

# Identifying the Higher Education Students Perception towards Online Shopping Post COVID-19 Era

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**Abstract:** During COVID-19, due to lockdown most of the people shift offline shopping to online shopping where multiple options are exist for the similar kind of product. People found that the online shopping way more comfortable than offline shopping & online purchasing product delivery & return process is very good and easy to use it compare to offline shopping.

**Keywords:** Pre Covid & Post Covid, Digital shopping, online platform

## 1. Introduction

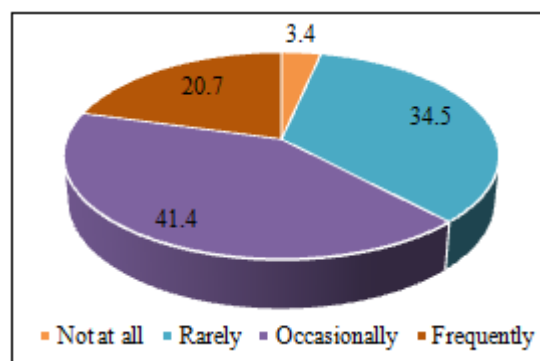
In the present era the internet technology has changed the way of people shopping. Pre COVID it was just like traditional situation, going to the city market to shop. But during the Covid-19 pandemic, all the local and city market shops were closed due to the enforce of Lockdown by the Indian Government on 24 March 2020. People are restricted to move outside without any proper purposeful /justified reason. Most are the people are facing lots of problem for purchasing basic needy items and they prefer to shifting from local marketing to e-commerce/online platform for purchasing the basic goods.

At present time the online shopping or digital marketing trends are in pick level among the students, online purchase allows buyers to purchased products and services through online with the help of internet with multiple options and provide huge attractive discount rate. The buyer uses multiple modes of payment for their shopping.

It is found that among the students that they prefer the online shopping mode for their requirement basic needs.

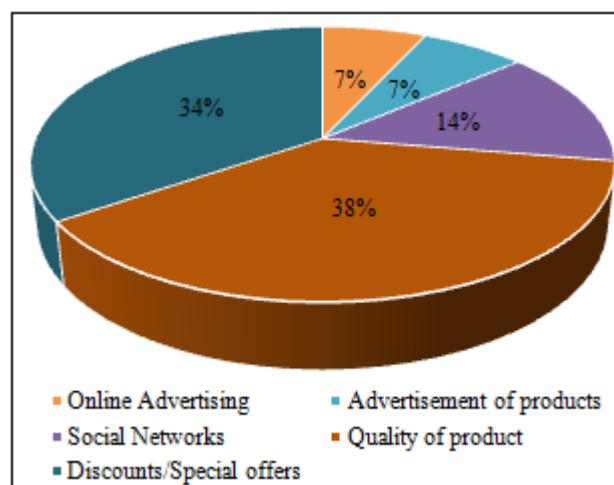
For this study total sample collected 58, among that percentage of male student is 41.4% and female students is 58.6%. It is inferred that the percentage of the UG student is 17.2%, PG student is 75.9% and M. Phil/ P. Hd students is 6.9%. Using online portal for Surfing/ Browsing & Using online portal for shopping is 79.3%.

### 1.1 Distribution of sample on the basis of purchase products through online



Sample on the basis of students' purchase products through online. 3.3% of the sample belong to the Not at all group. Whereas 34.5% rarely purchase products through online 41.4%. Occasionally purchase products through online & 20.7% Frequently purchase products through online. It shows that the students. Occasionally purchase products through online 41.4% of the sample are greater than other groups.

### 1.2 Distribution of sample on the basis of influences for online Purchasing of products/services



Sample on the basis of students' influences for online Purchasing of products/services. 6.9% of the sample Influences by Online Advertising. Whereas 6.9% Influences

by Advertisement of products, 13.8% Influences by Social Networks, 37.9% Influences by Quality of product & 34.5 % Influences by Discounts/Special offers.

### 1.3 Distribution of sample on the basis of hours to use online portal

**Table 1**

Hours to use online portal	No. of Subjects	Percentage
Less than hour	18	31.0
1-2 hours	18	31.0
2-3 hours & above	22	37.9
Total	58	100.0

From the above table, it is inferred that the percentage of student using online portal for less than hour is 31 %, student using online portal for 1-2 hours is 31% and student using online portal for 2-3 hours & above is 37%. From the data obtained, it can be interpreted that the distribution of students according to the Using Less than hour& Using 1-2 hours is less than the “students using online portal for 2-3 hours & above”.

### 1.4 Distribution of sample on the basis of prefer branded products/services through online shopping liked

**Table 2**

Branded products	No. of Subjects	Percentage
Yes	42	72.4
No	16	27.6
Total	58	100.0

From the above table, it is inferred that the percentage of student using online portal for prefer branded products/services through online shopping is 72.4 %, and student not prefer branded products/services through online shopping is 27.6% From the data obtained, it can be interpreted that the distribution of students according to the not prefer branded products/services through online shopping is less than the “prefer branded products/services through online shopping”.

### 1.5 Distribution of sample on the basis of purchase products through online

**Table 3**

Purchase products through online	No. of Subjects	Percentage
Not at all	2	3.4
Rarely	20	34.5
Occasionally	24	41.4
Frequently	12	20.7
Total	58	100.0

The above table describes the sample on the basis of students' purchase products through online.3.3% of the sample belong to the Not at all group. Whereas 34.5% Rarely purchase products through online 41.4% Occasionally purchase products through online &20.7 % Frequently purchase products through online. Its shows that the students Occasionally purchase products through online 41.4% of the sample is greater than other groups.

## 2. Conclusion

- 1) It is found that the offline market shifted to online market during due to convenience.
- 2) Large number of Sample is found that online shopping is easy to use.
- 3) The researcher found that the online shopping is more Convenience for students.
- 4) The researcher found that the majority of the students is prefer to buy based on Company reputation.
- 5) The researcher found that the sample is feel online shopping are useful and Time saving process.
- 6) The researcher found that the Security/ privacy policy of online shopping is satisfactory.
- 7) The researcher found that the online Marketing factor price & Promotion of the product is influence the customer for purchasing the product.
- 8) The researcher found that the online purchasing product Delivery & Return process is very good and easy to use it.

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