



A STUDY OF IMPACT ON MOBILE SHOPPING POST COVID

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ABSTRACT

2019 will be remembered in history due to Covid-19 that has influenced our lives in every field. Economy will never be the same as before. People all around the world are experiencing direct and indirect consequences of Covid-19 situation. However mobile phone technology can provide sophisticated solutions to cope up with a pandemic environment. There has been a variety of changes identified in customer shopping behaviours and development of new practises as a response to the crisis to which pay off high competition among that led to co-opetition. The purpose of this research is to examine the effects of mobile shopping, we know that how people take this critical time of loneliness results in enormous improvements of their shopping habits overnight, people are changing their purchasing behaviour from conventional buying to online shopping.

Keywords: Conventional buying, Co-Opetition, Pandemic environment

INTRODUCTION

As we are living in 21st century technology upgradation is very frequently evolving in the economy. This 21st century has shifted the mindset of purchasing behaviour from traditional buying to modern method of shopping called Mobile Shopping. Mobile shopping has become a convenient mode of purchase in the recent era. This era is changing the mindset of consumer as well as producers. As these evolving technologies are in process, people are also in stage of adoption to frequent changes. Modern method of shopping called Mobile Shopping leads to a tremendous hike in the count of online buyers (shopping behaviour). Competition mobile shopping has a high role in the digitalization and transforming lives. Competition takes a lead role in m-commerce. Covid-19 had made an history in the world since 2019. This history and present dilemma has a severe impact on the lives of individuals. Since the virus is one of the million stone faster in various countries had made up the decision of lockdown of the activities. This pandemic situation has immense effect on various forms of activities and drastic changes in lives of people due to exploitation of standard of living. One such effect was on mobile shopping, compared to the evolving technologies and covid pandemic the mobile shopping had various pros and cons.

Mobile Shopping was high on strikes during pandemic as well as continued to be even same after the pandemic (Post Covid). In one point of view the competition is bringing much more standardised product and on other hand new development practises in m-commerce are responses to the crisis. The biggest challenges faced by the Mobile Shopping was high level of sales this lead to high level of productivity. Thus Mobile Shopping one of the technology foundation as well as channel of knowledge learnt by various during pandemic by shopping. Recent developments from 2019-2021 recommended the target accomplishments on m-shopping and shopping behaviours. The highly demanded products was mostly on groceries, sanitations, clothing, electronic gadgets as well as perishable foods. Many mobile shopping websites came up with the speedy upgradation and demanded products, frequently this stage of purchasing power and purchasing behaviour became stronger than ever before. One of them was mask, hand sanitizers was one level of dependence in comparison of other.

Around 10000 mobile retailing was shut down due to the crisis of Covid-19 pandemic, this caused the closed down firms to cope up again with high struggling points. The precautions

followed also had an advantage to m-commerce as they preferred more mobile banking for transferring payments on purchases. M-banking and m-commerce growth gradually increasing. At this peak b2b and b2c has played a vital role as models of business. Despite tremendous growth of mobile shopping the IT sector also had great challenges to face digitalization is the minimal understanding of impact of covid during and after post pandemic.

Mobile shopping which is a wider term of productivity with customized information of shopping of innovative approach to increase the purchasing power and created an employment opportunity to many youngsters in pandemic which is a new entry to a business world. The outcome of this strong marketing network increase the ability to interact with customers with the world of technology of application this emphasis the active mobile shoppers from India has targeted population of more than 70% in urban compared to rural which indicate the recent development to meet change in needs of shoppers done prior to the pandemic situation.

The society in which we live at present has changed from the older generation to the new era of generation. This change is brought by factors such as technological advancement, globalisation, and the co-opetition nature of the consumers. Mobile commerce allows companies to link internal and external processes more efficiently and work more closely with customers to better satisfy the needs and expectations for leading development and even contribute in conducting electronic transactions to make convenient payments which consumes time and waste of energy.

Activities on the internet provide exposure to developed factors of contribution which offer a high degree of flexibility. It provides efficient and personalised service to the customers but according to census there are some people still suspect e-commerce they do not find it safe to buy goods online because of difference between the goods described in the Web applications and actual delivered to the customer

THERORETICAL BACKGROUND

Digitalization is the reason for the improvement of all standards of life, remarkable growth is on the span in the world of transformation. Transformation takes place in every phase of life. The advancement in technology makes people lives better than prior. Adoption to changes takes place habitually. Mobile sphere is pioneering the technology for various diversification. The current practitioners are increasing the enrichment of automation

Locomotive online shopping is one of the supremacies for development of m-commerce. Wireless telecommunication, emanate (browsing), collation of various brands are available accelerating the growth of mobile shopping platforms.

In contrast of boosting application and developed m-commerce as led a gap between the urban purchasers and rural purchasers due to paucity (lack) of affordability. In the era Covid-19 had knock down the various exposures of life. Due to the sepsis of virus in pandemic had made people dismay about two issues one is to on go the functioning of life and on other hand people are striving to face the anxiety disorder of covid pre and post pandemic. Covid-19 outbreak had collision on cooperate, proficiency, arcadian lifestyle etc. Counter urbanization has lack of growth due to the pandemic in ongoing reality. On ongoing scenario from 2019- till 2022 even in the upcoming era mobile shopping will be playing vital role in its development mainly in rampant stage. Pre-post epidemic duration had updated the purchasing behaviour of an individual beliefs, norms and standards.

REVIEW OF LITERATURE

Malgorzata wiscicka- Fernando had used the methodology of primary data to find mobile technology utilisation for online shopping purchasing behaviour during the epidemic period of COVID -19. The nature of the business world had changed due to the pandemic. According to his research we were able to find the online mobile shopper there affecting Covid -19. Mobile shopping had a crucial impact in pre and post COVID-19. It proclaims that mobile applications were downloaded and initialised by the users but adjacently lost their shape, but there is no prospect for the world over advancement in technology mechanization. They signified that hike in online shopping over a month was in an average line. The study shows that Poland's hike in selling products online are although high but not yet placed in international standards. They also found the number of online transaction appeals in COVID-19. The outcome was however to cope up with the ongoing scenario with the fulfilment of life desire with the use of modern evolving technology.

<https://www.sciencedirect.com/science/article/pii/S1877050921018536>

Managing the effectiveness of e-commerce platforms in a pandemic

Lobal Trong Thuy tran had used the methodology of primary data in order to check result in Navajyoti, International Journal of Multi-Disciplinary Research, Volume 6, Issue 2, February 2022

the PEEP at COVID -19 epidemic situation. It also rectifies the pandemic fear affecting minds of people/users. Lobal Trong reviews that their survey brought positive impact of PEEP along with maintaining sustainable cause and effective customer buying behavior. China production brought down ,US GDP drop down due to global pandemic situation caused by COVID-19 .

Covid -19 turn at most population to purchase necessity over mobile which in turn would raise the strategy of online mobile shopping firms. As the Covid-19 changed the topography of the mobile shopping environment. It is however beneficial to e-commerce platforms and consumer buying behaviour, it also regards specific interest of customers, consumption and behaviours . The author develops significance on PEEP, nascence of Covid-19 has exploited the effectiveness in lifestyle and operations in the Organisation's sustainability.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7475027/>

AN EMPIRICAL STUDY ON THE ONLINE SHOPPING ACCEPTANCE:PRE AND POST COVID -19 OUTBREAK

Wimala lossey jayan and Liya Zaveir had used the methodology to find out the factors influencing and affecting the mobile shopping with contexts of pre and post COVID-19. The recent outbreak suggest that Covid -19 had not over yet but changes the forms in various faces of life, during the changes accommodated lifestyle of civilization had replaced with various factors like consumer buying behaviour, risk due to financial weakness, product, customization and standardisation in the way to take a lead in the co-opetition and difference of other factors etc..and violence of customers, values, principles of customer to fluctuate frequently. Matches spread in Covid-19 led to undesirable ways in the lifestyle like completely changing the buying behavioural pattern in customers not only during pandemic but even after the pandemic as this Covid-19 is still emerging in the economy. However, any mobile shopping would not result in best with regard to all locale provident.

<https://pbme.in/papers/72.pdf>

Exploratory analysis of factor affecting levels of Home deliveries before,during and post Covid-19

AVINASH , UNNIKRISHNA, MIGUEL FIGLIOZZI had used the methodology of primary data to find the factors affecting the home delivery channel at the stage of pre covid during covid and post covid.

Prior to covid-19 the home delivery channels were necessarily stronger, due to Covid-19 million stone wide spread all over the globe which changed the world ruinous. Made all aspects practises into enlightenment, out of which home delivery channels during pre and post COVID-19 was much more in a significant form, as it was very much related to mobile shopping, it gained greater significance in faster development in a co-opetition world. Dependent and independent variable channels took massive structure in the ongoing course of Covid -19 . Covid-19 indicates the post(future) behaviour of dependent and independent variable channels. In Covid-19 pandemic number of delivery channels are increased, due to the dependence on mobile shopping.

<https://www.sciencedirect.com/science/article/pii/S2590198221001093>

Post covid impact of commerce on consumer

DR. Ranjit Somasundaran Chakkambath and Andrew Mathew Jose had used the methodology of primary data to conclude the e-commerce effect on customer behaviour during post and pandemic situations. They used the chii kew- square test to show gender which is influencing more in online shopping platforms. Since, covid-19 pandemic has influenced mobile shopping to bring out factors like differentiation choices and various availability to the customer to make the shopping more convenient than before due to the Covid-19 homeliness. The effect of covid-19 on e-commerce had brought collision on first time users (FTU) in mobile shopping. Survey suggests that Covid-19 had increased the accessibility of mobile shopping as well as online shopping behaviour than pre covid. Chandrakant had analysed that e-commerce (mobile shopping) had extended in a joint form during Covid-19, that has resulted in a 17% hike in e-commerce like pharma, health care, and the FMCG sector had greater enrichment in their operation during post Covid-19. The author says that gender does not influence the buying behaviour. Covid-19 pandemic had destroyed the old scenario of purchasing and administration of online shopping and e-commerce. Although due to Covid-19 empirical situation e-commerce took an hike in the goodwill and value, standardisation and in over all development

https://www.researchgate.net/profile/Ranjith-Somasundaran-Chakkambath/publication/352093236_Post_Covid_Impact_of_E-commerce_on_Consumers/links/60bb496992851cb13d7ab793/Post-Covid-Impact-of-E-commerce-on-Consumers.pdf

OBJECTIVES OF THE STUDY

1. Collaboration of various online platforms (co-opetition) can bring better and standardised products and services.
2. Exploring drivers, partner readiness in e-buying of active mobile shoppers after Covid-19 rampant situation.
3. To know about first-line products that customers are purchasing more through mobile shopping.

RESEARCH METHODOLOGY

1. Data collected is primary data with the use of questionnaire
<https://docs.google.com/forms/d/1-o00MkkS6MvS9CejBfjltvAjx8AkyJMO3WAijbO3wWY/edit?ts=620cebbe>
2. Secondary data like websites, magazines, books.
3. Sample size of 200 were collected

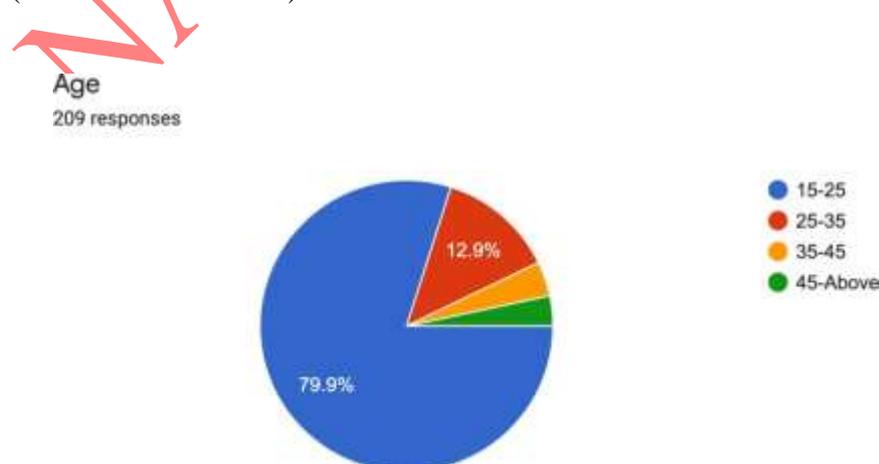
LIMITATIONS OF THE STUDY

1. Time constraints
2. Lack of Accurate response due to time constraints

DATA ANALYSIS AND INTERPRETATION

Chart 1

(DATA ANALYSIS 1)



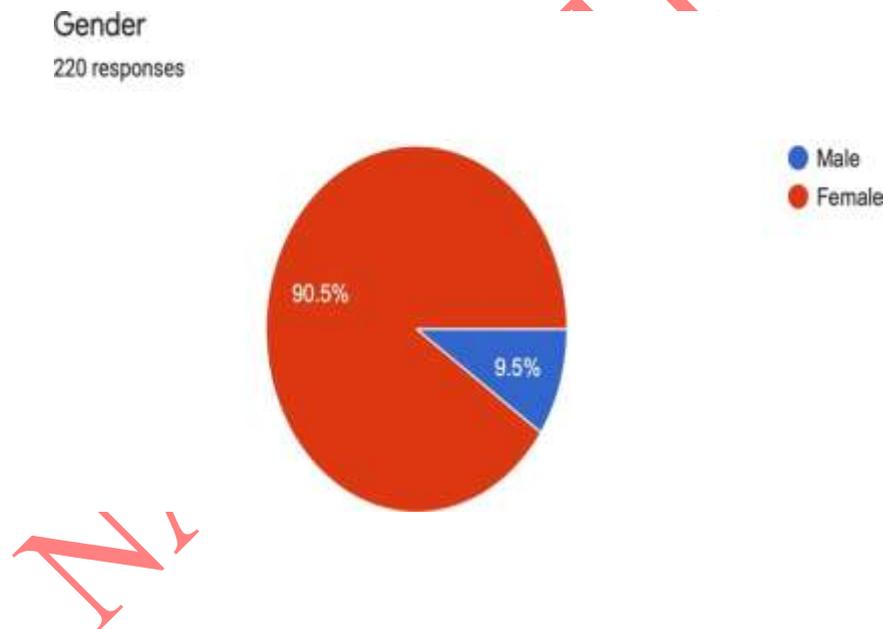
INTERPRETATION OF CHART 1:

Above chart clearly depicts that age group of people respondents in context questionnaire circulated. The survey clearly exclaims the age group between 15-25 has high respondents with comparison to other group of age. Interpretation of data analysis will hold high feedback from that particular age group .Furthermore analysis interpreted would be based on average number of age group lying between 25-35. Therefore 79.9% of respondents would be from age of 15-25 and 12.9% would lie within 25-35. Consequently low percentage of age group between 35-45 and 45 and above would results in least respondent list to the survey conducted .

On this account we could state that high purchasing power and buying behaviour is mainly concerned with the age of 15-25 has modernised the method of shopping than prior due to change in trends.

CHART 2

(DATA ANALYSIS 2)



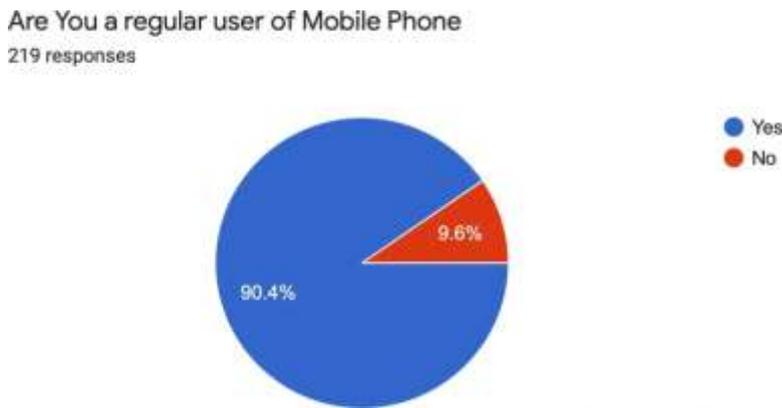
INTERPRETATION OF CHART 2:

With reference to the above context the chart 2 shows the level of degree of significance related to the survey about gender. The chart clearly reveals the percentage of access to

mobile technologies and mobile accessing services between the male and female .In the contemporary world the survey gives us the level of access to technological aspects are highly accessible to the female with the context of chart 2 .So female users of mobile technology is reaching to an hike of 90.5% than the past decades.Male access to mobile services is about 9.5%.Hence adequate lesser than compared to females.

CHART 3

(DATA ANALYSIS 3)



INTERPRETATION OF CHART 3:

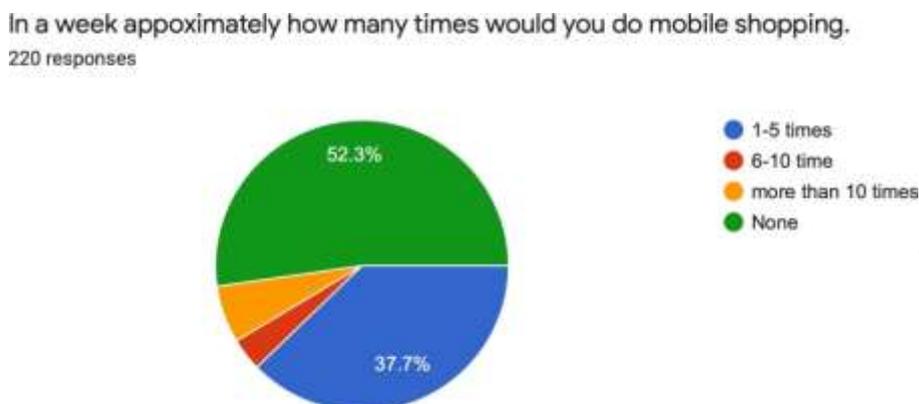
The pandemic environment has a severe impact on the mindset of people during and after the pandemic. At this time the solace was bagged at one aspect from mobile usage and modern method of shopping called m-commerce .Therefore the survey states the high standard of users of mobile phones during the epidemic situation .The mobile phone access has reached all over the globe with increase in the percentage than previous era. Analysis of the research outlines that 90.4% regular users of mobile phones are during pandemic and after pandemic also never declines but will shoot up. The study also reveals that 9.6% are tag end users of mobile technology as per the research.

CHART 4

(DATA

ANALYSIS

4)

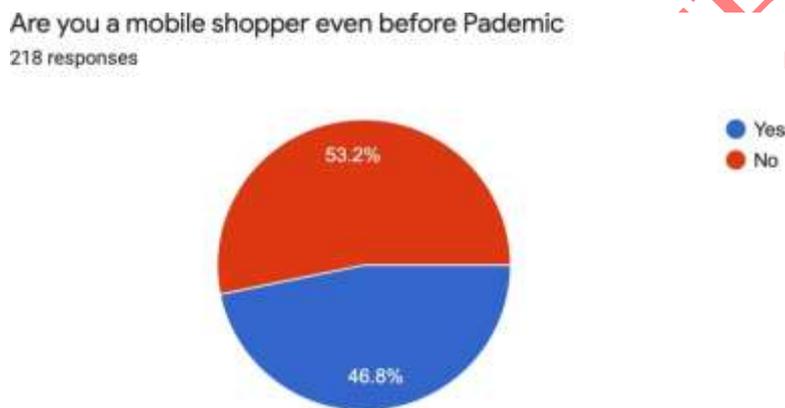


INTERPRETATION OF CHART 4:

As the epidemic situation has an intelligible effect on the lives of the civilization. Society tends to fear due to speedy widespread of ailment and holding on to life's expectations and viability this frightness fitted the man to shop the needy obtainables over mobile shopping and occupy the basic essentials. Our survey suggests that the society purchasers the essentials over mobile shopping to an extent of 37.7% for about 1-5 times in a week but other portion of society i.e. 52.3% would rather not purchase over mobile but through other sources of availability. Other 10% of the population prefer shopping using modern methods very frequently. But the preference of shopping over mobile technology does not remain the same as the technological aspects have made people freak out day to day with no wonder.

CHART 5

(DATA ANALYSIS 5)



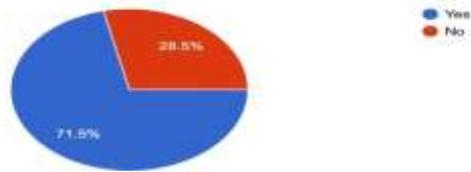
INTERPRETATION OF CHART 5

As the dilemma pulls the people into various disorders from Covid-19 the emerging insecurities in all aspects and all act of behaviours is affecting the lives of people. People at the insecurities are literally finding progress in ways to complete the requisite. The survey shows the purchasers on mobile shopping even before the pandemic. The rate of purchasers over modern method is 46.6% and after pandemic conventional buyers are to the rate of 53.2%. Mobile shopping had a vital development even before Covid-19 but the Covid-19 had made people the mobile shopping as their major necessary survival for basic availability not only to avoid disorders but also to updations in lifestyles.

CHART 6

(DATA ANALYSIS 6)

The packages / subscriptions provided by mobile shopping website is friendly
214 responses



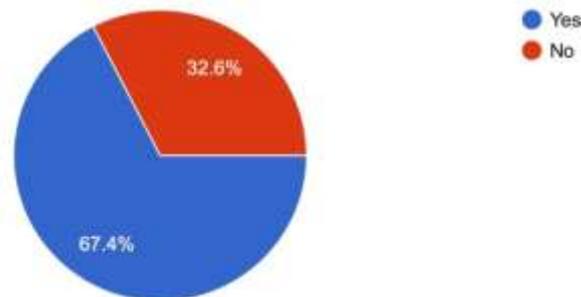
INTERPRETATION OF CHART 6:

The above chart shows the amount of users achieved the satisfaction of services provided from the mobile shopping applications /websites.Around 71.5% of users have working on with the satisfaction of the packages in line shopping over mobile .Some situation was not demanded due to lack of generation of packages that resulted in inconvenience to some buyers around 28.5%.

CHART 7

(DATA ANALYSIS 7)

Did covid -19 pandemic built interest on mobile shopping
218 responses



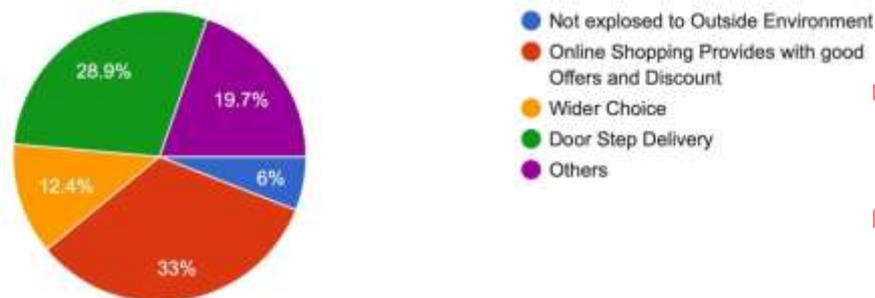
INTERPRETATION OF CHART 7:

As the above chart gives us the clear survey about the interest generated in the minds of customers during the pandemic over mobile shopping .Interest factor was mainly concerned during Covid-19 homliness to get rid of anxiety disorders.Mobile Shopping was one of the alleviate during the Covid-19.To the range of 67.4% customers had an intention that it really focused on building their mobile shopping interest .But 32.6% had not show interest in shopping online.

CHART 8

(DATA ANALYSIS 8)

Why do you prefer Mobile Shopping
218 responses



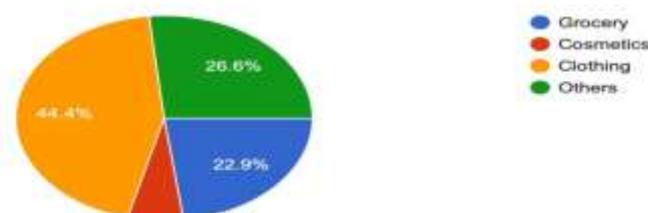
INTERPRETATION OF CHART 8 :

As there is the transformation in technology very frequently the purchasers would also shift there proclivity often. Since the online shopping made life tranquil, shoppers would change the mode of purchasing .The above pie chart depicts over 33% of buyers prefer online shopping as it avails them various offers and discount ,28.9% would rely due to the accessibility of doorstep delivery and 12.4% customers choose it as it gives wider choice to customers.19.7% prefer as it offers other wide variety of goods .

CHART 9

(DATA ANALYSIS 9)

Frequently purchased products on website
214 responses



INTERPRETATION OF CHART 9:

Pre -pandemic purchasing acts were at convenient level when comparison to the changes in pandemic. This pandemic of pre/post Covid-19 had great way for accomplishment of various strategies for online shopping and for its faster optimisation of resources. Since the eagerness of life satisfaction and fear of covid had made people to buy preferences online to satisfy their needs .About 44.4% of users are a regular clothing shoppers using modern method of

shopping , 26.6% of users rely upon online shopping for their other goods and 22.9% of users depend on online shopping website to shop groceries in order to avoid epidemic situation. Shopping of cosmetics was at lower preferences.

CHART 10

(DATA ANALYSIS 10)



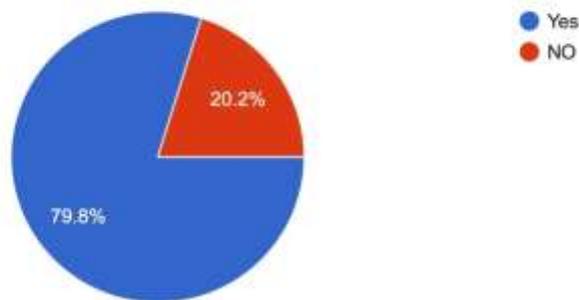
INTERPRETATION OF CHART 10

The above chart interprets the gaining popularity throughout the world. Which is an innovative approach to increase the purchasing potentiality. This outcome is the strong marketing network because of its ability to interact with frequenter. This constant connectivity as created more opportunities for the usage customised information for errands. The survey gives us the clear cut experiences of overall online shopping of customer. About 63.3% of the customers experiences was at a moderate scope and 7.8% of customers was not at a level of eminence in online shopping ,and the reasons are mainly focusing on the factors like Covid-19 pandemic and as well the customers expectations was not at a stage of systematise. Superiority of customer experience was at a level of 28.9%.

CHART 11

(DATA ANALYSIS 11)

Are you aware of Quick Delivery online website (eg: flipkark quick, pickly etc)
218 responses



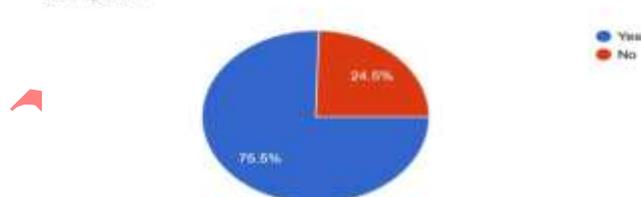
INTERPRETATION OF CHART 11:

As the research says that the presence of swift online shopping delivery websites awareness in the mindset of the purchasers. The survey says that 79.8% have the concern and well informed attentiveness towards the sources available of swift online shopping delivery websites , but 20.2% of people are not aware about the obtainable fount of m commerce. Hence the well known brisk online sources of shopping availability are flipkark quick,pickly etc..The Covid-19 had deliberately made the purchasers to shop over electrical snap up and made the lives of people act accurate in the Covid-19 expansion time scale.Covid-19 expansion time scale is moving people to substitute with underplay .

CHART 12

(DATA ANALYSIS 12)

Did you find the quality of product shopped through mobile Shopping same before and after the covid-19
216 responses



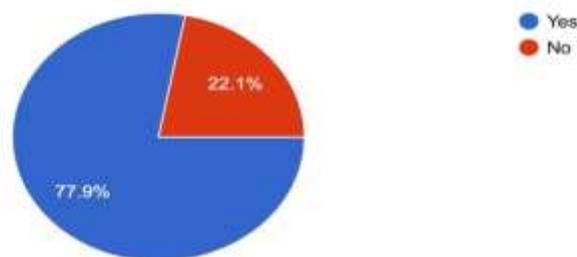
INTERPRETATION OF CHART 12:

The above chart depicts that the quality, standard, aspect ,condition ,state of product accessibility are the same at pre and post pandemic in ongoing Covid-19 scenario. Survey suggests that 75.5% of purchasers had experienced that product received are not same in both

scenarios. Since Covid-19 has immense outcome and firms could have faced the leverages, constipation, co-opetition in all aspects had technical impact positively as well as negatively which would rather be the same methodology of product development, improvement in development process or below expecting line than after covid pressuring dilemma. This usher the m-commerce to either sale on same stage or updown the way of selling method. Research shows about 24.5% purchasers don't agree with the changes in product availability at pre-post pandemic.

CHART 13
(DATA ANALYSIS 13)

According to your option if there is collaboration of various online platform (Co Opetition) can bring more better and standarised products and services
213 responses



INTERPRETATION OF CHART 13:

Above chart depicts that co-opetition can improve the standardised lifestyle when standardisation of products take place with wireless technological capabilities directly in reach of customers. As the expectation increases the need for co-opetition also arise. If the Co-opetition arises the continual improvement in the product standardisation also increases with mobile commerce technology. Collaboration of various firms will unquestionably influences the behaviour, attention and intention of customer in context mobile shopping. As the survey also reveals that 77.9% of mobile shoppers recommended and agree with the technique and 22.1% of users are not agreeing as they would have the product standardised platforms availability in the phase of various brand availability.

CHART 14
(DATA ANALYSIS 14)

Do you think collaboration of various online platform can explore the tradition way of shopping
217 responses

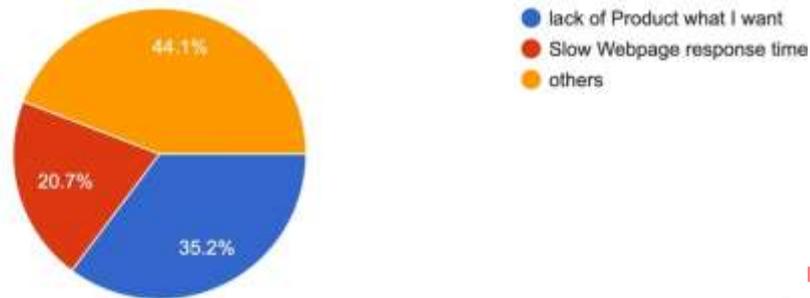


INTERPRETATION OF CHART 14 :

Above chart depicts the increased contrast in methods of shopping at a high level even after the entry of Covid- 19.Pre/post Covid-19 had not changed the lifestyle of people, but shot up the ways of buying behaviour . Traditional shopping had no longer given much significance due to the progressing information technology.The progress in the technological field made people change their preferences. This preferential aspects had made some section of online platform to leave backward as of low profitability due to covid impacts and also high profitable company ,both type could get themselves to collorations or from traditional method of shopping to modern method of shopping called online shopping.Our analysis shows that 42.4% of users agree with this quire and 45.2% partly agree because of their equal significance to both method of shopping.12.4% of users had disagreed due to unchanged ways of shopping in utmost changing economy.

CHART 15 (DATA ANALYSIS 15)

What is the biggest challenges you face with mobile Shopping
213 responses



INTERPRETATION OF CHART 15:

According to the chart given above, the provocations faced by consumers while shopping over mode of smartphone was one method. To drive the covid empirical situation, the modern method of shopping was a convenient methodology. This practice even led to the conjecture in customers' attitude. Nevertheless 44.1% of buyers had faced the lack of preferred obtainables. As this matter in question had grown due to covid scenario of closure of various professional E-commerce platforms, lack of unemployment, low revenue generations had made the product absence in ongoing scenario. Although product availability made in some cases 35.2% purchasers had issues of website reachability leading to bare network consequences and 20.7% had faced low webpage responses.

CHART 16
(DATA ANALYSIS 16)

What is your biggest Concern about online shopping
210 responses



INTERPRETATION OF CHART 16:

This chart shows the big concern to fulfil to track of survival ness and needs in life during pandemic and post pandemic also went through the breach of many lifestyles. On this stage the needs to let go the stress disorders during pandemic and as well as satisfy to lifestyle impetus mobile shopping will act opportunate.

Appropriate ways to clear the crack the requirements at covid homeliness and pandemic duration online shopping with utilisation of mobile automation was vibrate form. The biggest concern among all of it was how this m-shopping leads to gratification .Crooked up in this type of Covid scenario people moved themselves to spend time on mobile shopping, even it contained a stumbling block like breach of payment ,personal information and 26.2% faced poor connectivity etc.. According to survey about 40.5% had undergone breach of payment .These was an effective way to step consumer away from online shopping behaviour .out of which 33.3% of people got exposed there personal information due to insecurities in website .Even the technology is growing but people are not exposed due to lack emolument. Revenue generation had driven people to strive hard with the exposure and bare of covid 19.

FINDINGS AND SUGGESTIONS

Findings

- 1.The modern mobile shopping technology would endure the ongoing rife(undesirable) to fulfil the elementary lifestyle in Covid-19 scenario.
- 2.Utmost populations option to circumvent(avoid) the virus would lean on Mobile Shopping.
- 3.The integration of mobile shopping had deeply influenced lives of individuals during the pandemic and in the ongoing Covid-19 scenario.

4.The primary objective is to be utmost significance given to the rurals to cope up with the modification in technology.

5.Appropriate ways to clear crack the requirements at Covid-19 homeliness and pandemic duration online shopping with utilisation of mobile automation was vibrate form .

6. M-Shopping enable that unrestricted reliability for the users crooked up in this type of covid.

7. M shopping enables the people for instant connectivity in localization of delivering the products at their current location.

Suggestions

1.To safeguard the predilection(likes) of consumers in all the exparres would be greater attainment of strategies.

2.During this present consequences of covid of the act of collaboration of competing companies would authorise greater significance in online shopping.

3.The current epidemic reveals that technology can give rise to health crises that can lead to long term changes so it should be limited to be safe from further crises and transformation of healthy causes such as psychological and biological changes.

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