

## A STUDY ON THE TRANSITIONAL SHIFT TOWARDS ONLINE SHOPPING AND CONSUMER BEHAVIOUR IN THE CITY OF MUMBAI DURING PANDEMIC

R. Gunabalan and M.B. Thakoor

Department of Finance, Lala Lajpatrai Institute of Management, Mumbai, MS, India

### ABSTRACT

*Online shopping has gained immense benefit in the digital world. Consumers, all over the world are getting the services, through this type of platform, under one roof. The main aim of the paper is to study the transitional shift towards online shopping and consumer behaviour in the city of Mumbai during the pandemic situation. The author tries to highlight whether, due to this pandemic situation, there is any change in online shopping pattern of the consumers and how the marketers can have upper edge in the digital competitive market, by adopting different online marketing strategies. For the present study 100 respondents across Mumbai suburbs were chosen as sample frame. The findings of the study reveal the fact that the consumers more frequently use platforms such as online shopping platforms such as Amazon, Flipkart and Snapdeal. They generally see that the marketers are advertising the health care products and online courses were regularly, followed by the groceries, during the pandemic situation.*

**Keywords:** Covid-19, Digital marketing, Social media platforms, buying pattern.

### 1. Introduction

The horrifying pandemic situation of outbreak of Coronavirus in the world, since the last quarter of 2019, has led to wide implications on several fields ranging from health care facilities, education, and employment scenario to personal life. Likewise, it could be noted that there is a severe change in the online shopping due to the widespread pandemic situation of Covid-19. The entire landscape shows marked reformation in the online platforms for the benefit of the consumers. The change has been witnessed in aspects such as positive involvement of the consumers due to increase in the digital advertisements and simultaneous rise in ad cost and profits for the marketers globally. During the 4 periods of lockdown, it was really impossible for the consumers to know of the scenario across the globe. However, online channels had in their own style, reduced the efforts of the people. The main aim of the present research study is to the transitional shift towards online shopping and consumer behaviour in the city of Mumbai during pandemic 2020 so that the marketers will implement the necessary strategies required ruling the global competitive market.

### 2. Literature review

Asma, et. al (2018), in their paper on “Impact of Social Media Marketing on Consumer Buying Behaviour – A Study”, highlights the fact that the companies require social media

platform to reach to their customers. The companies are very much depending on such platforms to increase their profitability. According to the authors, social media marketing has even been beneficial to the consumers, who are having wide range of choices to make their purchase. The marketing done through social media helps them to compare the products across the companies. This enables them to make bet decision in terms of buying the products. [1]

Deshpande, M. (2019), “The Impact of Advertisement on Consumer Buying Behaviour in Electronic Industry”, in their paper the authors explore the promotional channels used by the electronic industry to advertise their products. There is huge competition in the market. The authors highlight he increase in technology to influence the buying behaviour of the customers. The study aims at creating awareness and building the perceptions among the consumers. [2]

Ceesay, et. al (2018), in their paper on “The Impact of Digital Media Advertising on Consumer Behaviour Intension towards Fashion and Luxury Brands: Case of the Gambia” are using the sample from Gambia. They try to explore the impact of digital marketing on consumer intention of purchase of fashion and luxury items. The study revolves around the usage of new methods implemented in marketing with the help of digital platform. The author carries on the research by studying various factors such as

familiarity of the brands, trust, the consumers have in advertisers, privacy, how entertaining is the digital advertisement and interactivity among the consumers and the producers.[3]

Pallav (2016), in his paper on “Impact of Media Advertising on Consumer Buying Behaviour”, has highlighted how various factors of advertising like presentation of products to consumer affect the buying behaviour of consumers. In the paper author explains how through effective tools of advertising consumers can be influenced to buy the products. Researcher had collected the primary as well as secondary source through observations. The main objective of the research is that factor which affects buying behaviour of consumer due to media influence. There are various types of media advertising. [4]

Haider, et. al (2018), in the paper on “A Study on the Influence of Advertisement on Consumer Buying Behaviour”, highlighted the implications of advertising on Consumer buying behaviour. The main objective of the paper is to study how effects of entertainment, familiarity, and advertisement and social media influence on consumer buying behaviour. Authors had pointed out some important factors such entertainment, familiarity, social imaging and advertisement spending affects the consumer behaviour. If all this factors considered before each advertisement will create effective approach. Through random sampling method data were collected from the people of Dhaka city. Through data analysis it is found that familiarity has the most powerful impact on Consumer behaviour, followed by entertainment and advertising spending. It is concluded that the advertising has the most crucial role in buying behaviour of the consumers and what products they wish to buy for that it is advisable to companies to consider all the factors which make the advertisements. [5]

Harshini, (2015), “Influence of Social Media ADS on Consumer Purchase Intention”, have highlighted characteristics of online ads and its effects on consumer purchase. In today’s world use of internet is globally expanding and is increasing more and more. Internet use gives a handy way to channelize the advertisement through the social media. Medium of

advertisement is shifting from traditional media such as print, magazine to digital media advertisement and this has the global out reach. [6]

Bokde, et. al (2019), in their paper on “To Study the Impact of Digital Marketing on Purchase Decision of Youth in Nagpur City”, mentions that internet along with mobile phones, display advertising and other digital medium forms the part of the digital technology influencing the consumer behaviour. E-marketing and interactive marketing are the most preferred channels by the marketers, because they enable the direct linkage with the consumer preferences and satisfaction instantly. Through such portals the marketers are able to tract the on-going trend in the market and make necessary strategies to establish themselves in the market. [7]

### 3. Objectives of the Study

With the aim of understanding the Impact of social media marketing on the consumer buying pattern, during the outbreak of Covid – 19 pandemic, the main objectives of the present study are –

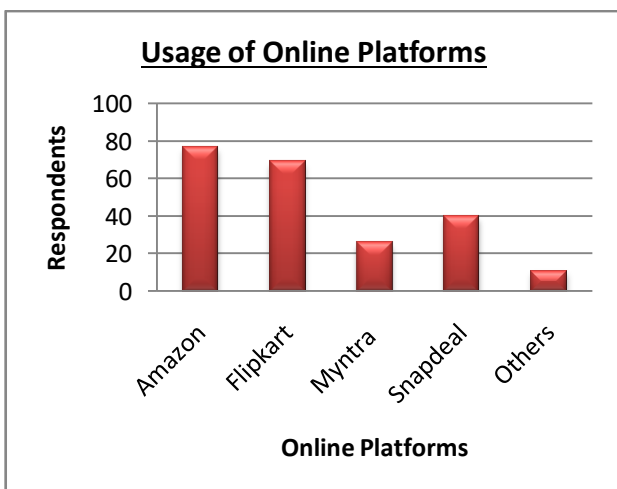
1. To study the impact of Covid – 19 on Social media marketing and its effects on buying patterns of the consumers in Mumbai suburbs.
2. To assess the changing pattern of marketing and consumption during pandemic

### 4. Data and Methodology for the study

For the present research paper, both primary and secondary data was used. Primary data was gathered from a structured chose ended questionnaire, which was circulated among 100 respondents via Google forms in Mumbai suburbs. The responses were collected by using random sampling method in the second week of March 2021. These responses were analysed using graphical description analysis and the results were presented in a tabular form. Further the secondary data was used to compliment the findings analysed by processing the primary data. The researcher then concluded the paper by suggesting some marketing strategies to the online marketers to improve their sales.

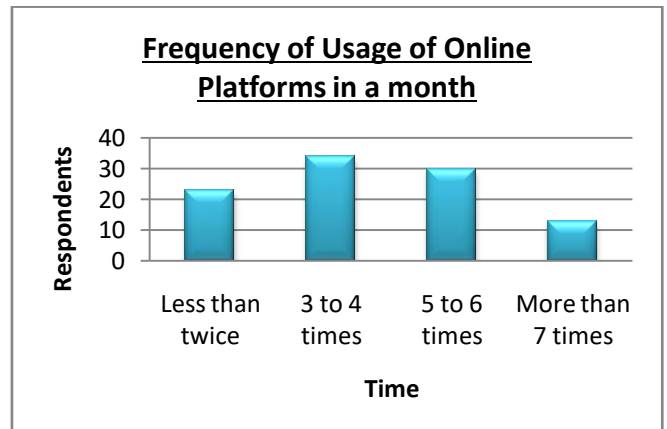
**5. Findings and Discussions**

For the present research study total 100 respondents across the Mumbai suburbs were surveyed with the help of Google form, of which 50 males and 50 females have responded to the survey. The respondents belonged to various age groups. The main purpose of the study was to investigate the transit of online shopping behaviour among the customers during the pandemic situation, thus, it was felt by the researcher to interrogate various people in different age category, who can share their understanding on their online purchase patterns. Out of the total respondents maximum of the people belong ted to age group of less than 25 years (55 percent), Nearly 33 percent belonged to age group of 26 to 35, 11 percent belonged to age group of 36 to 45 and only 2 percent belonged to age category of above 55. Similarly, it was found that these respondents were having an average range of income. Nearly 71 percent of the respondents were having an average family income of less than Rs. 30000 per month, nearly 17 percent are having income range of Rs. 30,000 to Rs, 60,000 per month, 8 percent respondents are having income range of Rs. 60,000 to Rs. 90,000 per month and only 4 percent are having income of more than Rs. 90,000. While surveying it was also found out that though all the respondents were acquainted with the online platforms of making purchases, but only 96 percent of them were using that in a regular mode.



Graph 1: Graph showing usage of online platforms by the respondent in Mumbai

From the above graph 1, it can be observed that respondents were making their purchases on more than one platform. However, it was also noted that Amazon users are larger as compared to any other platform. Nearly 77 percent respondents are shopping on Amazon. Apart from this, they also shop online on Flipkart (69 percent), Snapdeal (40 percent), Myntra (26 percent) and other platforms (11 percent).



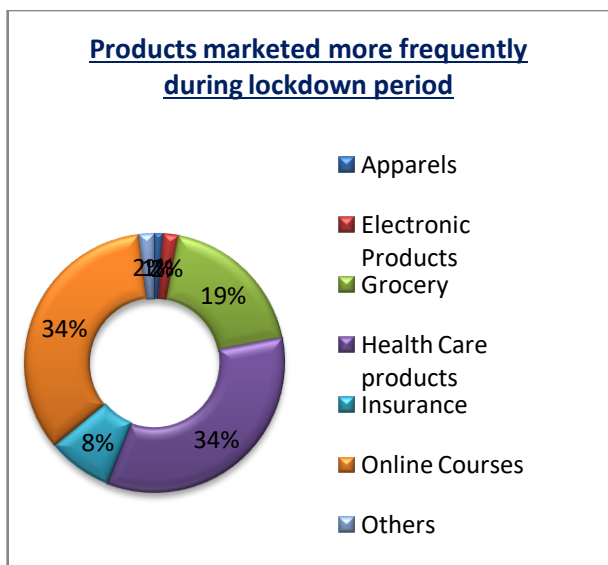
Graph 2: Graph showing the frequency of usage of online platforms in a month during the pandemic situation

The above graph 2 reveals the fact that people making maximum purchases online, since the pandemic situation. Only 23 percent respondents relied that they use these platforms for less than twice a month, 34 percent of the respondents believed that they use such platforms for 3 to 4 times a month, 30 percent said that they use it 5 to 6 times a month and remaining 13 percent use it for more than 7 times a month. By interviewing on telephone, it was noted that during the lockdown period, their usage of online platform have increased to double. They are using online platforms to save on their outdoor trips to retail shops and to even check what the new offers available to them are.

At the same time, the respondents were also asked on effectiveness of information of the products/ services and ideas, which are marketed through the social media. Nearly 47 percent respondents felt that they are able to understand each aspect of the product/ service/ idea they are willing to purchase. Due to competition on online marketing, the marketers are trying to bring out the best possible of their

efforts to retain their consumer base. In this attempt, they are furnishing all the information as far as possible, related to the products, so that the consumers do not switch over to other company in search of more information. By providing maximum information, the marketers are trying to stop the search of the consumers and purchase for their company itself.

Apart from this, nearly 66 percent of the respondents see that there is a change in the products/ services and ideas advertised by the social media marketers during the lockdown period due to Covid – 19 situations.



*Graph 3: Graph showing the products marketed more frequently during the lockdown period*

During the lockdown period, the most frequently marketed products/ services/ ideas included Health care products, as mentioned by 34 percent respondents and even online courses (34 percent respondents marked the same). They feel that due to the need of the hour, the most common commodities marketed were hand sanitizers, soaps, hand wash, cleaning agents, etc. It was very strange to see that the online educational and vocational courses were also marketed at its best during the lockdown period. Nearly 34 percent of the respondents are of the view that they having seen emerging aspects of online courses through webinars on social networking platform during the lockdown period. Apart from that as people were not able to step out of their house, the marketers thought that they could earn better

on profit margin if they are able to market the grocery online and sell it to the doorsteps of the consumers. Nearly 19 percent of the respondents felt that grocery are marketed frequently as compared to the non-pandemic situation, because, it is the most important need of the consumers during the pandemic situation. The luxurious items including apparels and electronic products are not much marketed during this period. One significant point which was noticed was that the insurances (both life as well as health) were not much marketed.

Finally it was inferred from the survey that social media marketing is considered safe from the point of view of the marketers. They are able to influence more than 50 percent of the respondents.

## 6. Recommendations

It can be recommended to the marketers to take maximum benefit of online platforms. Most importantly they need to place the ads which are more contextual and targeted. They need to see that the products/ services/ ideas are in real need and none of the other marketer is putting forward such products. Even if they come up with the very same product, their showcase of the features of the products needs to be more logical. The consumers do not at all like the advertisements which has meaningless base. Celebrity endorsements can be increased on a maximum scale, to attract the consumers. The advertisements need to be related to everyday life. Story ads can have more impact on consumers. The marketers can more frequently use the Facebook page for marketing their products/ services because that is the most frequently used platform. This will help the marketers to gain targeted conversations. With this they can even send personalised offers to their consumers. The display advertisements need to focus on the real aspects of daily life.

## 7. Conclusion

It can be concluded that online platforms or digital media has its own role to play in the modern day world, not only during the pandemic situation, but in general also. The most important aspect is that, in recent times, particularly in the city like Mumbai, people have limited time to go for retail shopping to

the stores. They prefer to make their purchases online, using advertisements from the social media platforms. They get to know the products/ services/ ideas they are in need of, through such platforms. Thus, with full information they are able to step in their purchase decisions. At the same time, it was seen that they are able to get specialised offers whenever they are using the channels regularly.

This adds up on their discounts. Gift coupons and vouchers are also available for them. It is possible for them to compare between the products, marketed by two different firms, thus enabling them to choose the best according to their requirement. All this simply denotes the fact that online channels are influencing the consumers to make the best purchasing decisions.

### References

1. Asma, G., & Misbah, M. (2018), "Impact of Social Media Marketing on Consumer Buying Behaviour – A study", *Research Review, International Journal of Multidisciplinary*, Vol. 3, Issue 6, ISSN – 2455-3085.
2. Deshpande, M. (2019), *The Impact of Advertisement on Consumer Buying Behaviour in Electronic Industry*", *International Journal of Scientific Development and Research (IJSDR)*, Vol. 4, Issue 12, ISSN: 2455-2631
3. Pallav, R. (2016), *Impact of Media Advertising on Consumer Buying Behaviour*", *International Journal of Research in Finance Marketing*, Vol. 6, Issue 9, pp 101-105, ISSN (O) 2231-5985
4. Haider, T., Shakib, S. (2018), "A Study on the Influences of Advertisement on Consumer Buying Behaviour", *Business Studies Journal*, Vol. 9, Issue 1.
5. Harshini, C.S. (2015), "Influence of Social Media ADS on Consumer Purchase Intention", *Technical Research Organization*, Vol. 2. Issue 10, ISSN: 2393-8374
6. Bokde, U., and Seshan, S. (2019), "To Study the Impact of Digital Marketing on Purchase Decision of Youth in Nagpur City", *International Journal on Advance Research, Ideas and Innovations in Technology*, Vol. 5, Issue 3, ISSN 2454-132X, Impact Factor 4.295