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## A STUDY OF OFFLINE AND ONLINE SHOPPING DURING AT COVID-19

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### ABSTRACT

The covid-19 made the Impact in of online and offline shopping during at covid-19 in a Chennai region. This project about the online and offline shopping proplems faced in a pandemic situation. And also in a pandemic lockdown we faced some circum satances in pandemic. Our needs of stocks will be important to life. In a lock down we can t go out of a home because of a virus. And also we need food products and other products to survive at the stay at home. But also we had proper safety percations by a stores and we had some problems. The online also we be had same of situation like a some shipping products will be not delivery at time. Its also we faced some issues in our pandemic lock down this project will be anlaysis the customers view of online and offline shopping at the lock down period and also after lockdown. The study used SSPSS analytical tools such as correlation, ANOVA and independent T-test. This tool is used and found that issues in a shopping way. Finally the result showed that in this pandemic situation most of the offline is preferred

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## CHAPTER – 1

### INTRODUCTION

#### 1.1 INTRODUCTION:

shopping. The only way to shop was to leave your home and visit a store. But the invention of the internet has created a paradigm shift of the traditional way people shop. Earlier people used to shop traditionally, like you can just go to the store or shopping centre or and buy what you need. But now day's consumer is no longer bound to opening times or specific locations more and more numbers consumers are becoming active at virtually any time and place and purchase products and services. With the rapid development of internet and network technology, electronic commerce and e-marketing has been formed and development gradually, thereby forming new business model and business chance which exerted an important influence on the country's economic future development and international competitiveness. E-shopping has been a growing phenomenon in all four corners of the world, in particular amongst countries possessing highly developed

In Offline shopping, you simply take a ride in your car to your favorite shopping centre or store and buy what you want or need. You can pay cash or use credit card. In some instance you can pay with a check. You do get the opportunity to see the product before you purchase it and you can keep an eye on your credit card if you decide to pay with it. Faced with a significant shock, economic agents must adapt. The nature of that adaptation, and the degree to which adaptation may limit the impact of the shock, is of great importance for the resiliency of the economy as well as being of inherent interest. This paper studies this aspect of consumer behaviour in the context of one of the most significant economic shocks that has been observed, the restrictions imposed in response to the COVID-19 epidemic, using an exceptionally rich and detailed data set of French consumer transactions, both online and point-of-sale. can be defined as a form of service exchange that prevents direct contact with providers and consumers, such as restaurant kiosks, VR (Virtual Reality) shopping, chatbots, and other apps with high technology aspects. The most representative forms of untact services are the kiosks at McDonalds, KFC, and multiplexes. Furthermore, mobile food delivery apps, such as Baedal Minjok and Yogiyo, have become increasingly popular in South Korea (hereafter Korea) which is the subject of the current study. The popularity of untact marketing can be attributed to the following factors: an increase in the number of single person households; changes in the population and demographics of consumers; changes in the social climate; and other external factors, such Untact as the COVID-19 pandemic. Recently, the COVID-19

## 1.2 INDUSTRIAL PROFILE

### 1.2.1 ONLINE SHOPPING:

Alternative names for the activity are "e-tailing", a shortened form of "electronic retail or "e-shopping", a shortened form of "electronic shopping". An online store may also be called an e-shop, e-store, Internet shop, online store, online storefront and virtual store. Mobile commerce (or commerce describes purchasing from an online retailer's mobile device-optimized website or software application (app). These websites or apps are designed to enable customers to browse through a companies' products and services on tablet computers and smartphones.

The e-commerce was a electronic commerce the buying and selling of goods through transmission of data. The e-commerce has changed the way in a society sells goods and services. E-commerce has become one of the most popular method of making money online and an attractive opportunity for investors to e-commerce, covering the reasons for its popularity the main distribution models and a comparison of the major e-commerce platforms available. E-commerce and online shopping are often used interchangeably but at its core e-commerce is much concept for doing business online

In a covid-19 the online shopping will be had faced some problems. In a covid-19 the online shopping totally closed because of a lockdown period. And after some restriction in a lock down the online portal will be start they work but had some problems had also face it

Online customers must have access to the Internet and a method of payment in order to complete a transaction. Generally, higher levels of education and personal income correspond to more favorable perceptions of shopping online. Increased exposure to technology also increases the probability of developing favorable attitudes towards new shopping channels

The marketing around the digital environment, customer's buying behaviour may not be influenced and controlled by the brand and firm, when they make a buying decision that might concern the interactions with search engine, recommendations, online reviews and other information. With the quickly separate of the digital devices environment, people are more likely to use their mobile phones, computers, tablets and other digital devices to gather information. In other words, the digital environment has a growing effect on consumer's mind and buying behaviour. In an online shopping environment, interactive decision may have an influence on aid customer decision making. Each customer is becoming more interactive, and though online reviews customers can influence other potential buyers' behaviors.<sup>[21]</sup> In addition, not only those reviews, people more rely on other people's post information about product comments on social media.

Online retailers had place much emphasis on customer trust aspect, trust is another way driving customer's behaviour in digital environment, which can depend on customer's attitude and expectation. Indeed, the company's products design or ideas can not met customer's expectations. Customer's purchase intention based on rational expectations, and additionally impacts on emotional trust.

### **1.2.2 History of online shopping:**

One of the earliest forms of trade conducted online was IBM's online transaction processing (OLTP) developed in the 1960s and it allowed the processing of financial transactions in real-time. The computerized ticket reservation system developed for American airlines called semiautomatic business environment (SABRE) was one of its applications. Here, computer terminals located in different travel agencies were linked to a large IBM mainframe computer, which processed transactions simultaneously and coordinated them so that all travel agents had access to the same information at the same time.

The emergence of online shopping as we know today developed with the emergence of the Internet. Initially, this platform only functioned as an advertising tool for companies, providing information about its products. It quickly moved on from this simple utility to actual online shopping transaction due to the development of interactive Web pages and secure transmissions. Specifically, the growth of the internet as a secure shopping channel has developed since 1994, with the first sales of Sting album. Wine, chocolates, and flowers soon followed and were among the pioneering retail categories which fueled the growth of online shopping. Researchers found that having products that are appropriate e-commerce was a key indicator of Internet success. Many of these products did well as they are generic products which shoppers did not need to touch and feel in order to buy. But also importantly, in the early days, there were few shoppers online and they were from a narrow segment: affluent, male, 30. Online shopping has come along way since these early days and -in the UK- accounts for significant percent

### **1.2.3 International statistics:**

Statistics show that in 2012, Asia-Pacific increased their international sales over 30% giving them over \$433 billion in revenue. That is a \$69 billion difference between the U.S. revenue of \$364.66 billion. It is estimated that Asia-Pacific will increase by another 30% in the year 2013 putting them ahead by more than one-third of all global ecommerce sales. The largest online shopping day in the world in single day, with sales just in Alibaba 's sites at US\$9.3 billion in 2014.

### Statistics on online retail sales

Country	% Retail Sales Online
United States	9.8%
Canada	2.8%
United Kingdom	20%

#### 1.2.4 OFFLINE SHOPPING;

Consumer buying behaviour is combination user's preference, opinions, plans, and determinations concerning the customer's response in the market while acquiring a product. The study of consumer behaviour puts focus upon social science disciplines of anthropology, psychology, sociology, and economics

the offline shopping was a traditional way of purchasing services or product by directly visiting to the store/shop. In a offline shopping there was in a retail shop people buying a product from it and also they use a super market, malls, petty shops, and small shops .The offline shopping comprised of the continuously diminishing group of individuals, who do not use the internet either for information gathering or for shopping purpose. But in a covid-19 period of 2020 had a lot of challenges in a people life style in a lockdown period there is no any shopping malls and supermarket to be opened because of a the fear of a disease. And also we had a limit of shops only had with a limit of time eg: super markets are opened for 8.00 to 12.00 it will be made by a government. And also the people will be had a fear about the go to store to buy a products cause of a disease

**Retail** is the process of selling consumer goods or services to customers through channel of distribution to earn a profit. **Retailers** satisfy demand identified through a supply chain Existing Indian retail firms such as Spencer's, Food world Supermarkets Ltd, Nilgiri's and ShopRite support retail reform and consider international competition as a blessing in disguise. They expect a flurry of joint ventures with global majors for expansion capital and opportunity to gain expertise in supply chain management. Spencer's Retail with 200 stores in India, and with retail of fresh vegetables and fruits accounting for 55 percent of its business claims retail reform to be a win-win situation, as they already procure the farm products directly from the growers the involvement of middlemen or traders. Spencer's claims that there is scope for it to expand its footprint in terms of store location as well as

procuring farm products. Food world, which operates over 60 stores, plans to ramp up its presence to more than 200 locations. It has already tied up with Hong Kong-based Dairy Farm International. With the relaxation

in international investments in Indian retail, India's Food world expects its global relationship will only get stronger. Competition and investment in retail will provide more benefits to consumers through lower prices, wider availability and significant improvement in supply chain logistics

### **1.2.5 COVID-19 pandemic**

The covid-19 exacerbated many issues affecting retailers, as many were forced to shut down due to non-pharmaceutical interventions that were issued in an effort to mitigate the pandemic.

At the same time, online shopping has been booming during the coronavirus-related lockdown. Most of the major e-commerce retailers in the United States were classified as essential businesses and were not required to shut down. Buyers stated that they would deliberately buy products from such categories as food and drinks, hygiene, household cleaning, clothes, health, and consumer electronics online rather than in person due to COVID-19. The outbreak is said to have changed shopping behavior permanently: in the US, 29% of surveyed consumers stated that they had no intention to ever go back to offline shopping. In the UK, this number reached 43%.

On June 9, 2020, Retail research firm reported that they estimated the number of store closures due to the pandemic and ensuing recession will exceed 2019's record of 9,302.

### **1.3 STATEMENT OF PROBLEM:**

To find the offline and online shopping at the covid 19 and the find the ways of to solution for the best shopping for the safety at covid

Research problems is done in online shopping and offline shopping by a customers view in a Chennai region.

### **1.4 NEED FOR THE STUDY:**

The study offline and online shopping between the pandemic period. This study focusses on the customer perceptions towards the online and offline shopping. Where this study aims to find the impact of customers to the shopping platform.

### **1.5 SCOPE AND SIGNIFICANCE OF STUDY**

This study of research will focus on finding a online and offline shopping difference at a covid-19. it relation between a online and offline shopping usage variables in a pandemic. This study finds out a offline and online shopping problems at a pandemic to the customers. This study will be come with a suggestions with a what are the problems in a lockdown at online and offline shopping



## 1.6 STUDY OF OBJECTIVES:

### 1.6.1 PRIMARY OBJECTIVE:

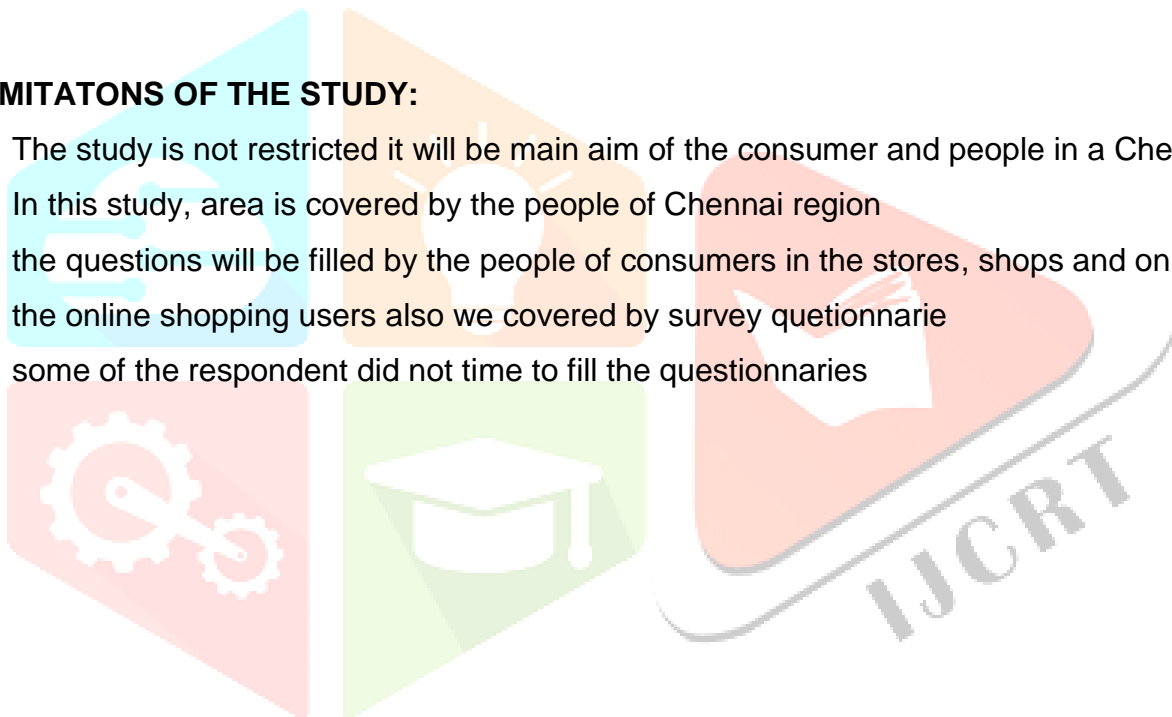
To find difference of offline and online shopping after the covid-19

### 1.6.2 SECONDARY OBJECTIVE:

- To find difference a risk factors of a online and offline shopping  
At covid-19
- Reviewing a positive and a negative of online shopping and store shopping at pandemic
- To examine product challenges of offline and online shopping at the covid-19
- To find the consumer buying behaviour in a store shopping and online shopping at covid-19
- To result a before covid-19 and after covid-19 of online and store shopping difference

## 1.7 LIMITATONS OF THE STUDY:

- ✓ The study is not restricted it will be main aim of the consumer and people in a Chennai city
- ✓ In this study, area is covered by the people of Chennai region
- ✓ the questions will be filled by the people of consumers in the stores, shops and online users
- ✓ the online shopping users also we covered by survey quetionnarie
- ✓ some of the respondent did not time to fill the questionnaires



## CHAPTER - 2

### REVIEW OF LITERATURE

#### 2.1 REVIEW OF LITERATURE:

In this review of a literature to related to da consumer faced in a covid -19 toward a using of offline and online shopping. The mail sort of customer choice toward online, offline shopping customer using a mall and stores.

The research paper studies a

#### 1.M. GOKULANATHAN (2020)

The point of the examination was to explore the elements influencing consumers' Online shopping conduct during the Covid virus (COVID-19) pandemic in Chennai City. In this investigation estimated the impact of item factor, value factor, efficient factor, installment factor, security factor, authoritative factor, and mental factor on buyers' Online shopping conduct during the Covid malady (COVID-19) pandemic. The exploration gathered information from May 01, 2020 to July 31, 2020 in Personal interview by online review strategy through an organized poll with five-point Likert scales from 230 Chennai City online customers. Non-likelihood testing technique was utilized. Information were broke down utilizing unmistakable insights investigation, unwavering quality examination, and different relapse investigation. Results displayed that all elements aside from value factor and security factor had a groundbreaking and positive relationship with buyers' Online shopping conduct during the Covid virus disease (COVID-19) pandemic in Chennai City. It has suggestions for e-advertising rehearsing firms with respect to the genuine technique of web based looking for Chennai City customers during the COVID-19 pandemic in Chennai City. Keywords: Online shopping, Consumer's buying behavior, COVID-19, persuasive elements,

#### 2.Akalamkam Krishna & Mitra Joy Kumar (2019)

This Research was based on consumer Pre-purchase Search in Online Shopping: Role of Offline and Online Information Sources. This study explores the factors that encourage the range of usage of different data sources in pre-purchase information search by online shoppers through an empirical research by sample size was 1079 online customers. The analysis of data are based on multivariate analysis of covariance

explain that consumers be likely to to use both traditional offline information sources and online information sources when they purchase online. However, the preference for different online and offline information sources is likely to be different for special and necessary products. Individual factors also influence consumer preference online and offline shopping experience, need for awareness and age. To effectively promote their offerings, it was important implications for e-marketers as they may need to use different communication channels depending on the nature of the

product and the features of their target consumers. abstracted and significant of under study have received

### **3. Setiawan, Roy and Rani, Kanchan (2020)**

The purpose of this study is to cover the importance of online shopping in today competitive markets. How offline retailers will be able to survive. And how to sustain a good relationship between customers in providing them with the finest products or services, attractive and transparent prices, deals. In a world where online retailing and modern in-store Shopping coexist and support each other through various shopping behaviors, very little is accepted regarding the possibility of an evolving reality where shopping online or offline blends into a common trend. However, the shoppers have turned upside down due to the emergence of the Internet. Moreover, a new trend has emerged in the past years, Online shopping. The following offers a huge abundance of possibilities for buying products, news, book tickets, clothes, furniture, toys. Lebanese people are being used to this trend; however, they still visit stores to purchase, especially grocery stores and pharmacies

### **4. Nebojsa Vasic, Milorad Kilibarda and Tanja Kaurin (2019)**

in their study entitled, "The Influence of Online Shopping Determinants on Customer Satisfaction in the Serbian Market", revealed that consumer satisfaction with online shopping is directly dependent on a number of factors. There is a constant dilemma in the market related to the question which online shopping determinants affect the customer satisfaction. This issue is particularly important for underdeveloped markets, where online commerce is not sufficiently present. In order to increase the online commerce participation, it is necessary to explore and analyze the connection between customer satisfaction and diverse determinants. Accordingly, this paper develops the research model to determine the impact of certain online purchase determinants on the consumer satisfaction in the market of Serbia. A conceptual model is defined, consisting of 26 items categorized into seven variables: security, information availability, shipping, quality, pricing, time, and customer satisfaction. Input model parameters were collected through surveys, with the aid of appropriate Internet tools

### **5. Cattell, K.S. Michell, K.A. Mc Gaffin, R. (2019)**

The purpose of this paper is to report on the findings of completed case studies of two major multi-channel grocery retailers in South Africa. The aim of the research was to establish the potential that online grocery retail has to undermine traditional retail by decreasing foot traffic and undermining rental income.

**6. nt. J. Environ. Res. Public Health (2021)**

The COVID-19 pandemic has wreaked havoc in Korean society since the end of 2019. Unlike prior to the pandemic, when online and offline activities were conducted side-by-side, many aspects of consumers' daily lives are only conducted online, especially shopping and meetings. This study analysed the characteristics of consumers who have used offline shopping channels during the pandemic. In addition, participants were asked how often they will use online and offline shopping channels after society stabilizes from COVID-19 in order to analyse what determinants will be used to select either online or offline shopping channels after the pandemic. This study will contribute to provide a deeper understanding of the consumption patterns of consumers (online vs. offline) during times of deep external impact, such as a pandemic.

**7.DR. D. GANESAN, S.R. BALAPOOJITHA (2020)**

The upscaling growth of economy not only bring changes to our environment but also have an impact on cost of living. So people become conscious about the price and quality of the product before they buy and many go for the offers and promotions made by E-Commerce sites, which gives a tough competition to local retail stores also. Here the store brands aka store brands also start to capture the market share in each segment such that they are cost efficient and acts as alternative to national brands. This paper will explore the customer proclivity of store brands and focuses on factors such as price, quality, value, packing, store loyalty and identifies the benefits and difference between the store brands and national brands. The study was conducted in and around Salem (from Feb –Mar 2020), Tamilnadu with the sample size of 100 with a well-structured questionnaire. Data were collected, statistical tools like percentage analysis, weighted average analysis were used, and it is found that store brands are achieving better patronage from consumers

**8. muhammed Nadeem Akhtar (2020)**

The COVID-19 pandemic threats and its subsequent restrictions on people's freedom, social interaction, closures of workplaces and shopping stores have caused public psychological reactance. In response, the study develops and tests a conceptual framework, which unveils the effects of perceived choice hesitation and perceived choice confidence on consumers' psychological reactance. It also corroborates two bipolar behavioral outcomes of consumers' psychological reactance— choice freedom satisfaction and resistance to persuasion. We employ the moderating role of anticipated worry and trust in government in strengthening the psychological reactance and final behavioral outcomes, respectively. Data collected from the country of origin of COVID-19 pandemic indicated the positive effects of antecedents on psychological reactance, which negatively affected choice freedom satisfaction and positively to resistance to persuasion. Anticipated worry and trust in government positively moderated these relationships. Findings extend the literature on psychology, service management, and consumer behavior, and suggest to government policymakers and store managers

**9. Graça Miranda Silva (2016)**

This study investigates how travel agencies can achieve high customer loyalty through offline and online shopping experiences. The study tests whether different configurations of perceived value, customer satisfaction, perceived quality, and trust affect loyalty. The results from an online survey of a travel agency's 1974 offline and 1014 online customers provide the data. Using the fsQCA, the study finds that different combinations of these factors lead to higher customer loyalty. The findings show that trust is a sufficient condition for high customer loyalty only in the offline shopping context. In the online shopping context, travel agencies must combine trust with perceived value or with perceived quality to achieve high customer loyalty. Further, in the offline shopping context, the combination of perceived value and perceived quality leads to higher loyalty, while in the online shopping context agencies need to add customer satisfaction to this configuration

**10. holly wang (2020)**

This research is to examine the impact of online channels on food stockpile behavior.

**11. artur Molina (2017)**

The main objective of this study is to analyse online vs. offline differences in consumer behaviour. To this end, through a proposal applied to cinemas in shopping centres, this study considers values and lifestyles as major factors that influence behaviours and intentions. The partial least squares (PLS) approach is used to evaluate the model. A multi-group analysis is conducted to compare consumers who buy tickets online with those who do so at a box office. We consider 391 valid cases. The results obtained show a link between the use of technology and its effects on behaviour. The relationships between values and behaviour as well as between behaviour and future intent are stronger among online consumers than the effects of lifestyles on behaviour. We consider relevant theoretical and empirical perspectives and offer critical recommendations of use to shopping centre managers, movie theatres, and intermediaries of this sector.

**12. Saurabh Ravi Kulkarni (2020)**

Consumers have their own preferences when it comes to shopping modes, be it offline or online. Factors such as touch and feel of the product, instant gratification, delivery times are few which effect the consumer to either shop offline or online. Due to the recent outbreak of the corona pandemic, the entire supply chain had been disrupted and the transmission modes of the virus and norms of social distancing may shift the preferences of the consumer with respect to the way groceries are being shopped. This paper accounts to the study the probable shift in the consumer preferences caused due to the COVID-19 pandemic. Factors that influence the consumer to shop offline and online during the pandemic are ranked according to the responses received by using mean scoring techniques. Chi-square statistical analysis has been used to find out the statistical significance in relationship between the change in consumer preferences caused by the COVID-19 pandemic

### **13. Robert Davis and Sandra D.(2017)**

The aim of this paper is to model the effect of the consumers' perceptions of their offline and online gendered behaviour on online utilitarian shopping motivation and purchase intentions. We hypothesise that when consumers shop online, their behaviour is mediated by two gendered behaviours, namely offline and online. To test this hypothesis, 515 usable responses were collected in face-to-face interviews. The conceptual model was tested with confirmatory factors analysis (CFA) and structural equation modelling (SEM) across five product categories. Our findings show that the effect of a consumer's perception of their gendered behaviour offline vs. online on online utilitarian shopping motivation and purchase intentions is significantly different. In particular we found that utilitarian shopping motivation online has a significant effect on purchase intentions online mediated by gender (online) overall: strongly for females but not for males. Conversely, utilitarian shopping motivation online has a significant effect on purchase intentions online mediated by gender (offline)

### **14. Bayad Jamal Ali (2020)**

With the increasing penetration of the internet, online shopping has become ubiquitous with payments deliveries made easy. Moreover, owing to covid to online shopping. has become even more attractive, considering the restricted circumstances. This study investigates the possible correlation of covid -19 to consumer buying behaviors of electronic durable goods in Iraq with a specific focus on understanding consumer adaptations to the related restrictions. This study examines extant literature secondary sales data from Samsung, the largest consumer electronic durable-goods company in Iraq, to show how the pandemic may have encouraged Iraqi consumers to embrace technology, as hinted by the surge in online purchases. Some markets have found it difficult to adapt to online shopping, despite the pandemic negatively affecting brick-mortar sales worldwide. However, many are adapting via innovation investment.

### **15. xue yan (2020)**

This paper collects data by means of questionnaire survey and analyzes the data to study consumers' psychological survey and the relationship between consumer characteristics and online and offline shopping, so as to speculate how to maximize their own interests for online and offline businesses. In the early stage, a wide range of data through questionnaires are used in this research. A total of 300 questionnaires are collected, 282 of which are valid. Excel and Python are used to analyze the relationship between various factors. The relationship between each other is inferred by analyzing the linear relationship and the data distribution. Through analysis, it shows that most people still prefer online shopping, which has become a development trend. Only a minority of consumers over the age of 30 remain enthusiastic about offline shopping. Most of the online products are clothes, cosmetics, skin care products, snacks, etc., while offline products tend to be fresh products, drinks, and clothing, etc. In addition, online shopping has become a trend in the future. Offline merchants should improve consumers' shopping experience by emphasizing more on the actual consumption experience and

feelings brought by shopping and improve other supporting services that can be implemented offline to attract more consumers' offline shopping.

#### **16. pen zang (2017)**

Extensive research has been done on a manufacturer's channel structure choice. In this paper, we study a retailer's channel structure choice and pricing decisions in a supply chain with a manufacturer and a retailer. To this end, we first derive the manufacturer's optimal wholesale price and the retailer's optimal retail price(s) under all three possible channel structures: a pure offline channel, a pure online channel, and dual channels. We then investigate how channel structure changes affect pricing decisions and what the optimal channel structure is for the retailer. Our main findings include the following. First, the retailer's optimal channel structure is a pure offline channel, dual channels, and a pure online channel if the customer acceptance rate for the online channel is low, medium, and high, respectively. Second, a pure offline retailer may strategically set up an online channel with little demand just to gain wholesale price reduction from the manufacturer. Third, in case that the manufacturer can disallow the retailer to sell online, we find appropriate fees the retailer can pay to achieve Pareto improvement for both.

#### **17. Dr Milind A Marathe (2020)**

The number of internet users is increasing every day and this increased growth has created opportunities for global and regional e-commerce. This number is expected to reach 445 million users in 2020. Amazon (Amazon.com) is the world's largest online retailer. The company was originally a book seller but has expanded to sell a good sort of commodity and digital media also as its own electronic devices; Jeff Bezos incorporated the corporate as Cadabra in 1994 but changed the name to Amazon for the web site launch in 1995. Amazon is headquartered in Seattle, Washington.

#### **18. John W. Galbraith & David Bounie (2020)**

This paper investigates a number of general phenomena connected with consumer behaviour in response to a severe economic shock, using billions of French card transactions measured before during the covid-19 epidemic. We examine changes in consumer mobility, anticipatory behaviour in response to announced restrictions, and the contrasts between the responses of online traditional point-of-sale (off-line) consumption expenditures to the shock. We track hourly, daily weekly responses as well as estimating an aggregate fixed-period impact effect via a difference-in-difference estimator. The results, particularly the sectoral level, suggest that {recourse} to the online shopping option diminished somewhat the overall impact of the shock on consumption expenditure, thereby increasing resiliency of the economy.

#### **19. dawis kim (2021)**

This paper analyses the macroeconomic consequences of a fiscal policy implemented in South Korea during COVID-19, 'Korean Economic Impact Payment (KEIP)' program, that aims to stimulate offline consumption. In doing so, we modify a SIR-macro model by explicitly distinguishing online- and offline

consumption goods. Benchmark analysis predicts that (1) there are positive effects on key macro variables at the impact while progress of the epidemic hardly changes and (2) the transfer multiplier from the KEIP is estimated to be about 0.5 at the impact, a value with what we expect from the usual neo-classical business cycle model

#### **20. V. Nivethitha, S.Manjula (20200)**

The worldwide unfold of the COVID 19 pandemic has discontinued how persons get merchandise and services and the way they understand E-commerce. The standardized rules across Asian country and therefore the growing hesitation among shoppers to travel and outside and buy essential merchandise have tipped the nation towards e-commerce. In this paper determined the impacts of corona virus in ecommerce predicament as well as how at hand progress in e commerce that may have an effect on client behaviour in future. E commerce is become a substitute supply and thought of high during this condition and e retailers provides product that typically customers bought in superstore historically.

#### **21. Charles denies (2020)**

The COVID-19 pandemic (that started in early 2020) is causing several disruptions in the short- and mid-term, to which businesses have to adapt. Some retailers have reacted to the emergency immediately, displaying a plethora of different intervention types. The authors aim to synthesize the challenges that retailers are facing during the COVID-19 emergency. We do this from the perspective of both consumers and managers, with the goal of providing guidelines on and examples of how retailers can handle this unprecedented situation.

#### **22. Abu Bakkar Siddik (2020)**

With the spread of the COVID-19 pandemic in China, online shopping became the first choice of consumers. Therefore, the main purpose of the study is to identify the major factors affecting the consumers online shopping during the COVID-19 pandemic in China. In this paper, a binary regression logit model was utilized to measure the key factors influencing consumers online shopping among the Chinese residents. Subsequently, this paper carried out an empirical analysis with the corresponding survey data. The results showed that, the major factors such as service quality, commodity prices, and online shopping experience that affect online shopping in normal social background were insignificant in this pandemic. Interestingly, the contactless service characteristics of online shopping, the shutdown of offline shopping channels, the opinions of people around about the pandemic situation, the pandemic-related official information, and the public panic caused by the pandemic become key influencing factors of online shopping. Based on this, this paper proposed that while taking advantages of the industry benefits brought about by the pandemic, e-commerce companies should not use the public panic to drive up commodity prices and disrupt the market, and meanwhile must pay attention to the maintenance of customer loyalty after the pandemic



### **23. Sri Gunawan (2020)**

The COVID-19 pandemic that occurred throughout 2020 has an impact on economic sector. Consumers tend to use online channels to reduce face-to-face contact with marketers or other consumers. On the other hand, the consumer's need to see, touch and feel a product directly is only available in physical stores. This study aims to analyze the impact of the COVID-19 pandemic on retail consumer behavior. This study uses quantitative methods with secondary data sources obtained from several countries including the United States, England, Germany, France, Canada and Latin America. The results show that the shopping trends during the COVID-19 pandemic are webrooming and pure online shopping. Retail sales data in these countries shows that retail sales in physical stores exceed 70% of total retail sales and retail e-commerce sales are less than 30% of total retail sales. This research is expected to be useful for marketers in improving retail marketing strategies during the COVID-19 pandemic

### **24. Ghraibah (2020)**

Online customer retention has become essential for the success of businesses during COVID 19. A shift in customers toward the online has increased the important of this variable. Nevertheless, few studies examined the predictors of online customer retention. Based on social exchange theory service quality model, and technology acceptance model, this study proposes that attitude, customer satisfaction, ease of use and responsiveness will have a direct effect on online customer retention among customers of retailers in Saudi Arabia. The study also proposes that online trust will moderate the relationship. Data was collected from Saudi online customers. A total 224 respondents were obtained. The data was analysed using smart partial least square. The findings showed that responsiveness, customer satisfaction, ease of use and attitude are important for online customer retention. In addition, the findings indicated that the online trust can moderate the effect of the variables with online customer retention. Retailers are advised to enhance the delivery time and reward customers for late delivery to increase their retention.

### **25. Ananth Srinivasan Kripesh (2020)**

Technological advancements and highspeed connectivity has made the internet an integral part of our life. Life without internet is unimaginable and so is shopping. Online shopping is popular because of the wide range of products and services it provides to the customers. Online shoppers depend more on product information, specifically in terms of the look-and-feel of products, to make a purchase decision. The reason is lack of tangibility on online purchases. Perceived usefulness is the perception of consumers about how an online portal could add value and efficiency to them while shopping online

### **26. Rajeev Batra (2017)**

As offline retailers struggle to compete with online ones, the importance of a consumer's ability to touch a product prior to purchase becomes important to study. Prior research has found inconsistent results on whether product touch facilitates consumers' product-related decision making. Some

studies report a positive effect, whereas others do not. The current research reconciles this inconsistency and draws retailing implications. Across three experiments, we show that the effect of product touch on consumers' purchase intentions and willingness to pay for a product being evaluated is evident when consumers' mental representation of the product is concrete, but not when abstract. We further show that perceived risk and perceived ownership simultaneously mediate this moderating effect of mental representation. Implications are drawn for both offline and online retailers.

### **27. Urvashi Tandon, Ravi Kiran (2017)**

This study aims to identify and analyse the key determinants influencing customer satisfaction towards online shopping in India.

### **28. Bswajit Sarkar (2021)**

Every industry always tries to provide the best service to its consumers. To provide better service to the consumer and optimize profit, a sustainable online-to-offline retailing strategy is proposed in this current study. Both online and offline systems are considered here, i.e., to provide the best service, the industry sells its products online and offline. Due to the consideration of online and offline systems, the selling price of the products is also different for different modes, and the demand for a particular product is the combined demand of online demand and offline demand, which depend on the selling price of the product. Moreover, the exact lead time and exact backorder are calculated to obtain the system's exact cost or profit, which directly improves the system's service. Different investments are incorporated to optimize the total system profit. A distribution-free approach is utilized to solve this model. Numerical examples are provided to prove the applicability of the model in reality. Sensitivity analysis is performed based on critical parameters. Special cases and graphical representations also prove the global optimality of the current study

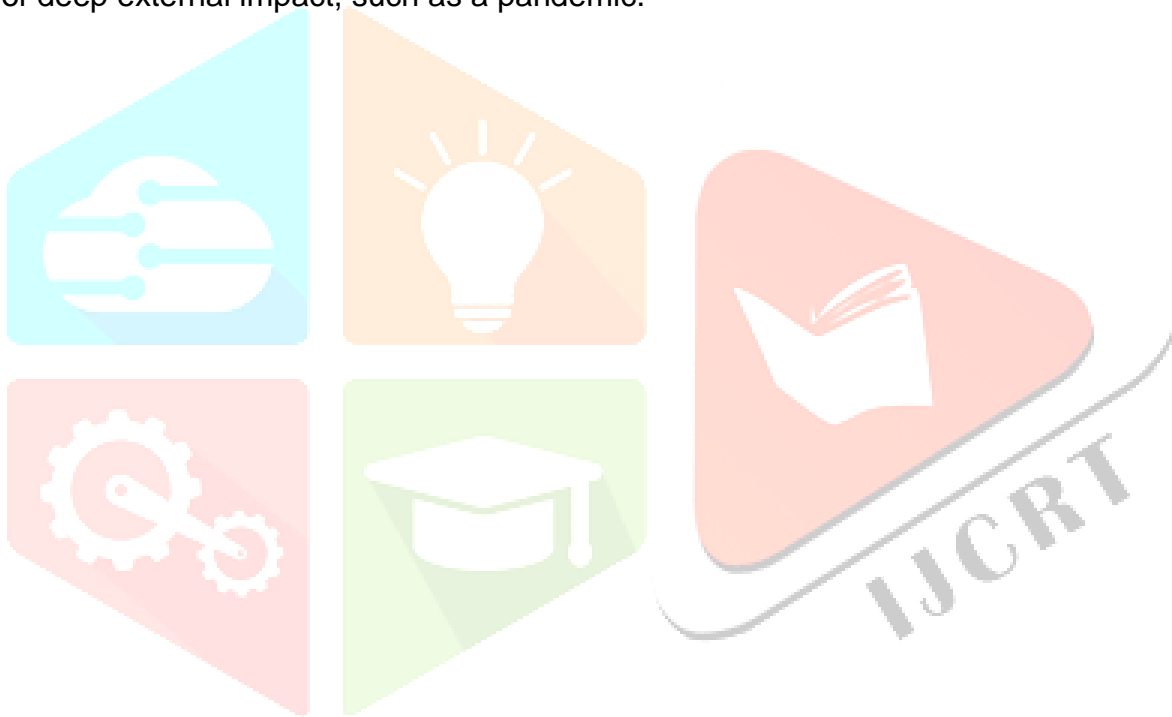
### **29. Shaifali Chauhan, Richa Banerjee (2020)**

This study highlights the role of utilitarian shopping, hedonic shopping, and online advertisement on cognitive dissonance. Impulse Buying plays a role as a mediator in this research. The objective of this research is to investigate how utilitarian shopping value, hedonic shopping value, and online advertising influence the cognitive dissonance of customers. 338 response data have been collected from consumers involved in fashion apparel; respondents are majorly from central zone of India. Partial least square (PLS) – Structural equation modelling (SEM) is implemented using Smart PLS 3.0. The simulation result shows that utilitarian shopping value, hedonic shopping value, and online ads are found to be important in predicting cognitive dissonance and impulse buying, whereas impulse buying is impeccable in terms of predicting positive relationships with cognitive dissonance. Moreover, Impulse buying is playing as positive mediating effect in relation with constructs. Hence, this research suggests that a complex representation which may better understanding about consumer shopping behaviour. Conclusively, this research major contribution towards author

knowledge, and help the marketing expert to focus on important parameter of consumer buying behaviour.

### 30. JiHyo Moon & Yunseon Choe (2019)

The COVID-19 pandemic has wreaked havoc in Korean society since the end of 2019. Unlike prior to the pandemic, when online and offline activities were conducted side-by-side, many aspects of consumers' daily lives are only conducted online, especially shopping and meetings. This study analysed the characteristics of consumers who have used offline shopping channels during the pandemic. In addition, participants were asked how often they will use online and offline shopping channels after society stabilizes from COVID-19 in order to analyse what determinants will be used to select either online or offline shopping channels after the pandemic. This study will contribute to provide a deeper understanding of the consumption patterns of consumers (online vs. offline) during times of deep external impact, such as a pandemic.



## CHAPTER – 3

### RESEARCH METHODOLOGY

#### 3.1 RESEARCH DESIGN:

This research project will be a descriptive research design it will be used in a research topic method

#### 3.2 SAMPLE DESIGN:

The method of my project sampling will be a conduct a survey on a convenience sampling method. the area of my research project is fully concentrated on a customers who are all buying and using a online shopping and the offline store shopping in a Chennai city.

#### 3.3 SOURCES OF DATA:

##### 3.3.1 Primary data:

the primary data for this study is through questionnairie consisting of Multiple choices questions.

##### 3.3.2 Secondary data:

The secondary data is collected by referring by website, journals, articles and research paper.

#### 3.4 STRUCTURE OF QUESTIONNAIRE:

Multiple choice question and Likert's scale questions.

#### 3.5 PERIOD OF STUDY

The period of study is carried out from January 2021 to march 2021 which is three Months of study

#### 3.6 SAMPLE SIZE:

The sample size of a project will be a around 120 customers are in our Chennai city

#### 3.7 ANALYTICAL TOOLS:

- Percentage analysis
- Correlation
- ANOVA
- Independent T.test

## CHAPTER-4

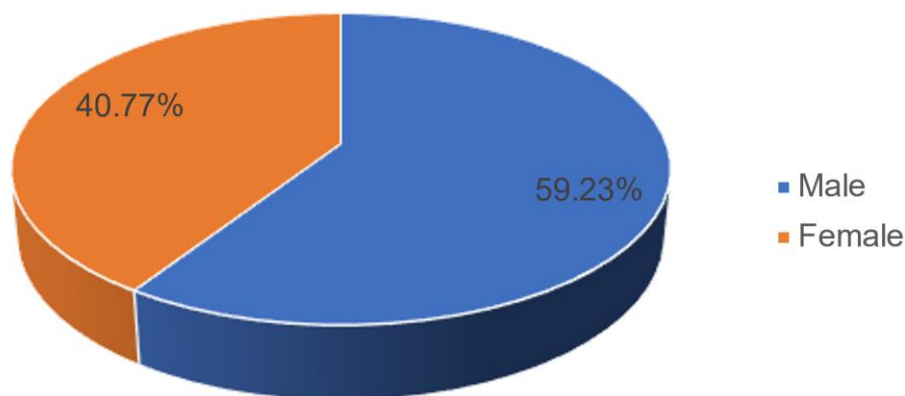
### DATA ANALYSIS AND INTERPEDATION

#### 4.1 PERCENTAGE ANALYSIS:

Table 4.1.1: Showing Gender wise classification of respondent

Particulars	No. of Respondents	Percentage
Male	77	59.23%
Female	53	40.77%
Total	130	100.00%

Source: primary data



**Chart 4.1.1: showing gender wise classification of respondent**

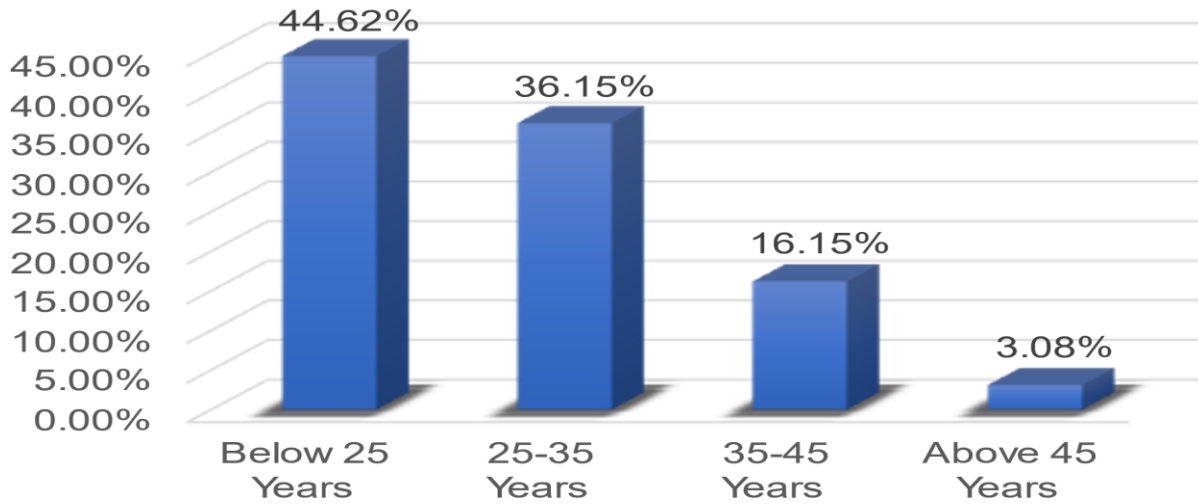
**Interpretation:**

From the above table it is interpreted that 59.23% of respondents are male and 40.77% of respondents are female

**Table 4.1.2: Showing Age wise classification of respondent**

Particulars	No. of Respondents	Percentage
Below 25 Years	58	44.62%
25-35 Years	47	36.15%
35-45 Years	21	16.15%
Above 45 Years	4	3.08%
Total	130	100.00%

Source: primary data



**Chart 4.1.2: Showing Age wise classification of respondents**

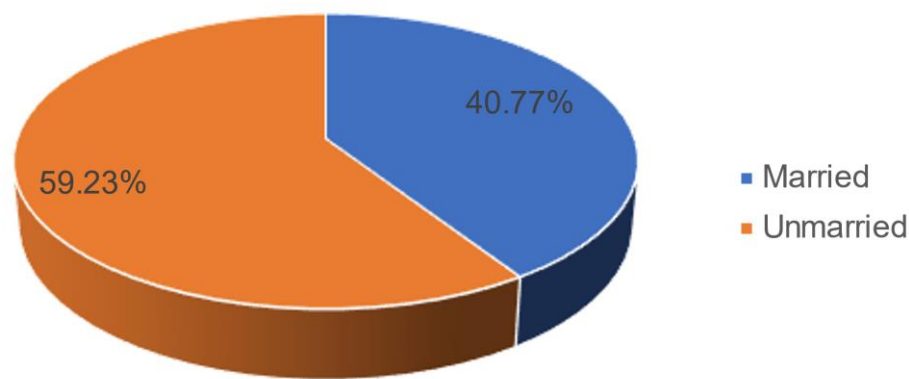
**Interpretation:**

From the above table it is interpreted that 44.62% of the respondents are less than 25 years old, 36.15% of them are 23-35 Years old, 16.15% of them are in the age group of 35-45 years old and 3.08% are in the age group of 45 and above.

**Table 4.1.3: showing Marital status wise classification of respondents**

Particulars	No. of Respondents	Percentage
Married	53	40.77%
Unmarried	77	59.23%
Total	130	100.00%

Source: primary data



**Chart 4.1.3: showing Marital status wise classification of respondents**

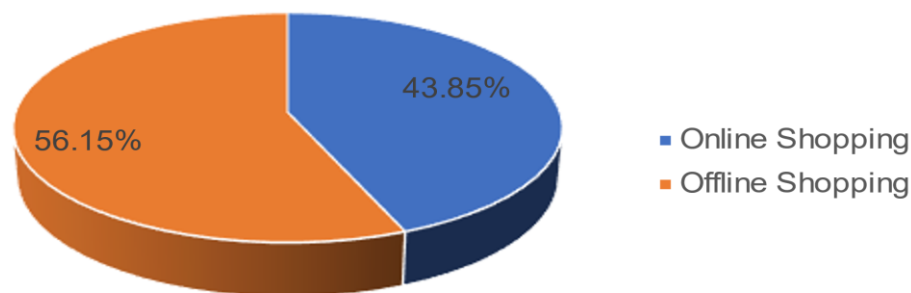
**Interpretation:**

From the above table it is interpreted that 40.77% of respondents are married and 59.23% of respondents are unmarried.

**Table 4.1.4 showing way of shopping will prefer respondents**

Particulars	No. of Respondents	Percentage
Online Shopping	57	43.85%
Offline Shopping	73	56.15%
Total	130	100.00%

**Source: primary data**



**4.1.4: Chart showing way of shopping will prefer respondents**

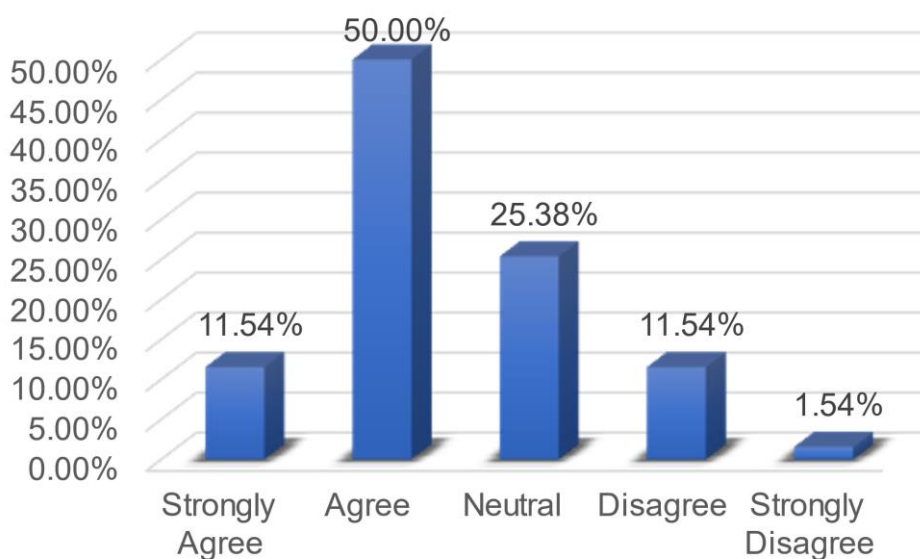
**Interpretation:**

From the above table It is interpreted that 56.15% of respondent way of offline shopping the 43.85% of people respondent as online shopping

**Table 4.1.5 showing in this pandemic situation offline stores will be faced lack of a product in a store respondent**

Particulars	No. of Respondents	Percentage
Strongly Agree	15	11.54%
Agree	65	50.00%
Neutral	33	25.38%
Disagree	15	11.54%
Strongly Disagree	2	1.54%
Total	130	100.00%

Source: primary data



**Chart 4.1.5: showing in this pandemic situation offline stores will be faced lack of a product in a store respondent**

**Interpretation:**

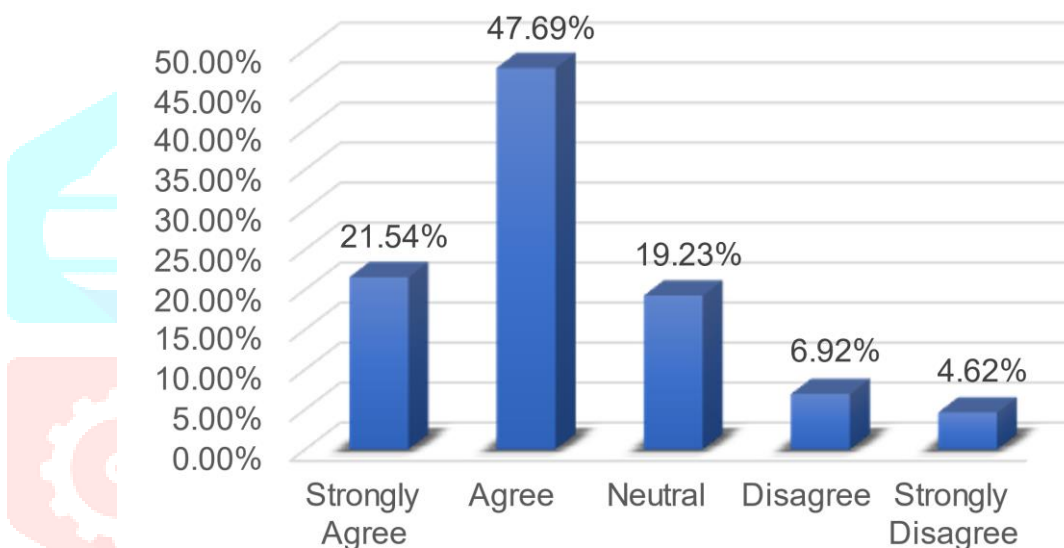
From the above table It is interpreted that 11.54% of respondent are strongly agree with the given by a the 50.00% of respondents are agree with the lack of product problem and 25.38% of the respondents are neutral and the 11.54 % of the respondent disagree as a lack of product and 1.54% of respondent strongly disagree in a store at a covid-19



**Table 4.1.6 showing in super markets will be had separated time to shopping it will be not a satisfied to customers respondent**

Particulars	No. of Respondents	Percentage
Strongly Agree	28	21.54%
Agree	62	47.69%
Neutral	25	19.23%
Disagree	9	6.92%
Strongly Disagree	6	4.62%
Total	130	100.00%

Source: primary data



**Chart 4.1.6: showing in super markets will be had separated time to shopping it will be not a satisfied to customers respondent**

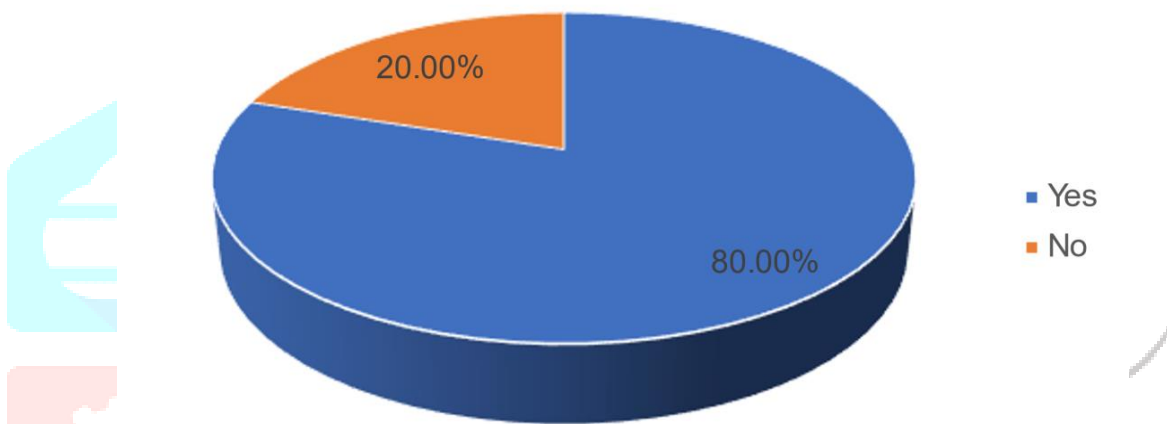
**Interpretation:**

From the above table it is interpreted that 47.69% are Agree respondents, 6.92% are disagree respondents, 21.54% are strongly agree respondents, 19.23% are neutral respondents and 4.62% are Strongly Disagree respondents.

**Table 4.1.7 showing The super markets in a pandemic they will be maintain a proper safety measure to you as a customer**

Particulars	No. of Respondents	Percentage
Yes	104	80.00%
No	26	20.00%
Total	130	100.00%

Source: primary data



**Chart 4.1.7 showing The super markets in a pandemic they will be maintain a proper safety measure to you as a customer respondent**

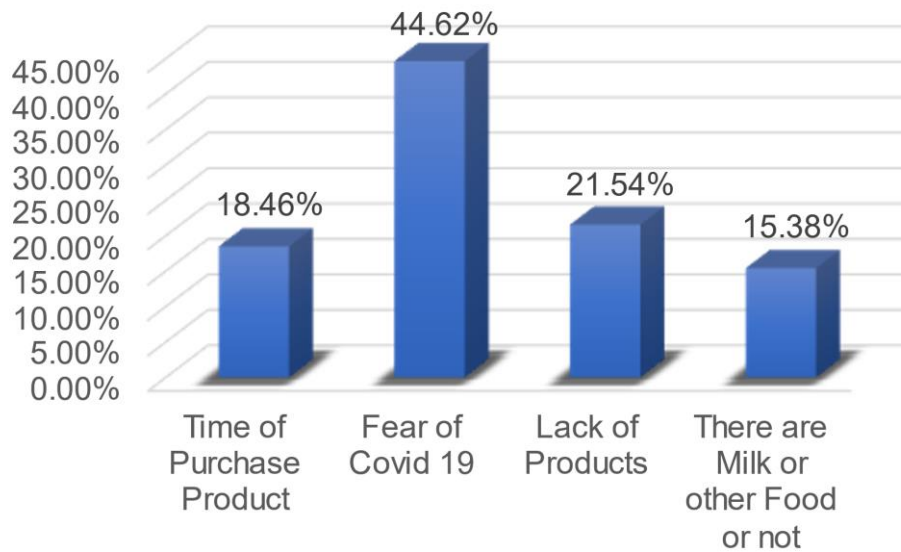
**Interpretation:**

From the above table it is interpreted that 80% are yes respondents and 20% are no respondents.

**Table 4.1.8 showing a main risk factors in a super market in lockdown period respondent**

Particulars	No. of Respondents	Percentage
Time of Purchase Product	24	18.46%
Fear of Covid 19	58	44.62%
Lack of Products	28	21.54%
There are Milk or other Food or not	20	15.38%
Total	130	100.00%

Source: primary data



**Chart 4.1.8 showing a main risk factors in a super market in lockdown period respondents**

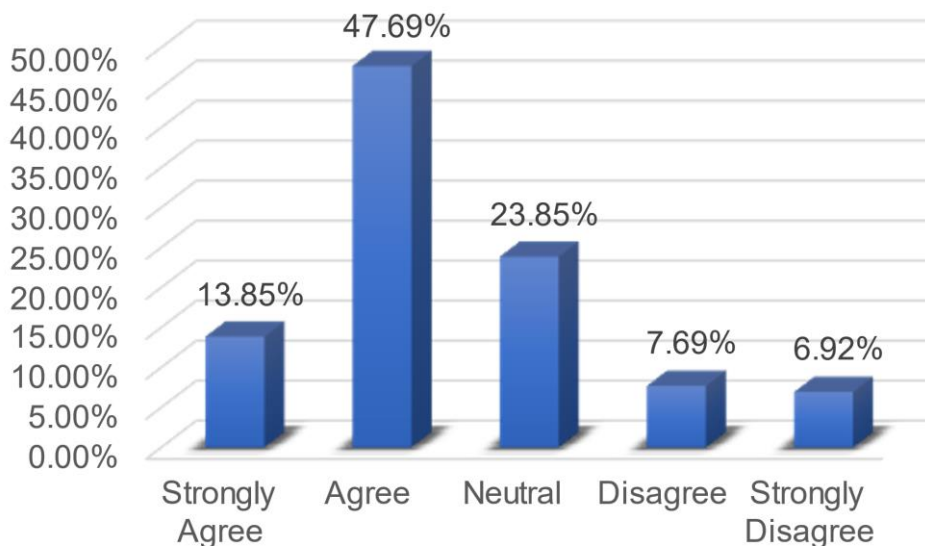
**Interpretation:**

From the above table it is interpreted that 18.46% are with in time we must purchase a product respondent 44.62% are fear of covid-19 respondents, 21.54% are 8-9 lack of product respondents and 15.38% are there will be had milk and other food will they had or not respondents.

**Table 4.1.9 showing In a offline store will be maintain the proper safety measure for product and customer respondents**

Particulars	No. of Respondents	Percentage
Strongly Agree	18	13.85%
Agree	62	47.69%
Neutral	31	23.85%
Disagree	10	7.69%
Strongly Disagree	9	6.92%
Total	130	100.00%

**Source: primary data**



**Chart 4.1.9 showing In a offline store will be maintain the proper safety measure for product and customer respondents**

**Interpretation:**

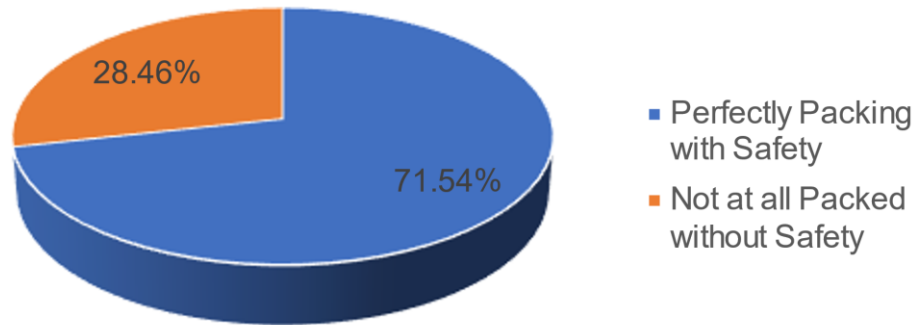
From the above table it is interpreted that 47.69% are Agree respondents, 7.69% are disagree respondents, 13.85% are strongly agree respondents, 23.85% are neutral respondents and 6.92% are Strongly disagree respondents.

**Table 4.1.10 showing The offline stores will be packed the products by a proper safety or not.**

- Perfectly packing with safety
- Not at all pack without safety respondents

Particulars	No. of Respondents	Percentage
Perfectly Packing with Safety	93	71.54%
Not at all Packed without Safety	37	28.46%
Total	130	100.00%

Source: primary data



**Chart 4.1.10 showing The offline stores will be packed the products by a proper safety or not.**

**Perfectly packing with safety & Not at all pack without safety respondents**

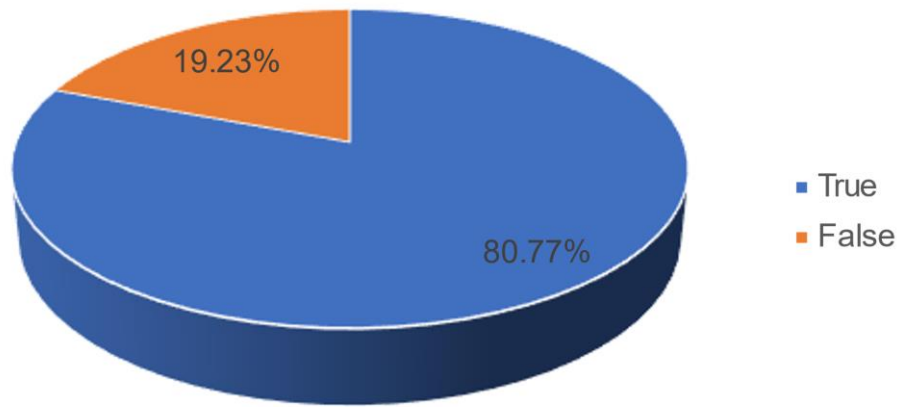
**Interpredation:**

From the above table it is interpreted that 71.54% are yes respondents, 28.46% are Work no respondents and.

**Table 4.1.11 showing The challenges customer faced shopping at store  
With out mask not allowed in store respondents**

Particulars	No. of Respondents	Percentage
True	105	80.77%
False	25	19.23%
Total	130	100.00%

**Source: primary data**



**Chart 4.1.11 showing The challenges customer faced shopping at store Without mask not allowed in store respondents**

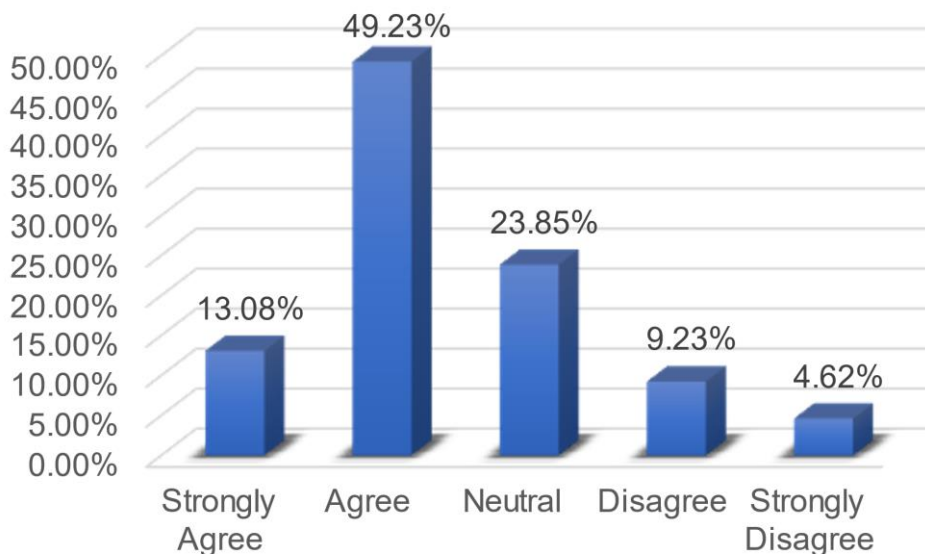
**Interpredation:**

From the above table it is interpreted that 80.77% are yes respondents, 19.23% are no respondents

**Table 4.1.12 showing Fear of stock like milk and vegetables will be had or not in a supermarket respondent**

Particulars	No. of Respondents	Percentage
Strongly Agree	17	13.08%
Agree	64	49.23%
Neutral	31	23.85%
Disagree	12	9.23%
Strongly Disagree	6	4.62%
Total	130	100.00%

**Source: primary data**



**Chart 4.1.12 showing Fear of stock like milk and vegetables will be had or not in a supermarket respondent**

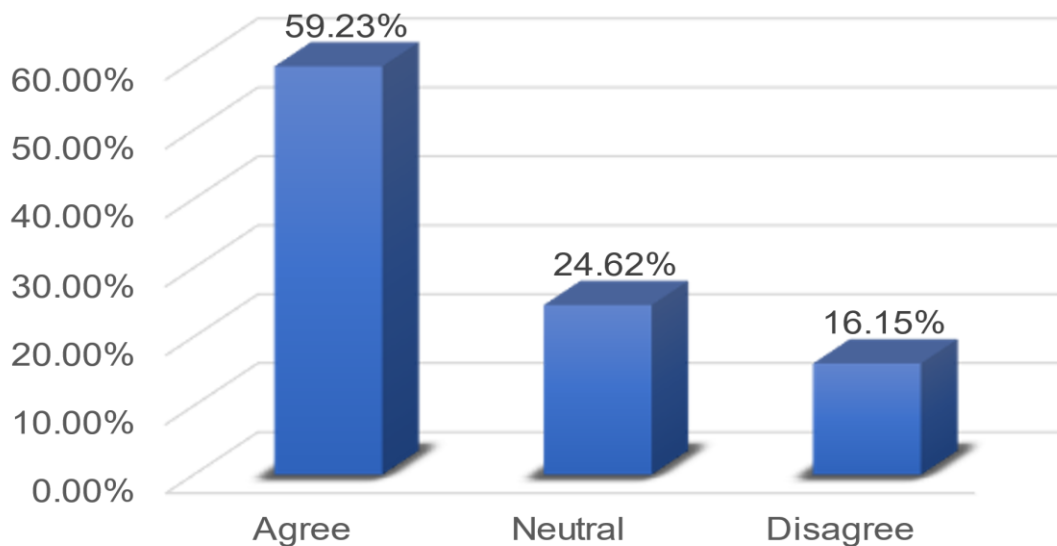
**interpredation**

From the above table it is interpreted that 49.23are Agree respondents, 9.23% are disagree respondents, 23.85% are Neutral respondents, 13.08% are strongly agree respondents and 4.62% are Strongly Disagree respondents.

**Table 4.1.13 showing Maintain a distance between 5 meters of distance with a customer respondent**

Particulars	No. of Respondents	Percentage
Agree	77	59.23%
Neutral	32	24.62%
Disagree	21	16.15%
Total	130	100.00%

**Source: primary data**



**Chart 4.1.13 showing Maintain a distance between 5 meters of distance with a customer respondent**

**Interpretation:**

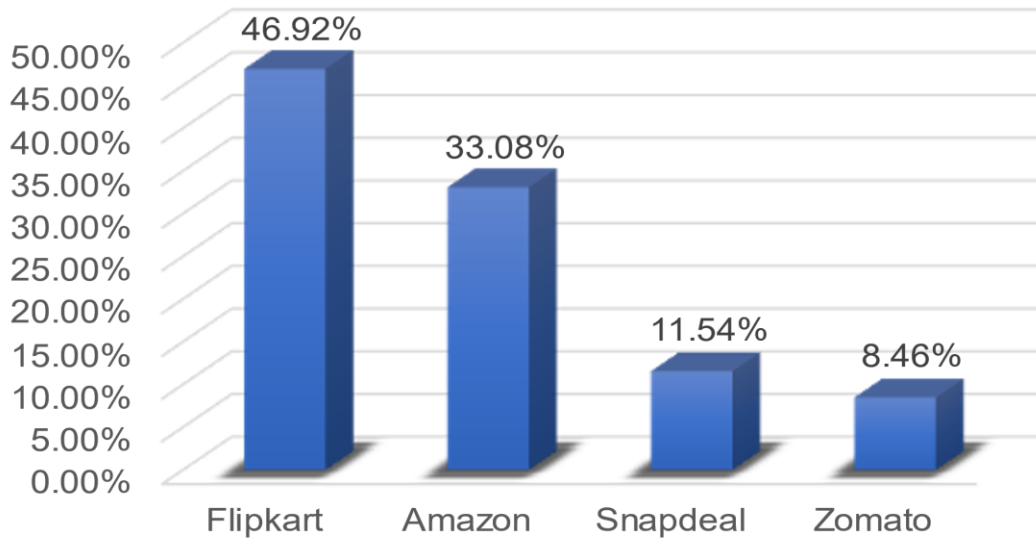
From the above table it is interpreted that 59.23% are Agree respondents, 16.15% are disagree respondents, 24.62% are Neutral respondent.

**Table 4.1.14 showing the sort of online shopping portal will be used to purchased respondents**

Particulars	No. of Respondents	Percentage
Flipkart	61	46.92%
Amazon	43	33.08%
Snapdeal	15	11.54%
Zomato	11	8.46%
Total	130	100.00%

**Source: primary data**





**Chart 4.1.14 showing the sort of online shopping portal will be used to purchased respondents**

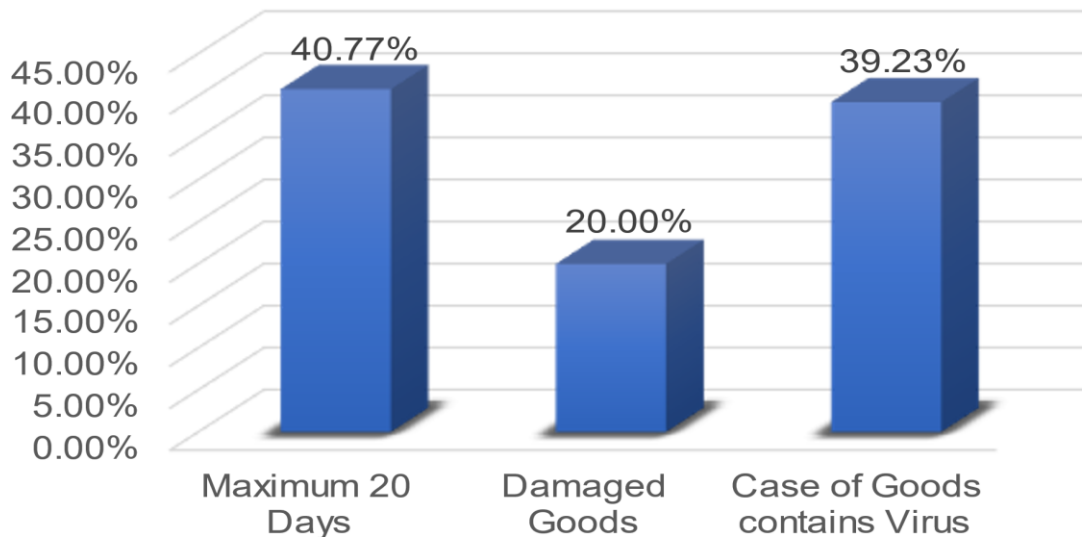
**Interpretation:**

From the above table it is interpreted that 46.92% are Flipkart respondents, 33.08% are amazon respondents, 11.54% are snap deal respondents, 8.46% are Zomato respondents.

**Table 4.1.15 showing risk faced in a online shopping in a covid-19 respondents**

Particulars	No. of Respondents	Percentage
Maximum 20 Days	53	40.77%
Damaged Goods	26	20.00%
Case of Goods contains Virus	51	39.23%
Total	130	100.00%

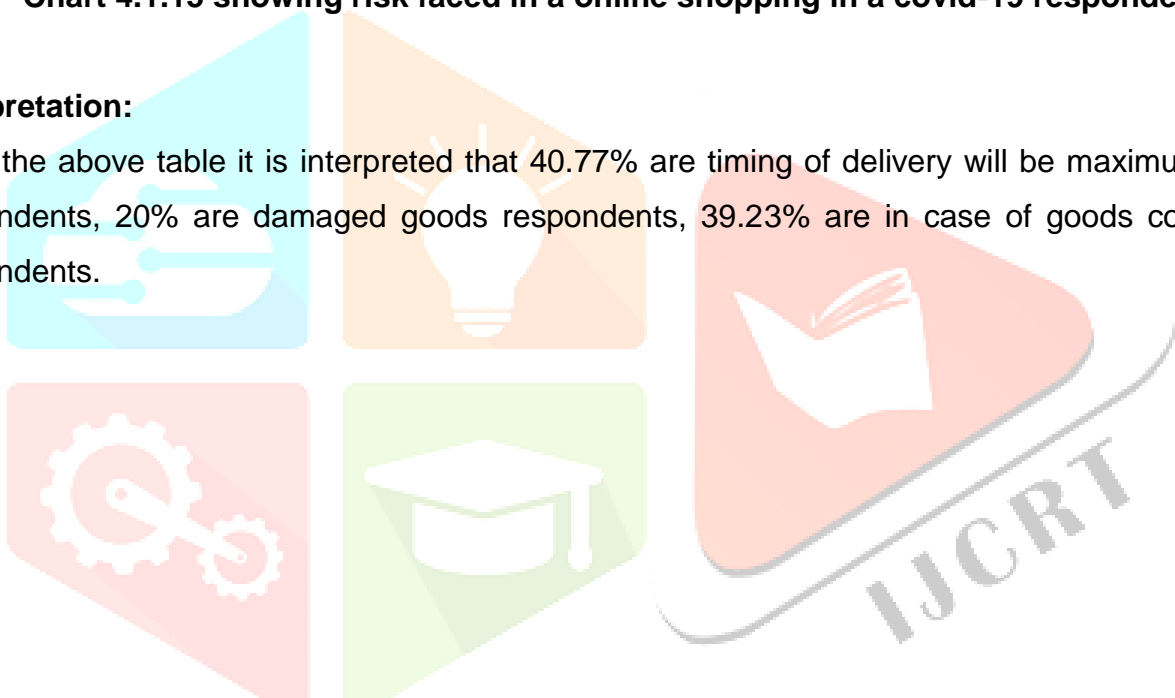
Source: primary data



**Chart 4.1.15 showing risk faced in a online shopping in a covid-19 respondents**

**Interpretation:**

From the above table it is interpreted that 40.77% are timing of delivery will be maximum 20 days respondents, 20% are damaged goods respondents, 39.23% are in case of goods contain virus respondents.



**Table 4.1.16 showing reason for using online shopping respondents**

Particulars	No. of Respondents	Percentage
Time Accessibility	27	20.77%
Home Delivery	38	29.23%
Variety of Porducts	34	26.15%
Lowest Price	31	23.85%
Total	130	100.00%

**Source: primary data**

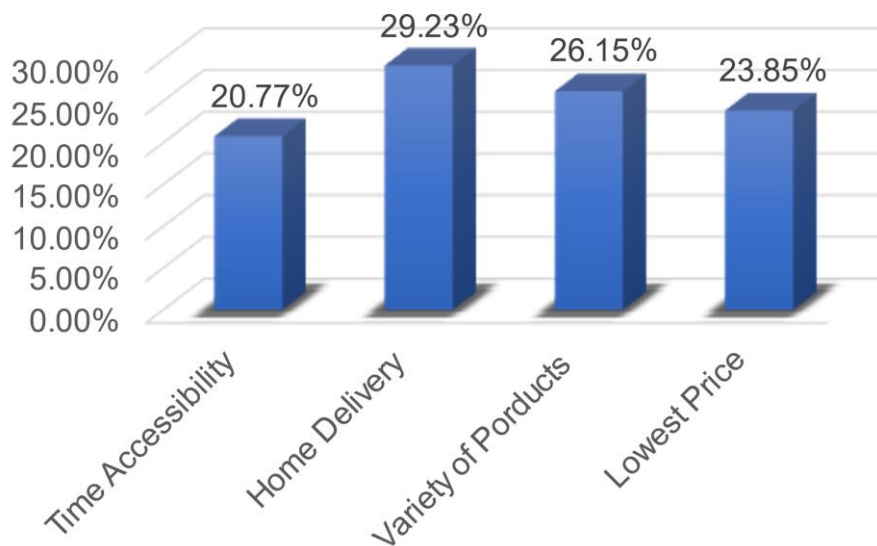


chart 4.1.16 showing reason for using a online shopping respondents

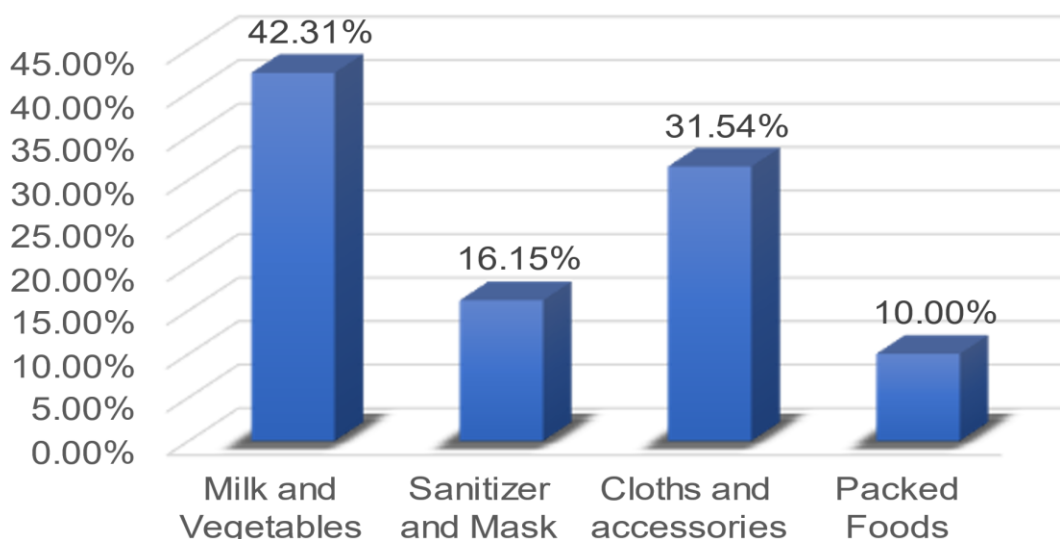
**Interpretation:**

From the above table it is interpreted that 20.77% are time accessibility respondents, 29.23% are home delivery, 26.15% are variety of products respondents, 23.85% are lowest price respondents.

Table 4.1.17 showing In a online shopping the main sort of product will you purchased respondents

Particulars	No. of Respondents	Percentage
Milk and Vegetables	55	42.31%
Sanitizer and Mask	21	16.15%
Cloths and accessories	41	31.54%
Packed Foods	13	10.00%
Total	130	100.00%

source: primary data



**Chart 4.1.17 showing In a online shopping the main sort of product will you purchased respondents**

**Interpretation:**

From the above table it is interpreted that 42.31% are milk and vegetables respondents, 16.15% are sanitizer and mask respondents, 31.54% are cloths and accseories respondents, 10.00% are packed foods respondents.

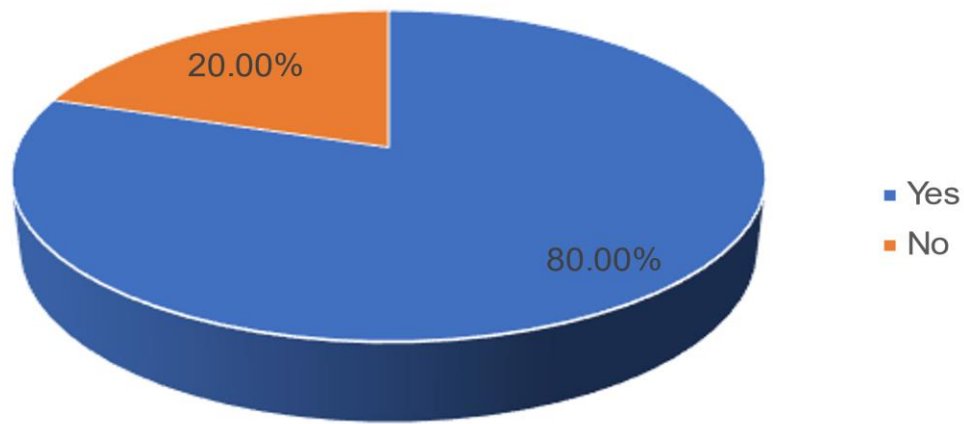


**Table 4.1.18 showing a risk faced in a product delivery time respondent**

**1.main distance at delivery person**

Particulars	No. of Respondents	Percentage
Yes	104	80.00%
No	26	20.00%
Total	130	100.00%

Source: primary data



**Chart 4.1.18 showing a risk faced in a product delivery time respondent**

**1.main distance at delivery person**

**Interpredation:**

From the above table it is interpreted that 80.00% are Yes respondents, 20.00% are No respondents

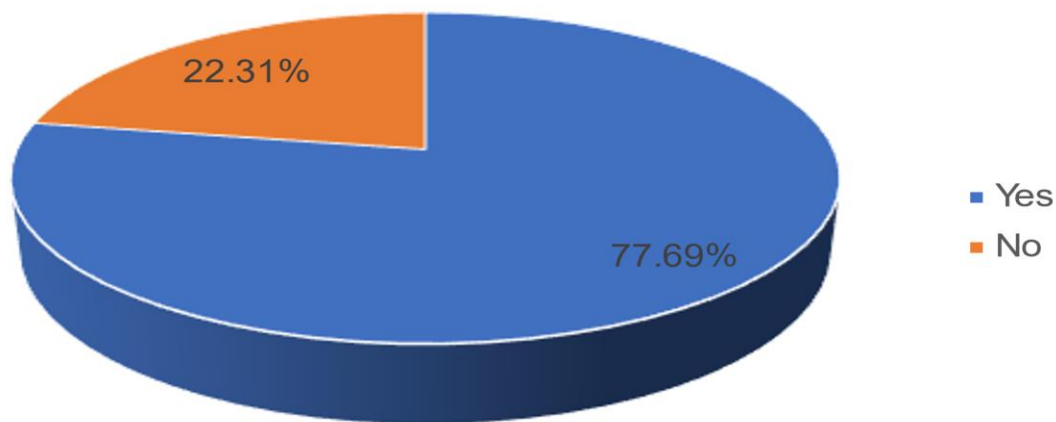


**Table 4.1.18 showing a risk faced in a product delivery time respondent**

**2. used sanitizer after product you got**

Particulars	No. of Respondents	Percentage
Yes	101	77.69%
No	29	22.31%
Total	130	100.00%

**Source: Primary Data**



**Interpredation:**

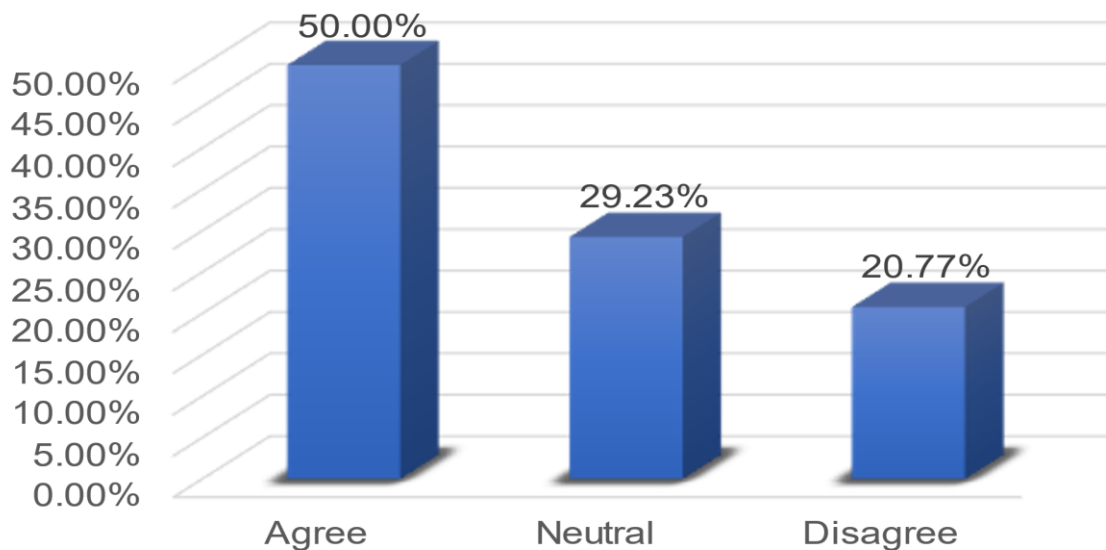
From the above table it is interpreted that 77.69% are Yes respondents, 22.31% are No respondents



**Table 4.1.19 showing If you got any damaged products in a online shopping respondents**

Particulars	No. of Respondents	Percentage
Agree	65	50.00%
Neutral	38	29.23%
Disagree	27	20.77%
Total	130	100.00%

**Source: primary data**



**Chart 4.1.19 showing If you got any damaged products in a online shopping respondents**

**Interpredation:**

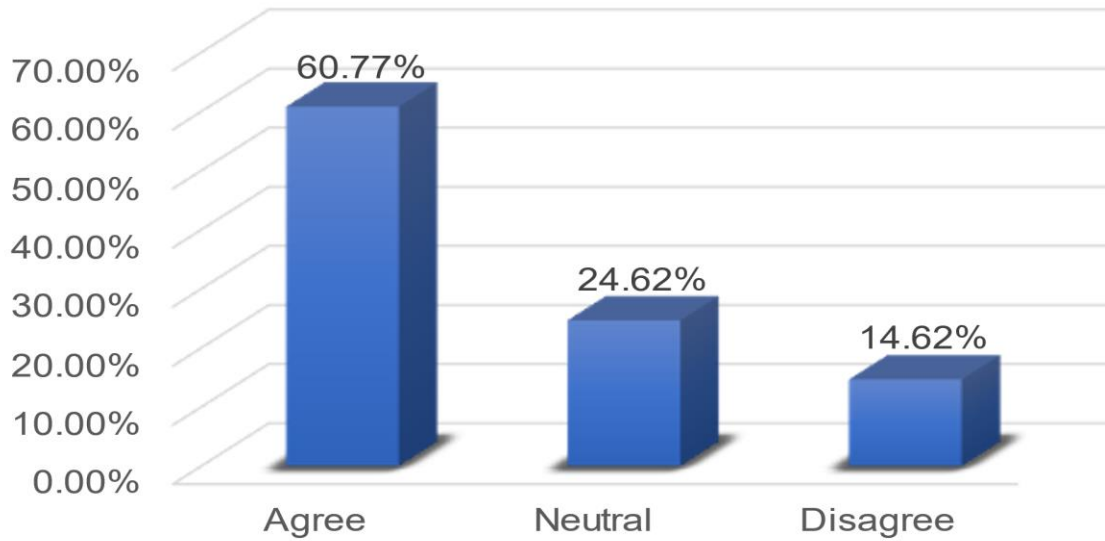
From the above table it is interpreted that 50%% are agree respondents, 29.23% are disagree respondents and 20.77% are neutral respondents.

**Table 4.1.20 showing After the lock down had some rules to purchase what are the difference between it respondents**

**1. Timing will extended**

Particulars	No. of Respondents	Percentage
Agree	79	60.77%
Neutral	32	24.62%
Disagree	19	14.62%
Total	130	100.00%

**Source: primary data**



**Chart 4.1.20 showing After the lock down had some rules to purchase what are the difference between it respondents**

**Interpretation:**

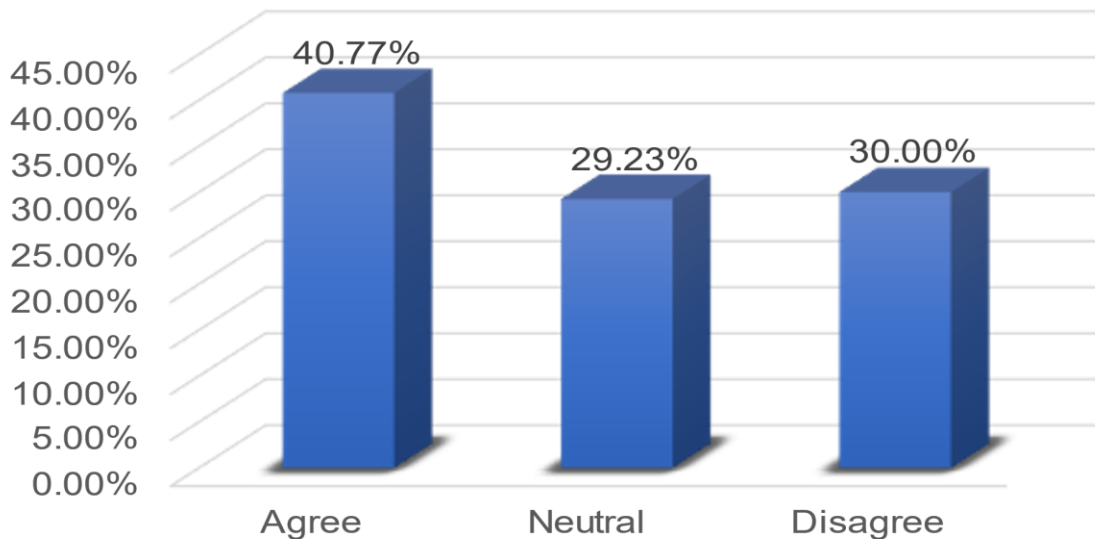
From the above table it is interpreted that 60.77% are Agree respondents, 24.62% are disagree respondents, 14.62% are neutral respondents,

**2. Had some extra stocks**

Particulars	No. of Respondents	Percentage
Agree	53	40.77%
Neutral	38	29.23%
Disagree	39	30.00%
Total	130	100.00%

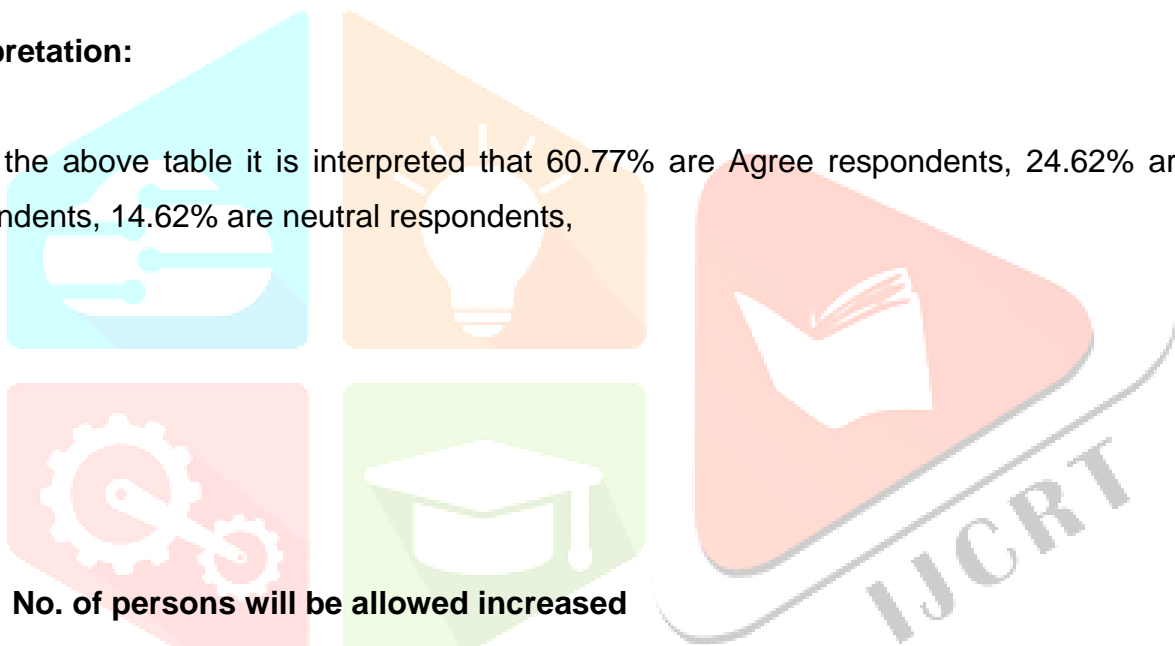
**Source: primary data**





**Interpretation:**

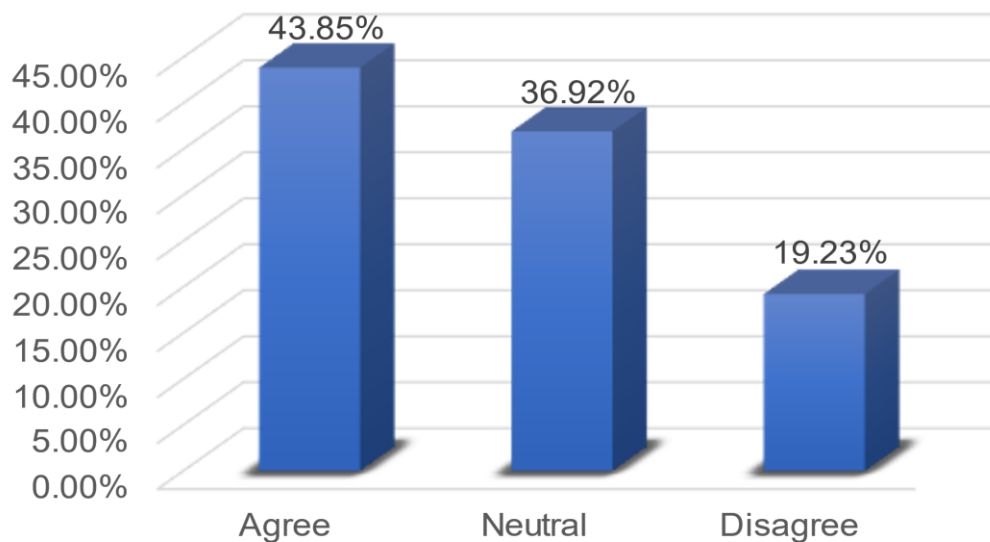
From the above table it is interpreted that 60.77% are Agree respondents, 24.62% are disagree respondents, 14.62% are neutral respondents,



**3. No. of persons will be allowed increased**

Particulars	No. of Respondents	Percentage
Agree	57	43.85%
Neutral	48	36.92%
Disagree	25	19.23%
Total	130	100.00%

Source: primary data



**Interpretation:**

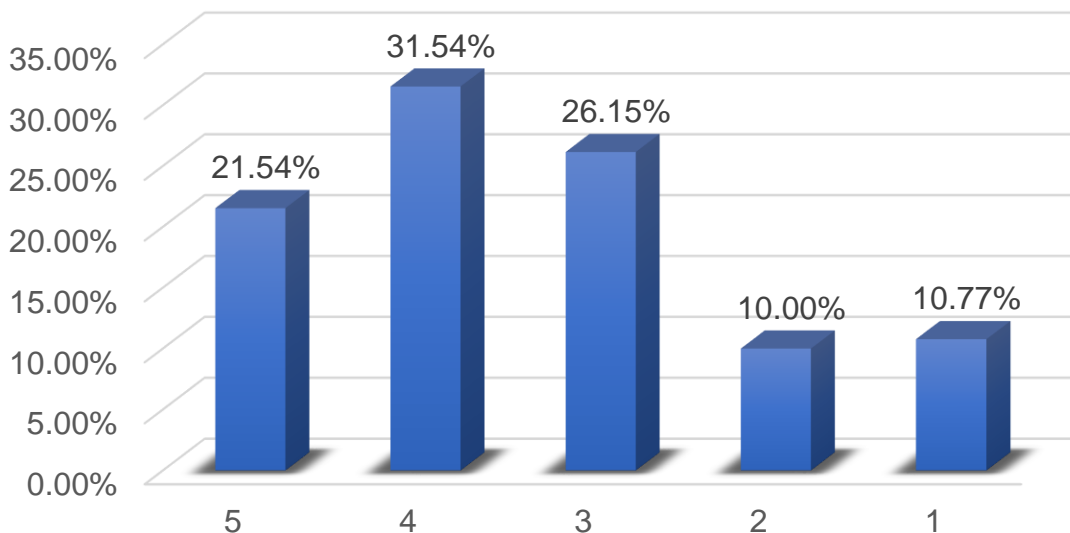
From the above table it is interpreted that 43.85% are Agree respondents, 36.92% are disagree respondents, 19.23% are neutral respondents,



table 4.1.21 showing the rating on offline shopping in a covid-19 respondent

Particulars	No. of Respondents	Percentage
5	28	21.54%
4	41	31.54%
3	34	26.15%
2	13	10.00%
1	14	10.77%
Total	130	100.00%

Source: primary data



**Chart 4.1.21 showing the rating on offline shopping in a covid-19 respondent**

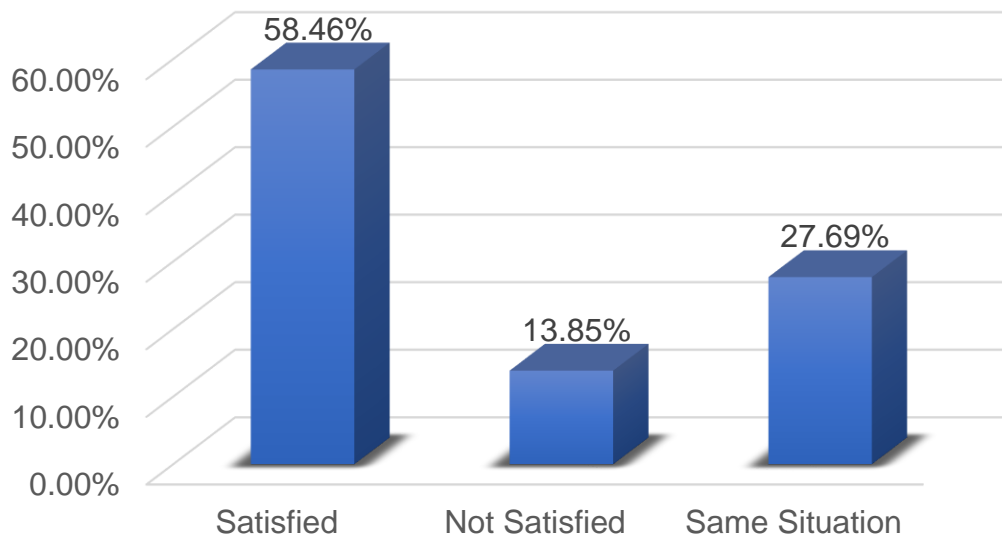
**Interpredation:**

From the above table it is interpreted that 28 persons as 21.54% are rate as 5 and respondents, 41 persons rate as a 31.54% to rating 4 respondents, 34 persons a 26.15% Of a rate 3 respondents, 13 persons respondents and 10.00% are rate 2 respondents. 14 persons are respondent as a 10.77% as rating 2 responded

**Table 4.1.22 showing the difference of after the lock down some rules in a online shopping the products delivery respondents**

Particulars	No. of Respondents	Percentage
Satisfied	76	58.46%
Not Satisfied	18	13.85%
Same Situation	36	27.69%
Total	130	100.00%

**Source: primary data**



**Chart 4.1.22 showing the difference of after the lock down some rules in a online shopping the products delivery respondents**

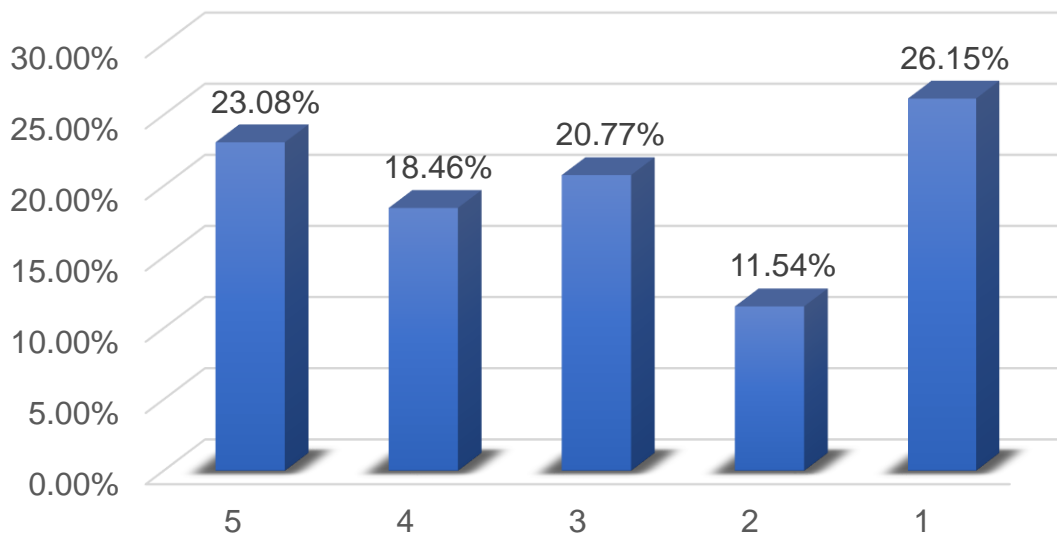
**Interpretation:**

From the above table it is interpreted that 58.46% are satisfied respondents, 13.85% are Not satisfied respondents and 27.69% are same situation respondents.

**Table 4.1.23 showing rating the online shopping at covid-19 respondents**

Particulars	No. of Respondents	Percentage
5	30	23.08%
4	24	18.46%
3	27	20.77%
2	15	11.54%
1	34	26.15%
Total	130	100.00%

**Source: primary data**



**Chart 4.1.23 showing rating the online shopping at covid-19 respondents**

**Interpretation**

From the above table it is interpreted that 30 as 23.08% are rate as 5 and respondents, 24 persons rate as a 18.46% to rating a 4 respondent, 27 persons a 20.77% Of a rate 3 respondent. 15 persons are respondent as a 11.54% as rating a 2 response and 34 persons are respondent a 26.15% of a response a rating no 1 respondent

**4.2 CORRELATION**

**H0 (Null Hypothesis):** There is no significant difference between Age and Risk factor in supermarket in lockdown

**H1 (Alternate Hypothesis):** There is a significant difference between Age and Risk factor in supermarket in lockdown

**Table 4.2.1: showing correlation of age and risk factor in supermarket in lockdown**

**CORRELATION**

		Age	Risk factor in supermarket in lockdown
Age	Pearson correlation	1	.178*
	Sig.(2-tailed)		.043
	N	130	130

Risk factor in supermarket lockdown	Pearson correlation	.178*	1
	Sig.(2-tailed)	.043	
	N	130	130

\*. Correlation is significant at the 0.05 level (2-tailed).

**INFERENCE:**

The p-value is .043 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a relationship difference between age and Risk factor in supermarket in lockdown

**H0 (Null Hypothesis):** There is no significant difference between Type of age and had some rules to purchase what difference between it

**H1 (Alternate Hypothesis):** There is a significant difference between Type of age and had some rules to purchase what difference between it

**Table 4.2.2 showing correlation of type of age and had some rules to purchase what difference between it**

**Correlation**

		Age	Had some rules to purchase what difference between it
Age	Pearson correlation	1	.183*
	Sig.(2-tailed)		.037
	N	130	130
Had some rules to purchase what	Pearson	.183*	1
Difference	Sig.(2-tailed)	.037	
Between it	N	130	130

\*. Correlation is significant at the 0.05 level (2-tailed).

**Inference:**

The p-value is .037 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a relationship difference between age and had some rules to purchase what difference between it

**H0 (Null Hypothesis):** There is no significant difference age and rate the offline shopping at covid

**H1 (Alternate Hypothesis):** There is a significant difference age and rate the offline shopping at covid

**Table 4.2.3: showing correlation of age and rate the offline shopping at covid**

		Age	Rate the offline shopping at covid
Age	Pearson correlation	1	-.370**
	Sig.(2-tailed)		<.001
	N	130	99
Rate the offline Shopping at Covid	Pearson correlation	-.370**	1
	Sig.(2-tailed)	<.001	
	N	99	99

\*. Correlation is significant at the 0.05 level (2-tailed).

**Inference:**

The p-value is <.001 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a relationship difference between age and rate the offline shopping at covid

**4.3: ANOVA**

**HYPOTHESIS:**

**H0 (Null Hypothesis):** There is no significant difference between age and rate of offline shopping at covid-19

**H1 (Alternate Hypothesis):** There is a significant difference between age and rate of offline shopping at covid-19

**Table 4.3.1: showing ANOVA of age and rate of offline shopping at covid-19**

**ANOVA**

Rate the offline shopping at covid-19					
	Sum of squares	Df	Mean square	F	Sig.
Between groups	29.535	3	9.845	6.909	<.001
Within groups	135.375	95	1.425		
Total	164.909	98			

**Inference:**

The p-value is .001 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference age and offline shopping at covid-19



## CHAPTER-5

### FINDINGS, SUGGESTIONS AND CONCLUSION

#### 5.1 FINDINGS OF THE STUDY

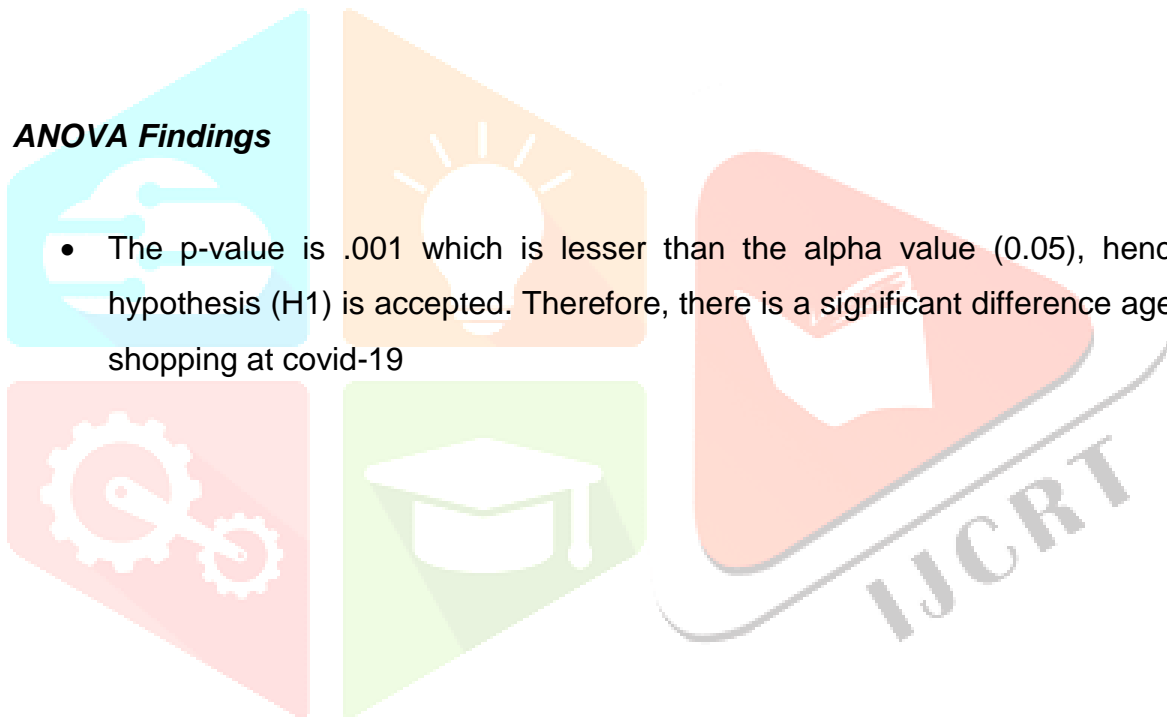
- It is found that a 59.23% of the majority of respondents are males.
- It is found that a 44.62% of the majority of respondents are below 25 years of age.
- It is found that a 59.23% of the majority of respondents are unmarried.
- It is found that 56.15% of a majority of respondents have selected the offline shopping.
- It is found that 50.00% of the majority of respondents have agreed with facing a lack of products in stores.
- It is found that 47.69% of the majority of respondents have agreed with supermarket separate time not satisfied to customers.
- It is found that 80.00% of the majority of respondents have told yes for the supermarket maintain proper safety measures to customers.
- It is found that 44.62% of the majority of respondents have told fear of COVID is a risk factor in supermarket at lockdown.
- It is found that 47.69% of the majority of respondents have agreed with supermarket will be maintain proper safety to products and customers.
- It is found that 71.54% of the majority of respondents have told yes to safety measures of product packing.
- It is found that 80.77% of the majority of respondents have told yes to face challenge of without mask not allowed.
- It is found that 49.23% of the majority of respondents have agreed with fear of stock will be shortage.

- It is found that 59.23% of majority of respondent have agree with a maintain social distancing with customers
- It is found that 46.92% of majority of respondent as a sort of online shopping portal to be used to purchase
- It is found that 40.77% of majority of respondent have told a maximum 20 days risk facing in covid-19
- It is found that 29.23% of majority of respondent have told a home delivery for use a online shop
- It is found that 42.31% of majority of select milk and vegetables we purchase product at online shopping at covid
- It is found that 80.00% Of majority told yes for risk facing at deliver time as a maintain distance
- It is found that 77.69% of majority told yes for risk facing at used sanitiser after delivery
- It is found that 50.00% of majority agree with a got damaged goods in online shopping
- It is found that 60.77% of majority agree with a rules after lockdown at time will be extended
- It is found that 40.77% of majority agree with a rules after lockdown at had some stock extra
- It is found that 43.85% of majority agree with a rules after lockdown at no of pers will be allowed increased
- It is found that 31.54% of majority rate as a 4 of using offline shopping rating
- It is found that 58.46% of majority respondent as a satisfied to lockdown rules in online shopping product delivery
- It is found that 26.15% of majority of respondent as a rated as 1 using online shopping at covid-19
- **Correlation Findings:**

- The p-value is .043 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a relationship difference between age and Risk factor in supermarket in lockdown
- The p-value is .037 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a relationship difference between age and had some rules to purchase what difference between it
- The p-value is <.001 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a relationship difference between age and rate the offline shopping at covid

- **ANOVA Findings**

- The p-value is .001 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference age and offline shopping at covid-19



## 5.2: SUGGESTIONS:

As a result of this certain suggestions are the told the online and offline shopping will be at a covid-19. It will be main challenged to all people.

- During covid-19 both the markets are quite secured but after covid they came back as before now most of the store are not following covid Guidelines
- Offline shopping is better than online shopping in terms goods quality. Where as online shopping price is lower than offline shopping
- During covid-19 both the markets are quite secured but after covid they came back as before now most of the store are not following covid guidelines
- At pandemic situation we prefer online and supermarket to purchase
- Covid-19 we use some online shopping but offline shopping is better
- The pandemic situation will be changed our lifestyle. But I used a online portal in a pandemic problems but also we can use supermarket also I agree as a constant
- Before pandemic we used online shopping sometimes. At the covid-19 we fear about our safety. I suggest the super market and shopping mall
- In pandemic we purchase online shopping sometimes and also use a online portal but supermarket is we used it

### 5.3 CONCLUSION

The above study on concluded that a reducing the online shopping as a major role of the covid-19. The study states that during cobid-19, the online and offline shopping will be use sometimes only. The covid-19 will be keep as in home lockdown in a lockdown we cant buy a products by shopping mall, stores, supermarkets we had fully lockdown in a Chennai city and also. And also the government will be arrange a time to purchase for our needs of products and also we cannot buy needed products. And also we had some rules to buying it. This covid-19 will be challenge to our life now it make us a one year of lock it.



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## APPENDIX – 1 (Questionnaire)

### A STUDY ON OFFLINE AND ONLINE SHOPPING DURING THE COVID-19:

1. NAME:

2. GENDER

a) Male

b) Female

3. AGE

(a) Below 25 years

(b) 23-35 years

(c) 35-45 years

(d) Above 45 years

4. MARITAL STATUS

a) Married

b) Unmarried

5. Which way of shopping will you prefer?

a) Online shopping

b) Offline shopping

6. In this pandemic situation offline stores will be faced lack of products in a stores

a) Agree

b) Neutral

c) Disagree

d) Strongly agree

7. In a super market will be had separated time to shopping it will be not satisfied to customers

a) Disagree

- b) Strongly agree
- c) Agree
- d) Strongly disagree
- e) Neutral

8. In a super market in a pandemic they will be maintain a proper safety measures to you as a customer

- a) Yes
- b) No

9. What is a main risk factor in a super market in lock down period

- a) With in a time we must purchase product
- b) Fear of covid
- c) Lack of product \
- d) There will be had milk and other food will they had or not

10. In a offline stores will be packed the products by a proper safety or not

- a) Perfectly packed with safety
- b) Not at all packed without safety

11. The challenges customers faced in a store shopping

- Without mask not allowed in store
- a) True
- b) Fales

12. Fear of stocks like milk and vegetables will be had or not in a supermarket

- a) Disagree
- b) Neutral
- c) Agree
- d) Strongly agree

e) Strongly disagree

13. Maintaining a distance between 5 meters of distance with a customers

- a) Agree
- b) Disagree
- c) Neutral

14. What sort off online shopping portal will be used to purchase

- a) Filpkart
- b) Amazon
- c) Snapdeal
- d) zomato

15. what are the risk faced in a online shopping in a covid-19

- a) Timing of delivery will be maximum 20 days
- b) Damaged foods
- c) In case the goods contains a virus

16. why are you using a online shopping

- a) Time accessibility
- b) Home delivery
- c) Varity of products
- d) Lowest price

17. In a online shopping what are the main sort of product will be you purchased

- a) Milk and vegetables
- b) Sanitizer and mask
- c) Cloths and accseorie
- d) Packed foods

18. What are a risk faced in a product delivery time

- I. Maintain distance at delivery person
  - a) true

b) false

II. used sanitizer after product you got

a) true

b) false

19. if you got any damaged product in a online shopping

a) agree

b) neutral

c) disagree

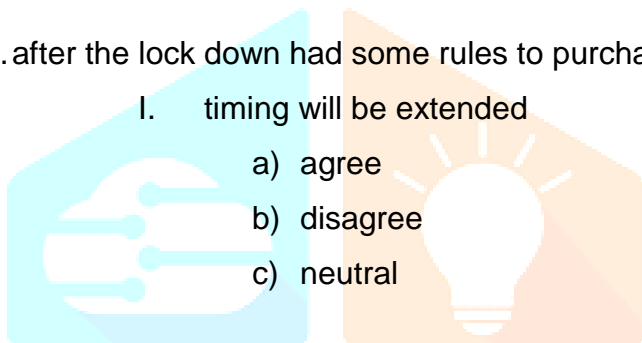
20. after the lock down had some rules to purchase what are the difference between it

I. timing will be extended

a) agree

b) disagree

c) neutral

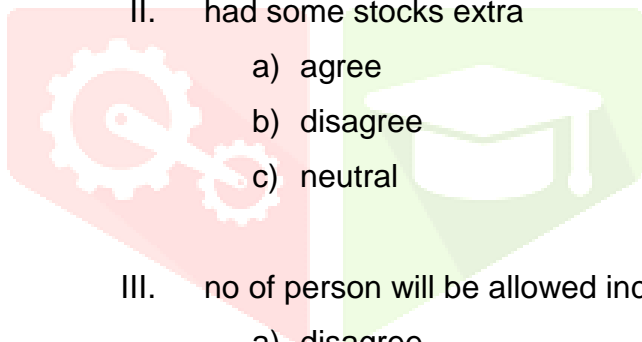


II. had some stocks extra

a) agree

b) disagree

c) neutral



III. no of person will be allowed increased

a) disagree

b) agree

c) neutral



21. how rated the offline shopping in a covid-19

a) 1.

b) 2.

c) 3

d) 4

e) 5

22. How much difference of after the lock down some rules in a online shopping and the products delivery

- a) Satisfied
- b) Not satisfied
- c) Same situation

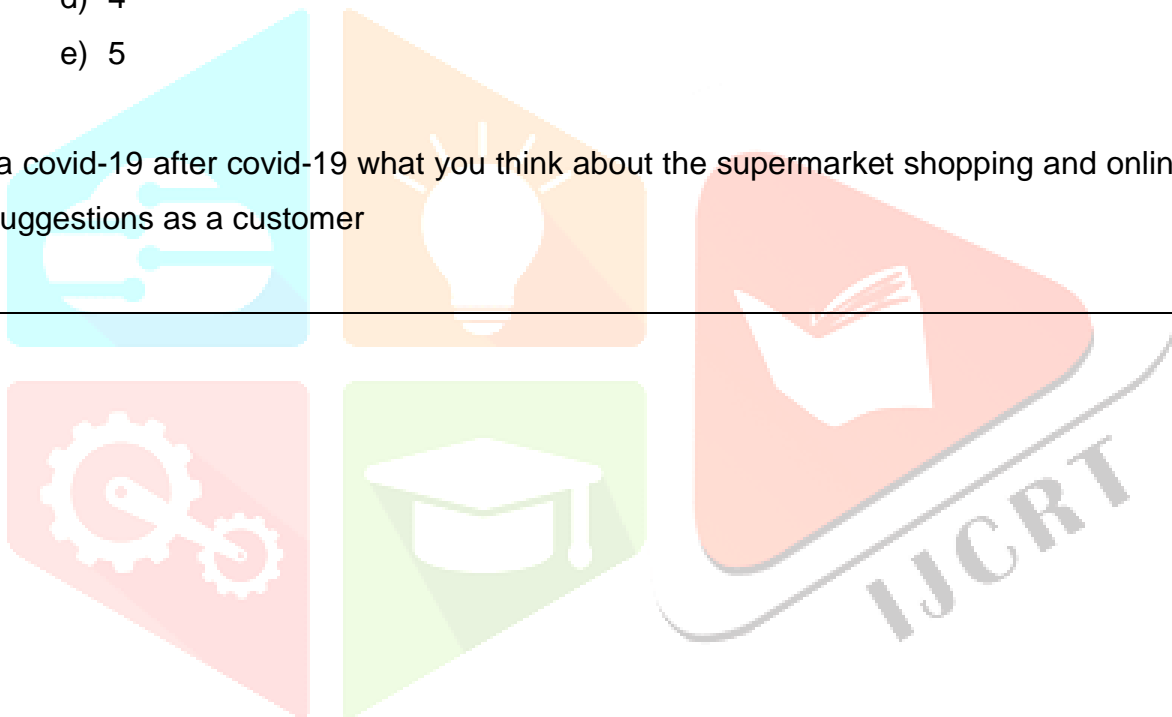
23. how much you rated the online shopping

- a) 1
- b) 2
- c) 3
- d) 4
- e) 5

24. in a covid-19 after covid-19 what you think about the supermarket shopping and online shopping give suggestions as a customer

Ans.

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## APPENDIX-2 (ARTICLE)

### A STUDY ON OFFLINE AND ONLINE SHOPPING DURING AT COVID-19

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#### ABSTRACT

The covid-19 made the Impact in of online and offline shopping during at covid-19 in a Chennai region. This project about the online and offline shopping proplems faced in a pandemic situation. And also in a pandemic lockdown we faced some circumsatances in pandemic. Our needs of stocks will be important to life. In a lock down we cant go out of a home because of a virus. And also we need food products and other products to survive at the stay at home. But also we had proper safety percations by a stores and we had some problems. The online also we be had same of situation like a some shipping products will be not delivery at time. Its also we faced some issues in our pandemic lock down this project will be anlaysis the customers view of online and offline shopping at the lock down period and also after lockdown. The study used SSPSS analytical tools such as correlation, ANOVA and independent T-test. This tool is used and found that issues in a shopping way. Finally the result showed that in this pandemic situation most of the offline is preferred

**KEY WORDS:** online shopping and offline shopping at covid-19.

#### INTRODUCTION:

shopping. The only way to shop was to leave your home and visit a store. But the invention of the internet has created a paradigm shift of the traditional way people shop. Earlier people used to shop traditionally, like you can just go to the store or shopping centre or and buy what you need. But now day's consumer is no longer bound to opening times or specific locations more and more numbers consumers are becoming active at virtually any time and place and purchase products and services. With the rapid development of internet and network technology, electronic commerce and e-marketing has been formed and development gradually, thereby forming new business model and business chance which exerted an important influence on the country's economic future development and international competitiveness. E-shopping has been a growing phenomenon in all four corners of the world, in particular amongst countries possessing highly developed

In Offline shopping, you simply take a ride in your car to your favorite shopping centre or store and buy what you want or need. You can pay cash or use credit card. In some instance you can pay with a check. You do get the opportunity to see the product before you purchase it and you can keep an eye on your credit card if you decide to pay with it. Faced with a significant shock, economic agents must adapt. The nature of that adaptation, and the degree to which adaptation may limit the impact of the shock, is of great importance for the resiliency of the economy as well as being of inherent interest. This paper studies this aspect of consumer behaviour in the context of one of the most significant economic shocks that has been observed, the restrictions imposed in response to the COVID-19 epidemic, using an exceptionally rich and detailed data set of French consumer transactions, both online and point-of-sale. can be defined as a form of service exchange that prevents direct contact with providers and consumers, such as restaurant kiosks, VR (Virtual Reality) shopping, chatbots, and other apps with high technology aspects. The most representative forms of untact services are the kiosks at McDonalds, KFC, and multiplexes. Furthermore, mobile food delivery apps, such as Baedal Minjok and Yogiyo, have become increasingly popular in South Korea (hereafter Korea) which is the subject of the current study. The popularity of untact marketing can be attributed to the following factors: an increase in the number of single person households; changes in the population and demographics of consumers; changes in the social climate; and other external factors, such Untact as the COVID-19 pandemic. Recently, the COVID-19

### STATEMENT OF PROBLEM

- To find the offline and online shopping at the covid 19 and the find the ways of to solution for the best shopping for the safety at covid

- Research problems is done in online shopping and offline shopping by a customer view in a Chennai region.

### NEED FOR THE STUDY

The study offline and online shopping between the pandemic period. This study focusses on the customer perceptions towards the online and offline shopping. Where this study aims to find the impact of customers to the shopping platform.

### OBJECTIVES OF STUDY

- To find difference a risk factors of a online and offline shopping  
At covid-19
- Reviewing a positive and a negative of online shopping and store shopping at pandemic
- To examine product challenges of offline and online shopping at the covid-19
- To find the consumer buying behaviour in a store shopping and online shopping at covid-19
- To result a before covid-19 and after covid-19 of online and store shopping difference

### REVIEW OF LITERATURE:

#### 1.M. Gokulanathan (2020)

The author will be make an proper study about the consumer buying behaviour of a online shopping at the covid-19. He will be makes an reviews, data analysis and the research of this paper of a customers thoughts of a online shopping at the pandenmic situation

#### 2.Akalamkam Krishna & Mitra Joy Kumar (2019)

The author projects based on a online and the offline shopping and online shopping information of a products and the online shopping prepurchase information of product by a source of data. The data analysis of online and offline information he will be make a difference that.

#### 3. Setiawan, Roy and Rani, Kanchan (2020)

The project will be based on a online shopping and the surviving now days to other competitive markets like a other shopping malls etc. he will make a research of customer thoughts and seller review and usage of online and offline shopping analysis and the tells a trends of the online and offline shopping

#### 4.Nebojsa Vasic, Milorad Kilibarda and Tanja Kaurin (2019)



This project makes a research of online shopping gives a customer satisfactions gives a customer or not. It will reveal the customer thoughts of online shopping. He will analysis the shopping by a order of a products from do that customer satisfaction of product

### 5. Cattell, K.S. Michell, K.A. Mc Gaffin, R. (2019)

The paper is based on a research of a grocery retailers and there opposites of a grocery retailers and there problems faced in a business

## RESEARCH METHODOLOGY

### **RESEARCH DESIGN:**

This research project will be a descriptive research design it will be used in a research topic method

### **SAMPLE DESIGN:**

The method of my project sampling will be a conduct a survey on a convenience sampling method. the area of my research project is fully concentrated on a customers who are all buying and using a online shopping and the offline store shopping in a Chennai city

### **SOURCES OF DATA:**

#### **Primary data**

the primary data for this study is through Questionnaire consisting of Multiple choices questions.

#### **Secondary data**

The secondary data is collected by referring by website, journals, articles and research paper.

### **STRUCTURE OF QUESTIONNAIRE**

Multitple choice question and likert's scale questions.

### **period of study:**

the period of study is carried out from January 2021 to March 2021

### **SAMPLE SIZE:**

The sample size of a project will be a around 120 customers are in our Chennai city

### **ANALYTICAL TOOLS**

- Percentage analysis
- Correlation

- ANOVA
- Independent T-.test

## RESULT ANALYSIS AND DISCUSSION

### CORRELATION

**H0 (Null Hypothesis):** There is no significant difference between Age and Stress Level of Employees.

**H1 (Alternate Hypothesis):** There is a significant difference between Age and Stress Level of Employees.

**Table showing correlation of age and risk factor in supermarket in lockdown**  
**CORRELATION**

		Age	Risk factor in supermarket in lockdown
Age	Pearson correlation	1	.178*
	Sig.(2-tailed)		.043
	N	130	130
Risk factor in supermarket in lockdown	Pearson correlation	.178*	1
	Sig.(2-tailed)	.043	
	N	130	130

\*. Correlation is significant at the 0.05 level (2-tailed).

**INFERENCE:**

The p-value is .043 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a relationship difference between age and stress level of employees.

### ANOVA

**HYPOTHESIS:**

**H0 (Null Hypothesis):** There is no significant difference between age and rate of offline shopping at covid-19

**H1 (Alternate Hypothesis):** There is a significant difference between age and rate of offline shopping at covid-19

**Table showing ANOVA of age and rate of offline shopping at covid-19**

### ANOVA

Rate the offline shopping at covid-19					
	Sum of squares	Df	Mean square	F	Sig.
Between groups	29.535	3	9.845	6.909	<.001
Within groups	135.375	95	1.425		
Total	164.909	98			

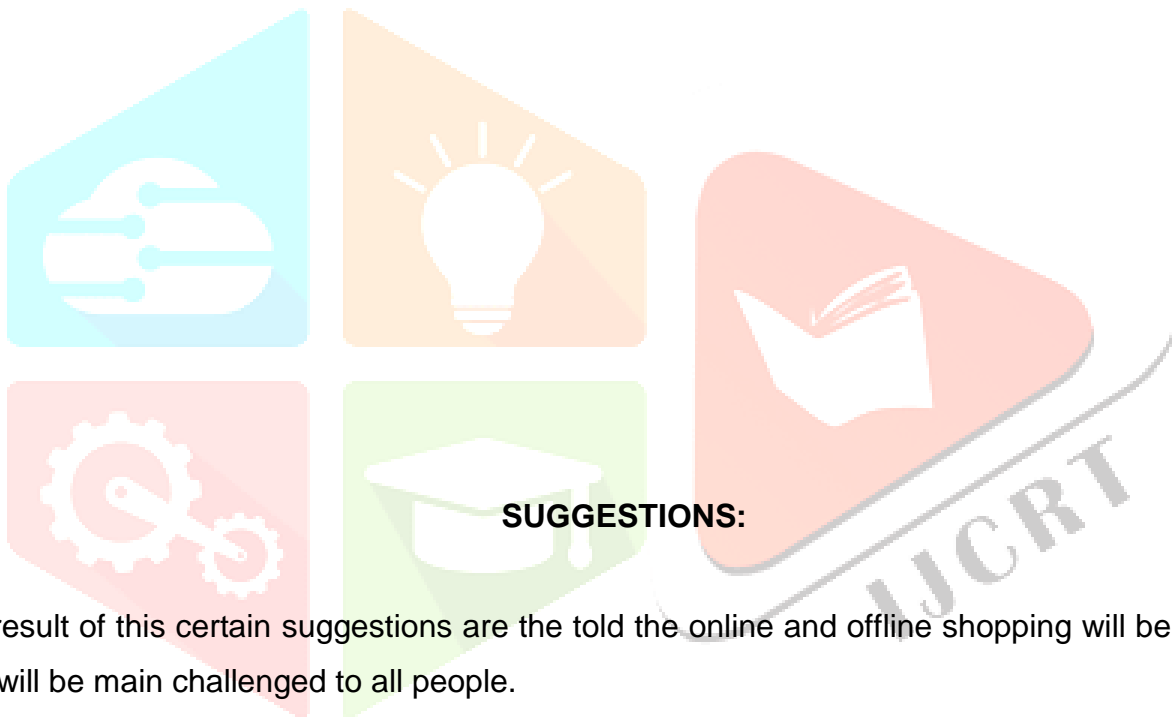
#### Inference:

The p-value is .001 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference age and offline shopping at covid-19

### LIMITATONS OF THE STUDY

- ✓ The study is not restricted it will be main aim of the consumer and people in a Chennai city
- ✓ In this study, area is covered by the people of Chennai region

- ✓ the questions will be filled by the people of consumers in the stores, shops and online users
- ✓ the online shopping users also we covered by survey questionnaire
- ✓ some of the respondent did not time to fill the questionnaires



As a result of this certain suggestions are the told the online and offline shopping will be at a covid-19. It will be main challenged to all people.

- During covid-19 both the markets are quite secured but after covid they came back as before now most of the store are not following covid Guidelines
- Offline shopping is better than online shopping in terms goods quality. Where as online shopping price is lower than offline shopping
- During covid-19 both the markets are quite secured but after covid they came back as before now most of the store are not following covid guidelines

- At pandemic situation we prefer online and supermarket to purchase
- Covid-19 we use some online shopping but offline shopping is better
- The pandemic situation will be changed our lifestyle. But I used a online portal in a pandemic problems but also we can use supermarket also I agree as a constant
- Before pandemic we used online shopping sometimes. At the covid-19 we fear about our safety. I suggest the super market and shopping mall

### CONCLUSION

The above study on concluded that a reducing the online shopping as a major role of the covid-19. The study states that during cobid-19, the online and offline shopping will be use sometimes only. The covid-19 will be keep as in home lockdown in a lockdown we cant buy a products by shopping mall, stores, supermarkets we had fully lockdown in a Chennai city and also. And also the government will be arrange a time to purchase for our needs of products and also we cannot buy needed products. And also we had some rules to buying it. This covid-19 will be challenge to our life now it make us a one year of lock it.

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