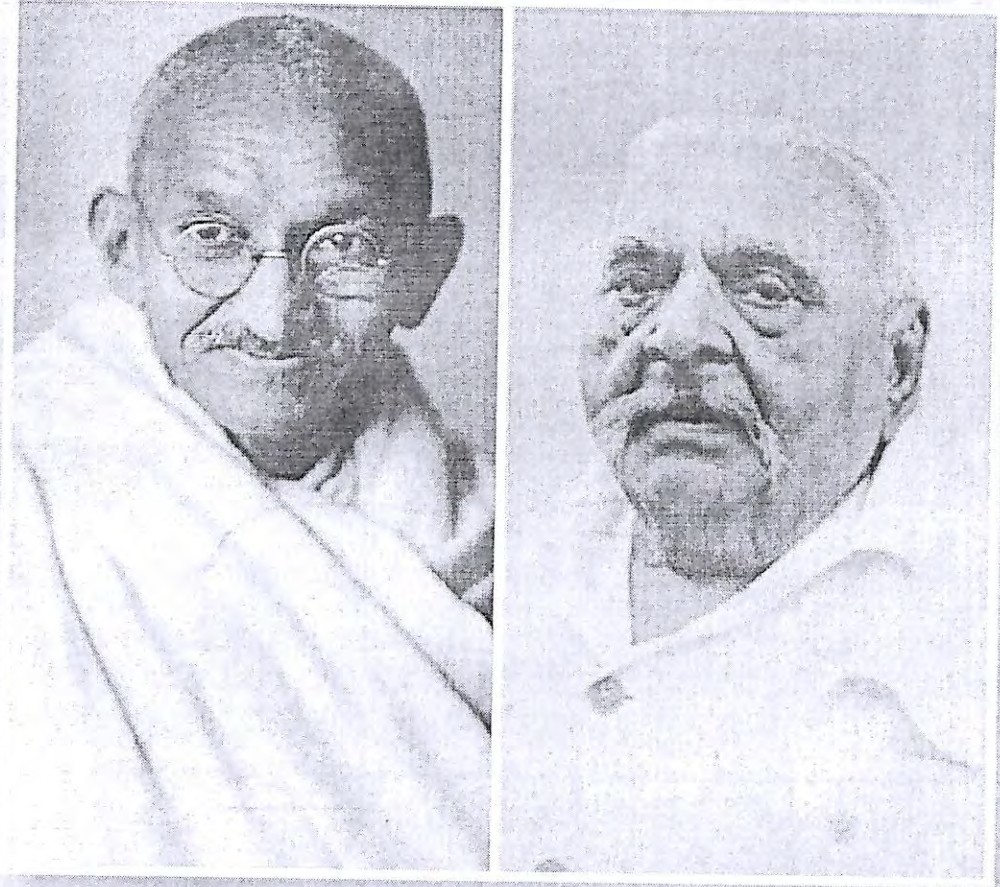


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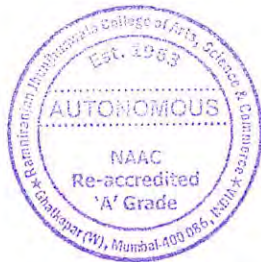
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Analysis on Consumers Online Buying Behavior of Essentials during COVID 19 in Central Suburbs of Mumbai

Ms. Janhavi Rao

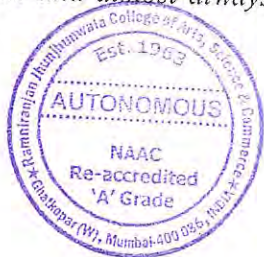
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Abstract

COVID 19 has created an opportunity to study the buying behavior of online shoppers towards purchase of essentials. The researcher has identified that there have been very significant factors that has led to change in the buying behavior of consumers during COVID 19. They are willing to experience and try new technology. Therefore, the consumers are showing more interest in online shopping. However, they face issues like unable to touch and feel products, order takes several days to deliver, shipping costs are often excessive, poor after sale service, return of product is difficult, lack of access of require technology, perceived risk of electronic shopping, security of online transactions, computer literacy and use of credit card etc. Based on the above identified few problems, the researcher has attempted to identify the consumers buying behaviour of essentials during COVID 19. The online survey was designed to collect information about demographic profile of the respondents such as age-group, gender group, qualification, occupation and household monthly income. In addition to this, various questions related to the online buying behaviour of essentials during COVID 19 and challenges faced by consumers while buying essentials online were asked from the respondents through online questionnaire. Convenient non-probability sampling method has been adopted in this study to acquire data from respondents in Central suburbs of Mumbai city. The researcher has targeted 200 respondents belonging to different age-group, gender group, qualification, occupation and household monthly income with various experience in online shopping and 193 participated in the online survey. However, after sorting 153 useful and valid responses were used for further analysis. Accumulated data were analyzed through Microsoft Excel and SPSS. The researcher has identified that most of the consumers never prefer to shop food from restaurants during COVID 19 pandemic, sometimes prefer to shop Daily household essentials during COVID 19 pandemic, never prefer to shop fruits and vegetables and almost always prefer to shop groceries essentials during COVID 19 pandemic.



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