



---

## A STUDY ON ONLINE SHOPPING ATTITUDE WOMEN OF DELHI-NCR DURING COVID-19

Siddhant Rai, Dr. SK Bhogal

Department of Management,

Venkateshwara Open University, Itanagar, Arunachal Pradesh (India)

### ABSTRACT

Online shopping has grown to be a significant means of shopping. Covid-19 has taken online shopping to different level as due to various restrictions people have shifted to online shopping. The purpose of this article was to comprehend how Delhi-NCR women behaved when purchasing online in COVID-19. Women were randomly chosen from a variety of sectors for the sample. With the use of univariate analysis for percentage distribution, the analysis was completed. The association between demographic characteristics and the preference for online shopping for various demographic parameters was examined using a chi-square test. To examine the various factors affecting online shopping, a one sample t-test was conducted with a 5% significance threshold. The study was conducted using SPSS 25. It is clear from the article that women are more likely to select online shopping than offline buying during COVID-19.

*Keywords: women, online shopping, Covid-19*

### Introduction

Shopping is one of the most significant and frequent duties performed in every home. People continue to buy, no matter how well or poorly the economy is doing. Due to Covid-19 people may stop taking vacations, dining out, going to the movies, and other activities, but they will still need to purchase items like bread, fruits and clothing and other basic essentials, . Due to the busyness of modern life, people are hesitant to spend their time and energy shopping and further Covid-19 become the main reason to shift online purchasing. Typically, people were worried to go out during pandemic, fear of getting infected and lockdown which ultimately lead to online shopping. Consumers "typically dislike shopping; they have a wish to accomplish the activity as quickly as possible," claim Anckar et al. in their 2002 study. One of the



---

largest online retailers, Peapod.com, performed a survey that revealed that individuals dislike shopping almost as much as going to the dentist (Huang and Oppewal 2006), it further include covid-19 that shifted to online shopping due to various restrictions. Fortunately, e-development commerce's and invention have opened up new business opportunities. Consequently, online shopping is becoming more and more popular (Ankar et al. 2002). Due to the growing Internet connectivity, customers, and popularity of electronic shopping, business owners have recognised the potential of creating online storefronts which was very important during Covid-19. A number of sellers came up online as people were not going out during pandemic.

## **LR**

According to, innovations might be continuous, dynamically continuous, or discontinuous (Wu & Teng 2011). Discontinuous innovation, it should be noted, requires both the creation of a new product and a significant modification in consumer behaviour. Online shopping is debatably a discontinuous innovation (Hansen 2005), entailing a substantial change in behaviour: online shoppers forego the chance to socialise while doing their shopping at supermarkets and to inspect the quality of the groceries before making a purchase. The Brazilian Network Information Center (NIC.br) and Inveon participated in the UNCTAD and Netcomm Suisse eCommerce Association survey, which revealed a 6–10 percentage point rise in online purchases across the majority of product categories (COVID-19 has changed online shopping forever, survey shows 2020). As a result, there is a clear correlation between an innovation's rate of adoption and how its users see it. For instance: Due to their perceived convenience, consumers who are short on time are more inclined to accept online shopping. Despite the fact that customers usually visit numerous stores, "These same consumers frequently tell us they are time-pressed and want more convenience-oriented and added value services that will save them time," noted (Corbitt et al. 2003). Customers will value the benefits of online shopping, according to (Huang & Oppewal 2006), given the desire for convenience that was highlighted before and the expanding internet penetration rates. Researchers' opinions on whether or not foods are appropriate for internet buying have varied since the middle of the 1990s. Several experts predict that soon, supermarket shopping will offer a substantial business opportunity (Advisors 2014). Some people, however, reject the notion that shopping can be done successfully online (Ankar et al 2002).



---

## Aim

To understand the relationship between online shopping by women during and Covid-19.

To understand the relationship between **importance of social distancing and ease of navigation** for the women and online shopping during Covid- 19.

## Hypothesis

**H<sub>01</sub>**: There is no relationship between online shopping by women during and Covid-19.

**H<sub>02</sub>**: **There is** no relationship between **importance of social distancing and ease of navigation** for the women and onlineshopping during Covid- 19.

## Method

The paper used Google forms to collect primary data from Delhi-NCR women. Convenience sampling was used. The questionnaire questioned about demographics, shopping preferences, online shopping features, preferred brands, and issues women faced during Covid-19. The survey also questions why people don't shop online. 380 women took the survey.

Univariate analysis shows the percentage distribution of demographic characteristics, online shopping preference, purchasing frequency, and monthly food shopping spending.

Women's internet buying was tested using a T-test. Cross-tabulation using chi-square is used to evaluate demographics and online purchasing preference. One sample t-test is used to examine whether certain factors affect online shopping. Graphs are used to visualise outcomes. This study uses 5% significance. All analyses use Excel and SPSS 25.

## Results and discussions

**H<sub>01</sub>**: There is no relationship between online shopping by women during and Covid-19.

The sample's demographic details are shown in Table 1. respondents who are under the age of 40 make up 37.4%. The sample is composed of more married respondents than single respondents. Only 34.7% of respondents reported having a monthly income of over Rs. 50,000. Tables 2 indicate that more women chose to make their purchases online. **Therefore, first Hypothesis is rejected as it can be seen that women prefer online shopping during Covid-19.**



Characteristics		Percent	Frequency
<b>Age</b>	Less or equal to 40	37.4%	140
	40 and above	62.56	240
<b>Marital status</b>	Single	33.7	118
	Married	66.33	262
<b>Monthly Income</b>	Less than 50,000	65.3	244
	More that 50,000	34.7	136
<b>Total</b>			<b>380</b>

Preference	Percent	Frequency
Online	77.8%	265
Offline	22.2%	115
<b>Total</b>	100	380

### Factors affecting OnlineShopping

**Table3**, provides descriptions of the variables that influence online shopping during Covid-19. The majority of key aspects, according to 48% of women, are pricing, compared to 6% who think it doesn't matter. Only 5.8% of women believe that the ease of navigation has no bearing on online buying, according to 43.8% of these women it is important as during Covid-19 online shopping was very easy and safe. Only 1.2% of women believe that social distance has no bearing on internet shopping, compared to 54.2% who believe it is the most significant issue during Covid-19. According to **Table 4**,



every aspect has abig impact on online shopping. Therefore, hypothesis is rejected as there is importance of ease of navigation.

**Table 3: Descriptive of Factors Affecting OnlineShopping during Covid-19**

Factors	Most important	Important	Less important	Doesn't matter
Better Prices	118(46.9%)	107(48%)	20(6.1%)	18(7.1%)
Ease of Navigation	94(36.9%)	130(43.8%)	23(9%)	18(5.8%)
Product Variety	94(36.1%)	138(54.1%)	8(3.1%)	19(6.7%)
Peer Recommendation	28(10.2%)	84(33.2%)	69(28.1%)	78(29.6%)
Same Day Delivery	94(37.1%)	122(44.1%)	34(11.9%)	20(6.8%)
Social Distancing	134(54.2%)	105(41.2%)	15(4.1%)	6(1.2%)
Delivery Fee	72(27.1%)	109(42%)	51(20%)	29(11%)

**Table 4: Result of T-Test to Show Factors Affecting Significantly to Online Shopping**

Factors	t	df	p-value
Better Prices	37.3	299	<0.001
Ease of Navigation	38.5	299	<0.001
Product Variety	48.6	299	<0.001
Peer Recommendation	17.7	299	<0.001
Same Day Delivery	32.1	299	<0.001
Social Distancing	62.6	299	<0.001
Delivery Fee	22.8	299	<0.001



---

## Brand Choice

**Table 5**, displays the companies that working women prefer when doing their shopping online during Covid- 19. With 79.43% of the market, Amazon is the most popular brand for online shopping which saved the, from going out during Covid-19. The second most popular brand, chosen by 71.29% of women, is Amazon Fresh. With only 14.69% of the market for myntra, First cry is the least used forshopping.

<b>Brands</b>	<b>Percent</b>	<b>Frequency</b>
Amazon	79.43	202
Zomato	61.75	178
Flikart	42.78	108
JioMart	42.78	108
Amazon fresh	71.29	194
Myntra	13.55	34
First Cry	14.69	42

## Conclusion

In order to increase online shopping in India, this study has implications for the government, women, and Indian retail industry—in particular, e-commerce. The results of this survey will help retailers better understand customer intentions and operational needs. Women enjoy online shopping because it is convenient. This increases the appeal of online shopping. Women like discounts, simple navigation, a wide range of products, peer recommendations, delivery fees, and same-day delivery, the survey claims. In this study, every demographic variable—aside from income—affected consumers' preference for online shopping. Overall, during COVID-19, women are more likely to make online purchases.



## References

Advisors, T. (2014). KIT: Online Retail in India. [online] Business-standard.com. Available at: [http://www.business-standard.com/article/management/kit-online--retail-inindia-112040200065\\_1.html](http://www.business-standard.com/article/management/kit-online--retail-inindia-112040200065_1.html)

Anckar, B., Walden, P., & Jelassi, T. (2002). Creating customer value in online shopping. *International Journal of Retail & Distribution Management*, 30(4), 211–220.  
<https://doi.org/10.1108/09590550210423681>

Corbitt, B. J., Thanasankit, T., & Yi, H. (2003). Trust and e-commerce: a study of consumer perceptions. *Electronic Commerce Research and Applications*, 2(3), 203–215.  
[https://doi.org/10.1016/s1567-4223\(03\)00024-3](https://doi.org/10.1016/s1567-4223(03)00024-3)

*COVID-19 has changed online shopping forever, survey shows.* (2020, October 8). UNCTAD.  
<https://unctad.org/news/covid-19-has-changed-online-shopping-forever-survey-shows>

Hansen, T. (2005). Consumer adoption of online buying: a discriminant analysis. *International Journal of Retail & Distribution Management*, 33(2), 101–121. <https://doi.org/10.1108/09590550510581449>

Huang, Y., & Oppewal, H. (2006). Why consumers hesitate to shop online: An experimental choice analysis of shopping and the role of delivery fees. *International Journal of Retail & Distribution Management*, 34, 334–353.

Wu, Y.-J., & Teng, W.-G. (2011). An enhanced recommendation scheme for online shopping. *2011 IEEE 15th International Symposium on Consumer Electronics (ISCE)*.