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**A study of consumer purchasing behavior towards online shopping: a case
study of Gujarat state during COVID – 19 pandemics**

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Abstract

The current paper is center around consumer purchasing behavior towards online shopping during COVID- 19 pandemic. The development pace of India's online shopping industry is intriguing. The increasing swelling rate and more slow financial development as of late has not gotten away the presentation of online shopping industry in India. In today situation there is different strategy to buy any item structure any shop. However, as per prerequisites individuals utilize different online shopping locales to buy any item. Thus, as COVID-19 first hit in quite a while, individuals got frightened to go out from their homes and furthermore influence monetary sculptures of consumer on the grounds that, to them, it's a dread of COVID-19. They even wonder whether or not to go out to purchase merchandise. Frenzy purchasing additionally has seen and to keep away from this dread of COVID-19, individuals are offering inclinations to the Online shopping destinations to purchase fundamental merchandise and a few clients are new which joined to purchase fundamental products during this Pandemic Lockdown period. Numerous clients are moving their purchasing behavior from disconnected retail locations to online stores. As dependent on its prerequisites as a specialist I covered all the market at Gujarat state level in which I dissected about different factor which are utilized in online shopping reason. Item association, Web abilities, difficulties, and utilization of significant worth added search components all altogether affect the Web consumer. A survey based observational investigation is utilized to test online shopping behavior of consumer during covid 19 pandemic. It has additionally made an endeavor to get data about the extent of progress in online shopping site.

Key word: *Online shopping customer, COVID-19 pandemic, GDP, Internet usage, online consumer behavior.*

1.1 Introduction

Online shopping introduces to the way toward buying items or administrations through the web. The cycle comprises of five stages like those related with conventional shopping behavior. In the regular online shopping measure, when probable consumers

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perceive a requirement for some product or administration, they go to the web and quest for need related data. Notwithstanding, as opposed to looking effectively, on occasion potential consumers are drawn in by data about items or administrations related with the felt need. They assess choices and pick the one that best accommodates their rules for meeting the felt need. At long last, an exchange is directed and post deals administrations gave. Online shopping mentality alludes to consumer's mental state as far as making buys on the web Chang, M., K., Cheung, W., Lai, V., S. (2005).

No doubt that the internet has been influencing our lives deeply in which it plays an important, indispensable and irreplaceable role. Online shopping has become a popular and easy way for customers. This new advanced type of shopping brings a great number and also wide range of merchandise to consumers. It also offers a huge market and numerous business opportunities. Online consumer behavior became a contemporary research area with an increasing number of researches. The internet has brought a sweeping revolution in the way we shop or buy products today. With the advent of internet, online shopping becomes popular and most preferred by certain segment of consumers for products like travel, books, music, gadgets etc. Today companies have entered this online space to tap its enormous potential. Players like flipkart, Amazon, Snap deal, Myntra to name a few are very active in this space. These are very aggressive in attracting young population by offering convenience, choice, better bargain and speed of buying. On the demand side, consumers are time pressed. With more and more consumers becoming increasingly familiar with internet and its benefits, online shopping is gaining popularity and preference among the set of consumers who seek better value proposition when compared to offline shopping in terms of information, convenience, cost, and choice.

Additionally in the present time Due to the overall COVID-19 pandemic it likewise changes the shopping behavior of consumer. To stop the COVID-19 pandemic, legislatures of virtually every one of the nation's successfully carried out lockdown in their separate nations. Every one individual all throughout the planet were limited in their homes and likewise, their separate work places were closed down. Also, all the business places were approached to

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close and were exhorted not to work together until next declaration. This was the first run through when every one of the sorts of business was all around the world requested to close down for inconclusive time span. It caused ruin in the business market and made the entire business local area flimsy. (Queiroz et al., 2020). As a result of that individuals pause and attempt to keep away from public get-together, change the need rundown of product(perspective) for shopping, attempt to keep up friendly distance, it additionally harms the GDP development of country and the have adverse consequence in consumer monetary sculptures. So, on account of those explanation online shopping get space to saved it degree and it happened likewise in light of the fact that clients are getting their item at their own accommodation, saving of time, setting aside of cash and no compelling reason to go out said. That thing thinks about the development statics additionally Indian GDP isn't doing acceptable yet online shopping market is on development track.

1.2 Current scenario of online shopping in India

India is a place with huge youthful generation populace. India had a populace of 1.39 billion in January 2021. Out of which 48.0% of India's populace is female, while 52.0% of its populace is male and 35.2% of India's populace lives in metropolitan centers, while 64.8% lives in rustic areas. Because of high populace development rate India draws in such countless players to retail market. Indian retail industry has emerged as one of the most unique and high-speed industries due to the entry of several new players. Complete utilization expenditure is expected to reach nearly US\$ 3,600 billion by 2020 from US\$ 1,824 billion of every 2017. It represents over 10% of the nation's (GDP) and around 8% of the employment. India is the world's fifth-largest worldwide destination in the retail space. Indian retail industry has emerged as one of the most powerful and speedy industries due to the entry of several new players. All out-utilization expenditure is expected to reach nearly US\$ 3,600 billion by 2020 from US\$ 1,824 billion out of 2017. It represents over 10% of the nation's (GDP) and around 8% of the employment. India is the world's fifth-largest worldwide destination in the retail space. India ranked 73 in the United Nations Conference on Trade and Development's Business-to-Consumer (B2C) E-commerce Index 2019. India is the

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world's fifth-largest worldwide destination in the retail space and ranked 63 in World Bank's Doing Business 2020. India is the world's fifth largest worldwide destination in the retail space. In FDI Confidence Index, India ranked 16. Additionally, as per Forrester Research, in 2020, India's retail sector was estimated at US\$ 883 billion, with grocery retail representing US\$ 608 billion. The market is projected to reach ~US\$ 1.3 trillion by 2024. (Source <https://www.thehindubusinessline.com/info-tech/pandemic-tailwinds-push-e-commerce-growth-estimate-to-40-in-2020/article32620816.ece>)

One more factor, that why Indian retail market has huge freedom is the festive season of India. As compared to world India have huge variety of festivals. Festivals like that all relatives are together at home, excursions and shopping. India stands united in its collective obsession of going on a binged shopping spree during the festive season. Also, because of the mega sales like Amazon's Great Indian Festival, Flipkart's Festive Dhamaka Days, Myntra's End of Reason Sale and, of course Diwali and the impending Christmas sale, people have enough and more reasons to splurge. For retailers festive season is like the golden period, which has the highest potential to help their revenue.

However, as current scenario during COVID-19 pandemic is going everywhere on the world. All populace of India is for the most part remaining in their home and a large portion of work is grinding away from home scenario. People are avoided to go out said with no specific reason and it likewise affects people monetary statues negatively. Our country GDP is quite less acceptable. Our central government declared the Gross Domestic Product (GDP) development for the monetary year 2020-21 at - 7.3% as compared to 4.0% in 2019-20. The announcement from the Center comes as it tries to revive an economy battered by the COVID-19 pandemic. In the midst of a nationwide lockdown in 2020, the primary quarter (April-June) had seen a compression of 24.4% while the second quarter (July-September) saw a withdrawal of 8%. Commenting on the figures, Chief Economic Adviser (CEA) KV Subramanian said that the development was affected constantly wave of the pandemic. "The momentum of GDP development has been affected constantly wave. Indian economy grew 1.6% in Quarter 4 of the monetary year 2020-21. Entire year GDP withdrawal remains at

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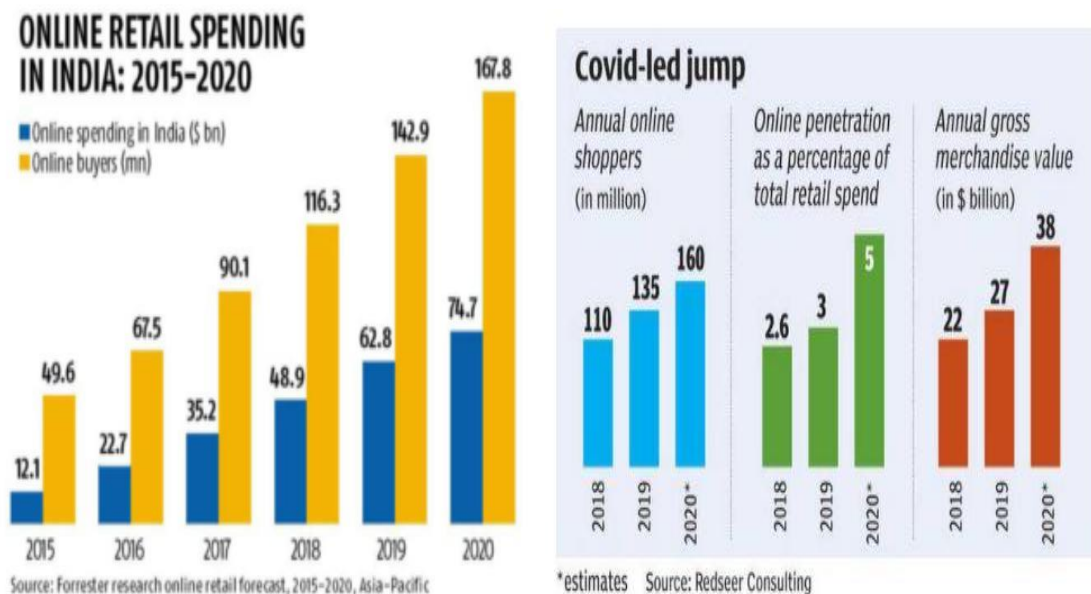
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7.3%," yet during that time phase internet user reached at 624.0 in January 2021 and mobile users reached at There were 1.10 billion in January 2021. (Source <https://www.thequint.com/news/india/gdp-growth-for-financial-year-2020-21-government#read-more>,<https://retail.economicstimes.indiatimes.com/re-ales/how-indian-retailers-can-make-the-most-of-the-festive-season/3336>)

While that all variables have positive effect on online shopping in India. Consumers are started filtering toward customary shopping behavior to online shopping. Huge populace, festive season, monetary statues, COVID-19 pandemic, increasing internet connectivity and more users of mobile phone had effects consumer online shopping behavior it clear seen that consumers are moving towards online shopping. The huge players of online shopping market very well know the chance and increase their investment in it.



(Source <https://www.thehindubusinessline.com/infotech/pandemictailwindspushes-commerce-growth-estimate-to-40-in-2020/article32620816.ece>,
<https://www.proschoolonline.com/blog/top-5-reasons-why-india-is-a-hot-e-commerce-destination>)



1.3 REVIEW OF RELATED LITERATURE

Booz & Company (2011) Prior investigations gave a lot of consideration to this theme in created countries where web entrance is high and customers are exceptionally advanced. Among these components the danger impression of clients was exhibited to be the primary discriminator between individuals purchasing on the web and individuals not accepting on the web. Other separating factors: command over and accommodation of the shopping interaction reasonableness of product, client support and usability of the shopping site. It incorporated a few pointers, having a place with four significant classes: the worth of the item, the shopping experience, the nature of administration offered by the site and the danger impression of web retail shopping. Customer's mentality towards internet shopping influences their purchasing choices.

Morris (2013) led an investigation on 'More Consumers Prefer Online Shopping' Shoppers progressively need what's known as a "consistent omnichannel experience," which means one in which retailers permit them to consolidate on the web and physical perusing, shopping, requesting and returning in whatever combo they might want.

Aneesh Reddy (2020) Aneesh Reddy disclosed that because of the COVID-19 pandemic, the manner in which we work has completely changed, the manner in which we used to shop and speak with individuals. Individuals are simply going out just to purchase fundamental things from the retail locations and ledge they are stressed to go out to purchase fundamental divine beings since they are continually stressed over getting tainted. Reddy said that as indicated by trifecta, because of a less expensive 4G organization and continually expanding customer abundance, Indian EE-business is required to develop to US\$200 billion by 2026. However, these projections depended on the pre-covid19. However, as COVID-19 hit India, the flooding interest of online business for as long as couple of months is high to the point that the internet business industry could hit \$200 billion a whole lot sooner.

PTI, (the press trust of India ltd.) (2020) The studies done have assessed that the pandemic breakdown and lockdown will acquire significant changes how the Indian

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consumers going to purchase merchandise or their purchasing behavior. In the event that fundamental items are discussed, there will be a significant shift from 46% to about 64% in online shopping in the following 6-9 months. Additionally, when contrasted with 59% of consumers, around 46 % of consumers will purchase from actual stores. A review led showed that almost 74% of consumers like to purchase online post the lockdown.

Yatti Soni (2020) even before the Covid-19 pandemic lockdown, e-commerce becoming the need every household. Due to the pandemic now, e-commerce is just providing the essential merchandise so consumers feel safer and not be fearful to go out to purchase essential products from retail stores. As indicated by CapGemini's research on consumer sentiment, this report states that the consumer of e-commerce will increase from 46% to 64% over the next to nine months.

1.4 Objective of Study

The primary objective of the study is to understand the online buying behavior of consumers of Gujarat state during COVID-19 pandemic in India. Current investigation has attempt to understand the acceptance of online shopping among consumers and attempt to understand the consumer's fulfillment level of online shopping. It has additionally made an attempt to get data about the scope of improvement in online shopping website. The objective of the investigation is destined to provide useful data to marketing professionals to develop a better marketing strategy to support online shopping in Indian retail market.

1.5 Data collection

The current research paper has been based on both primary and secondary data base. The primary data has collected on the bases of simple random sampling method. For that the structured questionnaire was designed and responses were collected with the help of Google forms. The secondary source of data was collected with the help of different type of magazines, articles, newspapers and news channels.

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1.6 Research methodology

For current research paper theoretical data collected from secondary sources as motioned in data collection method. Focusing the objective of the present study, a survey was conducted with the help of a structured questionnaire to collect primary source of data about a study of consumer purchasing behavior towards online shopping: a case study of Gujarat state during COVID -19 pandemic. The structured questionnaire was designed to collect information about demographic profile of the respondents such as age, gender, occupation and education. In addition to this, various questions related to the experience of internet usage during COVID – 19 pandemics, the purpose of using Internet, types of products purchased online, factors affecting consumer behavior while online shopping etc. were asked from the respondents. Considering the time and budget constraints, the data was collected from Gujarat region of India. Convenience sampling methods was used and questionnaires were got filled by email and personal interview methods. A target of 120 respondents was set, but many of the respondents provided half completed questionnaires therefore only 110 questionnaires were entertained for final analysis and data interpretation. Even out of these 110 respondents, some of the respondents did not answer 2-3 questions and the same has been mentioned at the time of analysis of data. So finally, out of 110, 100 questionnaires were selected as final selected sample. Simple charting and tabulation tools are used to understand the behavior of the respondents for online shopping. The following table gives a depiction of demographic profile of the respondents’

Demographic Features	Number of Respondents
Gender	
Male	60
Female	40
Age	
18-25	26
26-36	33

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37-47	12
48-58	24
59-70	5
Education	
Up to 10 th	2
12 th or equivalent	11
Graduate	40
Post- graduate	38
Other (Ph. d, C.A., B.E, etc)	9
Occupation	
Full time employee	63
Part time employee	8
Housewife	7
Retied	5
Student	12
Unemployed	5
Annual Income	
Less than 50,000	24
50,000 to 200,000	23
200,001 to 400,000	22
400,001 to 600,000	16
More then 600,000	15

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1.7 Analysis and Interpretation.

<p>From how many years are you using internet for shopping?</p> <p>The study has shown that the maximum sample population has an experience of using internet for shopping more than 4 years but 22.1% of people just resent joint internet for shopping for 1 to 2 years. Only 14% of people surveyed have an experience of less than a 1 year.</p>	<table border="1"> <caption>Internet Usage Experience Data</caption> <thead> <tr> <th>Experience</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>less than 1 year</td> <td>14%</td> </tr> <tr> <td>1 to 2 years</td> <td>22.1%</td> </tr> <tr> <td>2 to 3 years</td> <td>14%</td> </tr> <tr> <td>3 to 4 years</td> <td>11.6%</td> </tr> <tr> <td>more than 4 years</td> <td>38.4%</td> </tr> </tbody> </table>	Experience	Percentage	less than 1 year	14%	1 to 2 years	22.1%	2 to 3 years	14%	3 to 4 years	11.6%	more than 4 years	38.4%
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<p>How much do you agree that you use internet for product information before actual purchase?</p> <p>More than half of survey respondents (53.5%) have been agreed that they use internet for product information before actual purchase. So negligible 1.1% sample respondents have been strongly disagreeing with statement.</p>	<table border="1"> <caption>Agreement Levels Data</caption> <thead> <tr> <th>Agreement Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Strongly agree</td> <td>29.1%</td> </tr> <tr> <td>Agree</td> <td>53.5%</td> </tr> <tr> <td>Neither agree nor disagree</td> <td>14%</td> </tr> <tr> <td>Disagree</td> <td>1.1%</td> </tr> <tr> <td>Strongly disagree</td> <td>1.1%</td> </tr> </tbody> </table>	Agreement Level	Percentage	Strongly agree	29.1%	Agree	53.5%	Neither agree nor disagree	14%	Disagree	1.1%	Strongly disagree	1.1%
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<p>How much do you agree that you buy products from online stores or websites during COVID-19 pandemic?</p> <p>The maximum number of study respondents 52.9% has been agreeing that they avoided to go out said during COVID-19 for shopping and moved to online shopping.</p>	<table border="1"> <caption>Agreement Levels Data</caption> <thead> <tr> <th>Agreement Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Strongly agree</td> <td>13.8%</td> </tr> <tr> <td>Agree</td> <td>52.9%</td> </tr> <tr> <td>Neither agree nor disagree</td> <td>25.3%</td> </tr> <tr> <td>Disagree</td> <td>3.8%</td> </tr> <tr> <td>Strongly disagree</td> <td>1.1%</td> </tr> </tbody> </table>	Agreement Level	Percentage	Strongly agree	13.8%	Agree	52.9%	Neither agree nor disagree	25.3%	Disagree	3.8%	Strongly disagree	1.1%
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<p>Which products are likely to be on your online shopping list? (top 5)</p> <p>Top most online purchased item has been electronics goods with 68.6% and less purchased product has been furniture only with 4.7% as per survey respondents.</p>	<table border="1"> <thead> <tr> <th>Product Category</th> <th>Count</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Electronics (mobile, T.V., lap...</td> <td>59</td> <td>68.6%</td> </tr> <tr> <td>Beauty products</td> <td>38</td> <td>44.2%</td> </tr> <tr> <td>Books</td> <td>33</td> <td>38.4%</td> </tr> <tr> <td>Home appliances</td> <td>28</td> <td>32.6%</td> </tr> <tr> <td>Essentials</td> <td>28</td> <td>32.6%</td> </tr> <tr> <td>Travel tickets</td> <td>34</td> <td>39.5%</td> </tr> <tr> <td>Handloom & handicrafts</td> <td>7</td> <td>8.1%</td> </tr> <tr> <td>Insurance</td> <td>9</td> <td>10.5%</td> </tr> <tr> <td>Furniture</td> <td>4</td> <td>4.7%</td> </tr> <tr> <td>Toy and games</td> <td>15</td> <td>17.4%</td> </tr> <tr> <td>Entertainment</td> <td>19</td> <td>22.1%</td> </tr> <tr> <td>Fashion (men, woman and...</td> <td>53</td> <td>61.6%</td> </tr> </tbody> </table>	Product Category	Count	Percentage	Electronics (mobile, T.V., lap...	59	68.6%	Beauty products	38	44.2%	Books	33	38.4%	Home appliances	28	32.6%	Essentials	28	32.6%	Travel tickets	34	39.5%	Handloom & handicrafts	7	8.1%	Insurance	9	10.5%	Furniture	4	4.7%	Toy and games	15	17.4%	Entertainment	19	22.1%	Fashion (men, woman and...	53	61.6%
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<p>Do you think that online shopping is more relaxing during COVID-19 pandemic as compared to offline shopping?</p> <p>It is one of the important factors that encourages for online shopping during COVID -19. The survey Conducted showed that 41.4% majority of the respondents were agreed to this reason and 20.7% respondents were strongly agree with it.</p>	<table border="1"> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Strongly agree</td> <td>20.7%</td> </tr> <tr> <td>Agree</td> <td>41.4%</td> </tr> <tr> <td>Neither agree nor disagree</td> <td>31%</td> </tr> <tr> <td>Disagree</td> <td>3.1%</td> </tr> <tr> <td>Strongly disagree</td> <td>2.1%</td> </tr> </tbody> </table>	Response	Percentage	Strongly agree	20.7%	Agree	41.4%	Neither agree nor disagree	31%	Disagree	3.1%	Strongly disagree	2.1%																											
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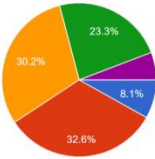
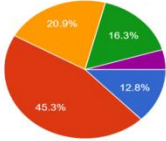
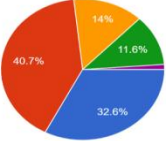
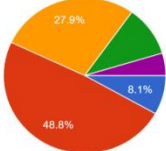
<p>Which type of mode of payment do you prefer during online shopping?</p> <p>Still the people trues on cash on delivery method with 57% and secondly on credit or debit card with 36% as per research survey.</p>	<ul style="list-style-type: none"> ● Cash on delivery ● Credit card or debit card ● Net banking ● other
<p>Have you ever felt any type of financial risk during online shopping?</p> <p>The survey showed that 45.3% respondents were agreed and 11.6% percent respondents were found strongly agreed. Only 5.7%percent respondents were found strongly disagreed to this statement. So it has seems that somehow population fill financial risk during online shopping.</p>	<ul style="list-style-type: none"> ● Strongly agree ● Agree ● Neither agree nor disagree ● Disagree ● Strongly disagree
<p>Have you ever felt any type of product quality risk during online shopping?</p> <p>As per the survey respondents 48.8% have been agree and 16.3% survey respondents have been strongly agree. So majority of them fill product quality risk during online shopping.</p>	<ul style="list-style-type: none"> ● Strongly agree ● Agree ● Neither agree nor disagree ● Disagree ● Strongly disagree
<p>Do you think that do get detailed product information during online shopping?</p> <p>Majority of survey respondents 60.5% agreed that they have got detailed product information during online shopping.</p>	<ul style="list-style-type: none"> ● Strongly agree ● Agree ● Neither agree nor disagree ● Disagree ● strongly disagree

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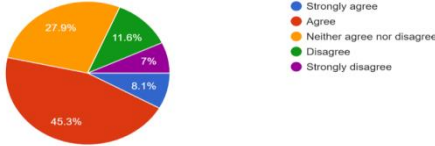


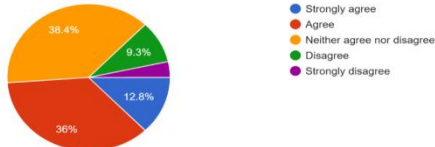
<p>Have you ever felt any type of non-delivery product risk during online shopping?</p> <p>In study this statement got mixed respond, that 32.6% survey respondents have risk of non-delivery of online shopping product and 23.3% survey respondents have disagree with statement.</p>	 <ul style="list-style-type: none"> ● Strongly agree ● Agree ● Neither agree nor disagree ● Disagree ● Strongly disagree
<p>Have you ever felt any type of wrong selection of website risk during online shopping?</p> <p>Majority of survey respondents with 45.3% have felt that wrong selection of online shopping website is risky.</p>	 <ul style="list-style-type: none"> ● Strongly agree ● Agree ● Neither agree nor disagree ● Disagree ● Strongly disagree
<p>Do you think that return policy of order is effective in online shopping?</p> <p>Greater number of survey respondents have 40.7% agree and 32.6% survey respondents have strongly agree that return policy of order is effective online shopping.</p>	 <ul style="list-style-type: none"> ● Strongly agree ● Agree ● Neither agree nor disagree ● Disagree ● Strongly disagree
<p>Are you getting personalized product from online shopping?</p> <p>Enhancement of online shopping has one reason that person get personalized product as they want. 48.8% of survey respondent agree with statement and only 11.5% survey respondent disagree with statement.</p>	 <ul style="list-style-type: none"> ● Strongly agree ● Agree ● Neither agree nor disagree ● Disagree ● Strongly disagree

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<p>Do you get any type of customer services or after sales services from online seller?</p> <p>Now day's online seller also provides after sales services to customer and 45.3% survey respondent also agree with it and still 11.6% disagree with statement.</p>	
<p> </p>	<p> </p>
<p>Due to online shopping are you getting large number of product options?</p> <p>No doubt that majority of research respondent 60.5% agree and 29.1% research respondent strongly agree that they have got large number of product options due to online shopping</p>	
<p> </p>	<p> </p>
<p>Do you think that tracking ability of your online shopping order is important feature?</p> <p>Majority of survey respondents have satisfy with online tracking ability of shopping as 44.2% respondents have strongly agree and 41.9% respondents have agree with statement.</p>	
<p> </p>	<p> </p>
<p>Have you got prompt response from online shopping website for any type of reporting for fraud?</p> <p>36% of survey respondents have agree with statement , but 38.4% survey respondents have neither agree nor disagree that they got any type of response for any type of reporting for</p>	

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fraud.													
<p>Do you think that online shopping is future of shopping?</p> <p>Great majority of survey respondents have agree with 39.5% and 30.2% strongly agreed that online shopping is future of shopping.</p>	<table border="1"> <caption>Survey Results for Online Shopping Future</caption> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Strongly agree</td> <td>30.2%</td> </tr> <tr> <td>Agree</td> <td>39.5%</td> </tr> <tr> <td>Neither agree nor disagree</td> <td>19.8%</td> </tr> <tr> <td>Disagree</td> <td>9.3%</td> </tr> <tr> <td>Strongly disagree</td> <td>0.2%</td> </tr> </tbody> </table>	Response	Percentage	Strongly agree	30.2%	Agree	39.5%	Neither agree nor disagree	19.8%	Disagree	9.3%	Strongly disagree	0.2%
Response	Percentage												
Strongly agree	30.2%												
Agree	39.5%												
Neither agree nor disagree	19.8%												
Disagree	9.3%												
Strongly disagree	0.2%												

1.8 Conclusion

The current survey is descriptive in nature and it has made an effort to understand the behavior of consumers of Gujarat state towards online shopping during COVID-19 pandemic. Though factual significance of different parameters has not been analyzed yet the generalized results outcome through data investigation has given clear sign of increasing significance of online stores in the life of people. The online shopping is frequently visited by the consumers. The luxury and convenience gave by these stores to 24 into 7 has made extremely simple shopping for consumers worldwide. The analysis discussed in the above segment has documented that the Indian customers are likewise getting habituated to the online shopping and they do like different features of online shopping as by rest of the world. However, the estimations available have shown that Indian market is as yet not a completely developed market for e-shopping stores. There is massive scope of web-stores in different areas and in practically every one of the segments. The vast majority of population is the biggest fascination of this industry and they may contribute significantly to the development of online shopping in India. Most of internet users are youngsters, most of labor and products demanded are related to just this segment. Also, a huge population move toward online shopping due to COVI-19 pandemic. The present study has several implications for business strategists. Considering the empirical evidences of the present study it can be concluded that,

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As per Demographic respondent of survey majority of response are received from male, 18 to 36 years age group, graduate and post – graduate, full time employee and annual income of 50,000 to 400,000.

1. The e- commerce market has a great potential for youth segment. As the usage of mobile internet increase, it tends to be easily identified that greatest number of respondents of online shopping are in age group of 18 to 25 and 26 to 36 years with on and average annual income to 50,000 to 200,000. Those age group survey respondents have been more comfortable with online shopping. So, for online seller that age group is good opportunity for business spread.
2. The online purchasing behavior during COVID-19 pandemic of consumer can be discovering through the survey. As the outcome of survey shows that, still majority of people believe on cash on delivery and secondly on debit or credit card payment method. Also, they are using online shopping but, somehow they also have fare of financial risk, product quality risk, selection of wrong website risk and at smaller amount non- delivery of product risk also. By focusing on different components identified in this examination, the corporate can make their marketing strategies in better manner. It will help to convert their potential customers into active customers. By improving the financial safety in payment method, giving more secured payment choices, improving brand product, authentication of web site and timely delivery of the merchandise with better bundling can further lift the demand of different items and services through web stores.
3. The market segments like electronic goods, fashion and books are top 3 on online shopping list as on focusing on those items on can enhance and improve its business spread.
4. With the help of study, it identified that due to COVID-19 pandemic majority of respondents sifted to online shopping and they also avoid going out and filling relaxing online shopping as compared to offline shopping. So now people are rutting towered online shopping due to COVID -19 pandemic and that time face is golden opportunity for online seller to attract and make then long-term online consumer. Online seller should work on their business to consumer strategy and try to improve it.

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5. As per the discovery of survey it's clear that online shopping has bright future and that e-commerce industry has a huge scope of development.

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