education of the respondent and online purchasing.

Table 25:

Correlations

		Educational of the respondent	Buy products of the respondent
Educational of the respondent	Pearson Correlation	1	.040
	Sig. (2-tailed)		.723
	N	80	80
Buy products of the respondent	Pearson Correlation	.040	1
	Sig. (2-tailed)	.723	
	N	80	80

Source: Primary Data

The output table shows Pearson Correlations between the pair i.e., Educational qualification of the respondents and buy products by the respondent. The results indicate that Educational qualification does not influence the mode of the buying of products (α= 0.040, p= 0.723). Therefore, it is accepted.

Table 26:

Educational of the respondent * Buy products of the respondent Crosstabulation

		Buy products of the respondent			
		Online Shopping	Offline Shopping	Both	Total
Educational of the respondent	Secondary School	1(16.67)	2(33.3)	3(50)	6(100)
	Degree Level (Bachelor)	4(8.9)	3(6.7)	38(84.4)	45(100)

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	Post-Graduation (masters)	**1(3.57)**	**6(21.43)**	**21(75)**	**28(100)**
	Others	**0**	**1(100)**	**0**	**1(100)**
Total		**6**	**12**	**62**	**80**

Source: Primary Data

Figures are in parathesis are total to the percentage

Table-27 gives information about the educational wise purchase of goods from online and offline. Out of 45 percent of the respondent, 84.4 percent of respondents purchase products online and offline. 8.9 percent of respondents purchase products online. 6.7 percent of respondents purchase products offline. Out of 6 percent of the respondents, 3 percent of respondents purchase products online and offline. 1 percent of respondents purchase products online. 2 percent of respondents purchase products offline. Out of 28 percent of the respondent, 21 percent of respondents purchase products online and offline. 1 percent of respondents purchase products online. 6 percent of respondents purchase products offline. Out of 1 percent of the respondent, No respondents purchase products online and offline. No respondents purchase products online.1 percent of respondents purchase products offline.

Table 27:

Occupation of the respondent * Buy products of the respondent Crosstabulation

		Buy products of the respondent			
		Online Shopping	**Offline Shopping**	**Both**	**Total**
Occupation of the respondent	**Student**	**1(5.56)**	**4(22.22)**	**13(72.22)**	**18(100)**
	working in Infosys	**0**	**1(25)**	**3(75)**	**4(100)**
	IT company	**0**	**0**	**6(100)**	**6(100)**
	Employee	**2(16.66)**	**2(16.67)**	**8(66.67)**	**12(100)**
	government servant	**2(16.67)**	**0**	**10(83.33)**	**12(100)**
	work in L and T company	**0**	**2(40)**	**3(60)**	**5(100)**
	Others	**1(4.35)**	**3(13.04)**	**19(82.61)**	**23(100)**
Total		**6**	**12**	**62**	**80(100)**

Source: Primary Data

Figures are in parathesis are total to the percentage

Gives information about the occupation-wise purchase of goods from online and offline. Out of 18 percent of the respondent, 72.22 percent of respondents purchase products online and offline. 5.56 percent of respondents purchase products online. 22.22 percent of respondents purchase products offline. Out of 4 percent of the respondent, 3 percent of respondents purchase products online and offline. No respondents purchase products online. 1 percent of respondents purchase products offline. Out of 6 percent of the respondent, 6 percent of respondents purchase products online and offline. No respondents purchase products online. No respondents purchase products offline. Out of 12 percent of the respondents, 66.67 percent of respondents purchase products online and offline. 16.66 percent of respondents purchase products online. 16.67 percent of respondents purchase products offline. Out of 12 percent of the respondent, 83.33 percent of respondents purchase products online and offline. 16.67 percent of respondents purchase products online. No respondents purchase products offline. Out of 5 percent of the respondent, 60 percent of respondents purchase products online and offline. No

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respondents purchase products online. 40 percent of respondents purchase products offline. Out of 23 percent of the respondent, 82.61 percent of respondents purchase products online and offline. 4.35 percent of respondents purchase products online. 13.04 percent of respondents purchase products offline.

Table 28:

ANOVA						
Model		**Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**
1	**Regression**	**17.278**	**1**	**17.278**	**3.624**	**.061**
	Residual	**371.910**	**78**	**4.768**		
	Total	**389.188**	**79**			
a. Dependent Variable: Factors of the respondent						
b. Predictors: (Constant), Income of the respondent						
Source: Primary Data						

- **P-value/ Sig value:** Usually, a nine-five percent confidence interval or a five percent level of the consequence level is preferred designed for research. Thus, the p-value should be less than 0.05. In the above table, it is .061 Therefore, the result is not important.
- **F-ratio:** A value is larger than 1 for F-ratio efficiency. the value is 3.624, which is good in the above table.

Table 29:

Coefficients						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**		
1	**(Constant)**	**2.732**	**.558**		**4.894**	**.000**
	Income of the respondent	**.413**	**.217**	**.211**	**1.904**	**.061**
a. Dependent Variable: Factors of the respondent						
Source: Primary Data						

In the above case, the significance level shows 0.61 is more than the significance level of 0.05, which means not rejected the null hypothesis. hence, there is no impact.

Therefore, the above analysis suggests that the income of the respondents does not have a positive connection related to factors that influence to purchase of the product.

Conclusion:

The social distancing and lockdown to encounter the epidemic have engendered important distractions on purchaser behavior. All consumption is location-assured and time-assured. With time elasticity but place firmness, consumers have the academic to extemporize in inspired and advanced ways. However, how the epidemic disturbs consumers and marketplaces has acknowledged moderately partial courtesy. In this article, we explored how the pandemic changes consumer buying preference from offline to online. This pandemic as changing the buying perception where most of the customers changed the preference from offline to online rather the factors influence the customers towards buying behavior.

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