



IMPACT OF COVID-19 ON ONLINE CLOTHING SHOPPING IN HARYANA

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Abstract: The earth has been genuinely shaken by the COVID-19 pandemic. Its effects are still being felt by us. Our manner of life, how we receive our education, and how we conduct business have all been completely altered. It has presented us with a lot of difficulties, but it has also presented us with a lot of chances. The effects of this extraordinary crisis are felt strongly in every area. The effect of COVID-19 on Haryana's online apparel buying is covered in this research report. Before the epidemic, online shopping was growing quickly; nevertheless, it saw a boom during and after the pandemic. Future growth is anticipated to be similar to this. The study provides examples of how customers' purchasing patterns and preferences have changed. The obstacles and opportunities that online clothing retailers in Haryana face are also covered in the report. It provides an overview of the evolving dynamics of the Indian online shopping market with a focus on the garment industry. The study draws on secondary data analysis and incorporates the thoughts and experiences of certain online retailers of clothing.

Keywords: COVID-19, online shopping, Clothing

1. Introduction:

Online shopping is a type of electronic commerce that enables customers to directly purchase products or services from sellers using a web browser or a mobile app via the internet. Online shopping provides consumers with a platform where they can buy everything they want without visiting to a store. Without leaving their homes, consumers may get whatever they need through online shopping. Since the advent of online shopping, anybody, anywhere, at any time, may buy anything without hassle. The easiest way to explain internet shopping is 24 hours a day. Various platforms have arisen that allow individuals to shop online and get the information they need. The world is now dealing with a serious pandemic scenario, and a concerted international effort is required to stop the virus' spread before it reaches Wuhan, China, in December 2019. In January 2020, cases of pneumonia with no known aetiology were recorded. In February 2020, the WHO named the newly discovered virus the 2019 novel corona virus. The easiest approach to prevent it is to stay at home because it is mostly transferred through contact with an infected person or when a person touches a surface that

has the virus on it. Globally, this has boosted the use of internet purchasing. It has increased the number of first-time e-commerce users in India, who had previously been discouraged from doing so. The COVID-19 epidemic has a significant impact on everyone's life. There was less possibility for individuals to leave their houses and make purchases because of the lockdown, virus outbreak, etc. In the early phases of the pandemic era, just the necessary services and goods were accessible, and people were in total shock without knowing what would happen next. The vast world of internet shopping allows people to get the items they need without leaving their homes. Anyone can buy anything they want online or off the street. People used internet platforms for purchasing throughout the COVID-19 era, but as the virus progressed, the reach of online shopping expanded to rural regions as well. Early on, only urban regions could get deliveries of products and other items bought online. It also spread to rural areas during COVID-19. The study is also being done to investigate what influences people's decisions to buy online, as well as the benefits and drawbacks of doing so. This survey also focused on the opinions of the customers about a number of aspects. The primary criterion under investigation is the impact of COVID-19 on online comer. Major et al. (2019) studied on two significant e-commerce sites named Flipkart and Amazon. The study also examines the variables that affect rural consumers' attitudes towards the chosen online shops and their level of customer satisfaction. Ganeshkumar (2019) the survey was carried out in the Coimbatore district to determine the amount of awareness, the top shopping destination, and the satisfaction with online shopping. The report outlines the application's benefits and drawbacks. The survey assesses different consumers' levels of usage and product satisfaction. Sudheer and Fayaz (2019) study is Flipkart, a well-known online marketplace that makes it simple for customers to make purchases. Garg (2020) purpose of the study is to examine how consumers feel and behave towards internet buying. The study primarily focuses on the elements that lead to recurrent purchases and, on the other hand, the ones that discourage customers from making online purchases. Rao and Saleem (2021) study demonstrates the distinction between direct and indirect internet shopping, as well as the elements and traits that impact people's buying decisions. Islam (2021) goal of the study is to better understand the growth of online purchasing and consumer behaviour, particularly that of students. The study concentrated on the variables that have a significant impact on consumers' decisions about online purchasing. Aggarwal and Kapoor (2020) the study's main goals were to identify more effective tactics for online merchants to help customers make better decisions and to analyse key market trends related to online purchasing. Nedumaran and Selvi (2021) the report gives information on young people who purchase online and their characteristics.

2. Objective:

To know the influence of COVID-19 on online clothing shopping Behaviour of customers

3. Research Methodology

The goal of the study is to ascertain how COVID-19 has affected people in the Haryana state online buying behaviour. The information gathered from people through questionnaire

surveys. This process includes the steps involved in gathering data and information for decision-making. It could consist of books, articles, or surveys. The sample size for the study is 150 individuals in the Haryana state. Convenient sampling was the method employed to choose the sample.

4. Results and Discussion:

The goal of the research is to find out more about how COVID-19 has impacted online clothing shopping and if it has increased throughout the course of the epidemic. Additionally, the research is being conducted to understand customer concerns while making an online purchase as well as the advantages and disadvantages of online apparel shopping. In this study the survey has been conducted using Google form of Haryana state. All district of Haryana response has been recorded in the Google form to compares people preferences for traditional and online shopping. The responses are related to the various aspects of online shopping. The different types of indicators of survey are discussed below to study the impact of COVID-19 on online clothing shopping in Haryana.

Age of Respondents: It has been observed from the table 1 which is based on the online survey that age group below 20 has use online shopping about 33 per cent during the COVID-19 period in Haryana. The age group 20-30 recorded highest response 73 (49 per cent) and age group 30-40 recorded 21 responses related to the online clothing shopping. The age group 40-50 and above 50 not seem to like interested in the online shopping in this study.

Table 1: Table of Age of Respondents

Age	No. of Respondents	Percentage
Below 20	49	32.7
20 - 30	73	48.7
30 - 40	21	14
40 - 50	6	4
Above 50	1	0.7
Total	150	100

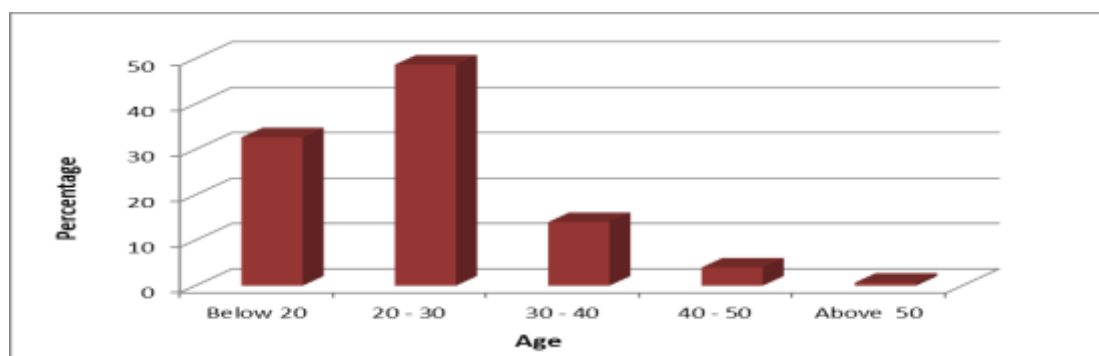


Figure 1: Age of Respondents

Status of the Respondents: According to table 2, the statuses of the student’s respondents were 42 percent. About 37% of respondents were employed, compared to 21% who were jobless. The majority of the responders belong to the student demographic. It has been evident from the survey that 48 students were female out of 63 students, 29 employed out of 56 and 22 unemployed females out of 31.

Table 2: Status of the Respondents

Particulars	Frequency	Percentage
Students	63	42
Employed	56	37.3
Unemployed	31	21.7
Total	150	100

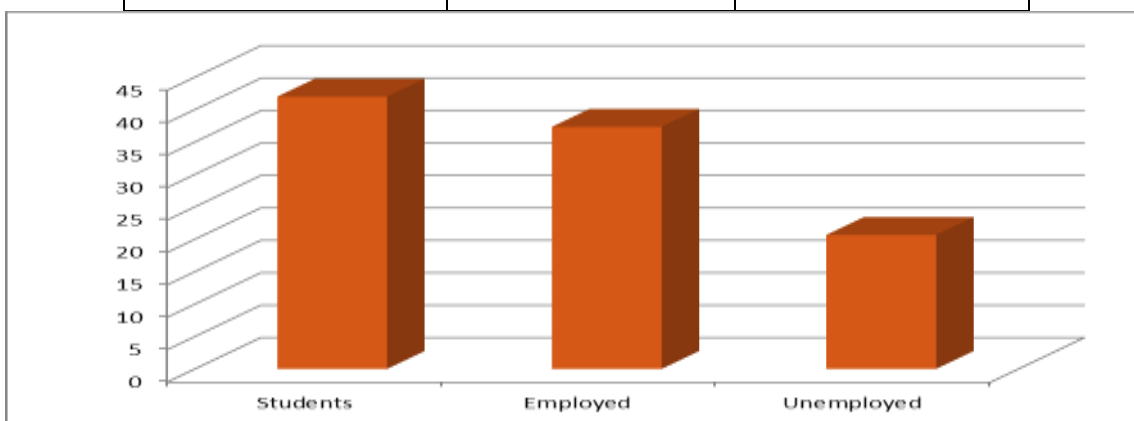


Figure 2: Status of the Respondents in percentage

Interest in Online Shopping before COVID-19: It has been observed that from the table 3 and figure 3 that 60% of respondents were interested in online shopping before COVID-19, while 26.25% of respondents indicated that they were either interested in it or were not, and 13.75% of respondents indicated that they were not.

Table 3: Interest in Online Shopping Before COVID-19

Particulars	Frequency	Percentage
Yes	135	90
No	15	10
May be	0	0
Total	150	100

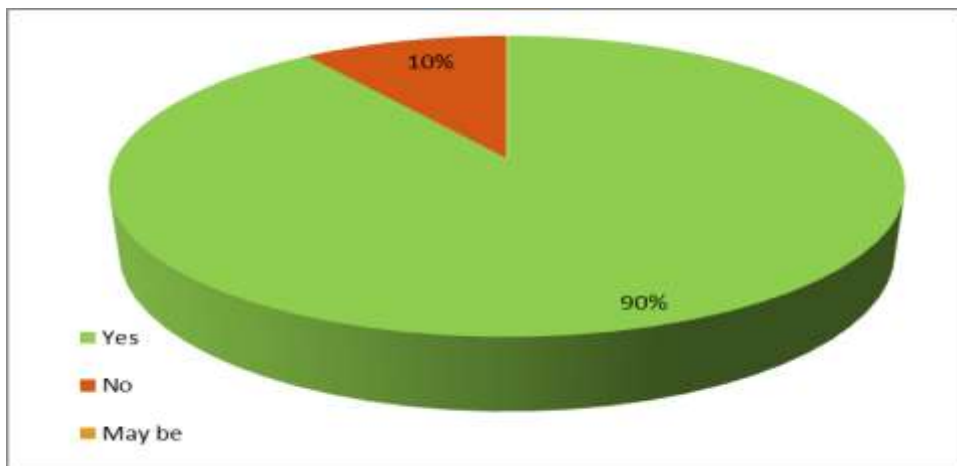


Figure 3: Interest in Online Shopping before COVID-19 in percentage

Often make an online clothing purchase during COVID-19: The aforementioned information in table 4 and figure 4 allows us to determine how often respondents make purchases. According to the statistics, the respondents either buy something once a month or buy something that takes more than a month. 5 percent approx respondents said they would make a purchase less often; 67 percent approx. would do several times per month. It is also evident that 8 percent and 19 percent approx would do so several times per week and Several times per year respectively.

Table 4: Volume of Purchase of Respondents through Online During COVID-19

Particulars	Frequency	Percentage
Increased	100	68
Decreased	30	20
No change	20	12
Total	150	100

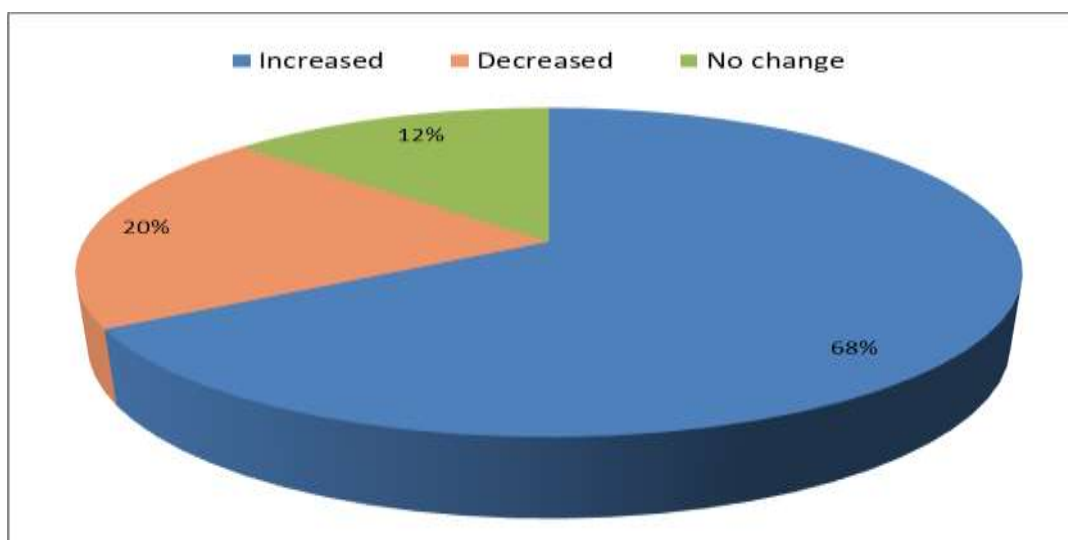


Figure 4: Volume of Purchase of Respondents through Online During COVID-19

Cloths interested to purchase through online : From the table and figure 5 it has been observed that people are interested mainly purchases the women clothes, men clothes and kids cloth through online which is 37 per cent, 27 per cent and 15 per cent respectively. About 2 per cent, 3 per cent and 10 per cent people comes under the category of men's cloth & kid's cloth, women’s cloth & kid's cloth and others clothe respectively.

Table 5: Cloths interested to purchase through online

Particulars	Frequency	Percentage
kid's Cloth	23	15
Men's Cloth	41	27
Men's Cloth& kid's Cloth	3	2
Women's Cloth	56	37
Women's Cloth& kid's Cloth	5	3
Women's Cloth& Men's Cloth	4	3
Women's Cloth, Men's Cloth &kid's cloth	3	2
Others Cloth	15	10
Total	150	100

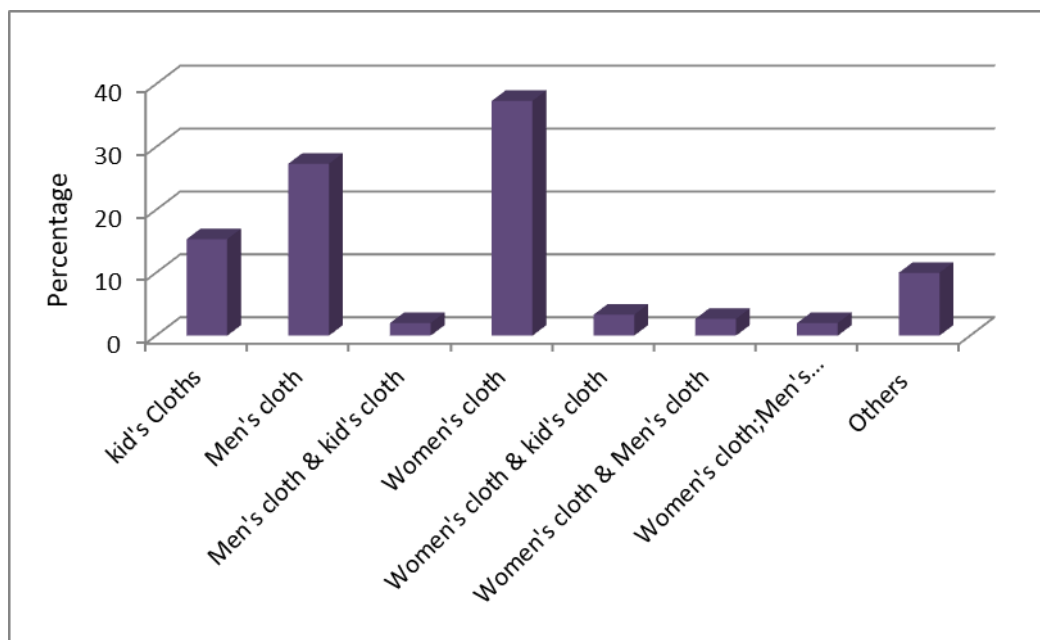


Figure 5: Cloths interested to purchase through online

Applications used for online shopping: It may observe from the survey that the respondents used various types of application for online clothing shopping which is shown in the table and figure 6. The Meesho has most commonly used application used by 39% the respondents

for online shopping. Amazon is used by 15% of respondents, and Flipkart by 13% of respondents. For their online purchases of clothes, 16% of respondents choose Myntra and 7% utilize Snapdeal application. 10% of respondents said they make purchases using other apps like Instagram, Facebook, etc.

Table 6: Applications used for online shopping during covid-19

Particulars	Frequency	Percentage
Amazon	23	15
Flipkart	19	13
Meesho	59	39
Myntra	24	16
Snapdeal	10	7
Others	15	10
Total	150	100

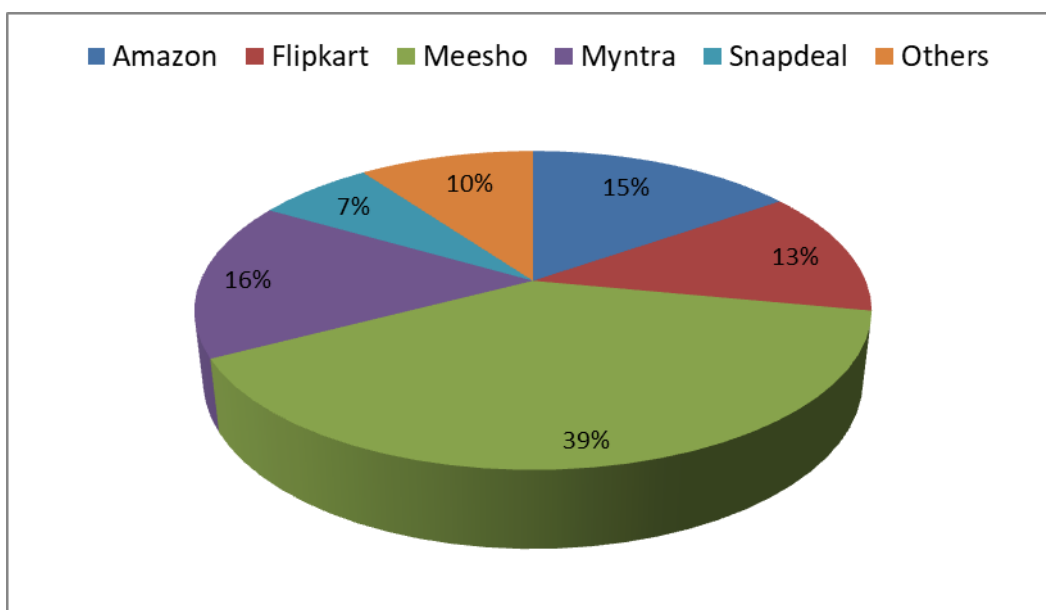


Figure 6: Applications used for online shopping during covid-19

Satisfaction of purchase clothing through online during COVID-19: Satisfaction of purchase clothing through online during COVID-19 has shown in the below table and figure 4.21. The 4% respondents said they were highly satisfied with their online purchases, 52% said they were satisfied, 41% said they were undecided about their degree of happiness. Only 3% respondents indicate that they were dissatisfied with their online purchases. It has been

observed that mostly persons are satisfied and neutral Satisfaction of purchase clothing through online during COVID-19.

Table 7: Satisfaction of purchase clothing through online during COVID-19

Particulars	Frequency	Percentage
Highly satisfied	6	4
Satisfied	78	52
Neutral	62	41
Dissatisfied	4	3
Total	150	100

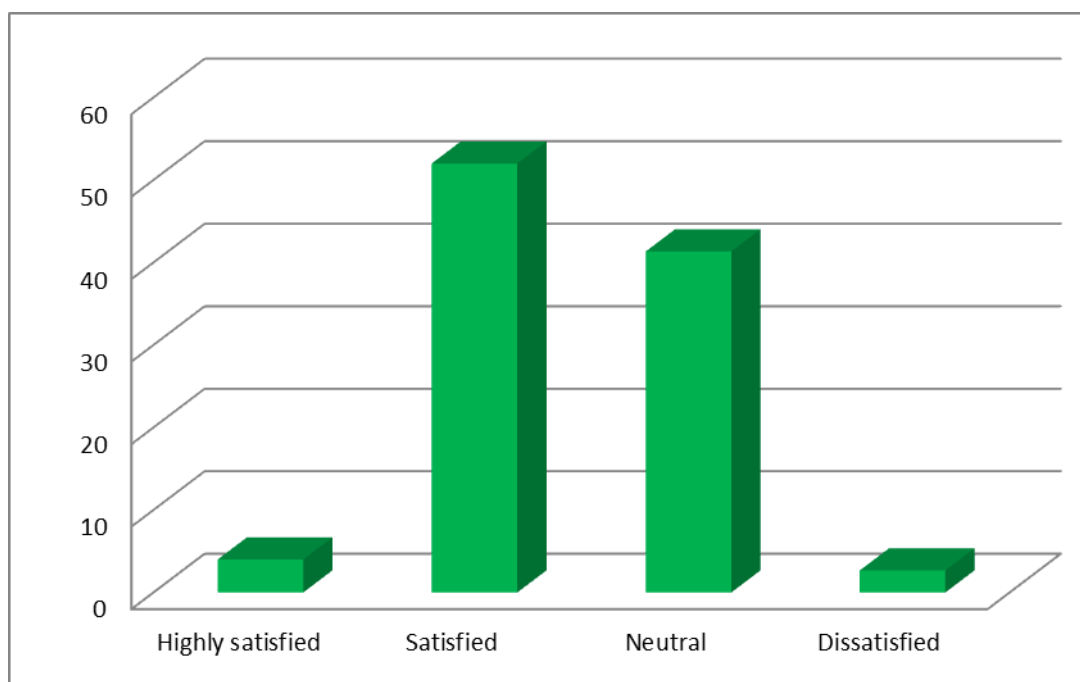


Figure 7: Satisfaction of purchase clothing through online during COVID-19

5. Conclusion:

Online shopping is a platform where we may use the internet to buy what we need whenever it is convenient for us. The influence of COVID-19 on online clothing purchasing in Haryana was the main topic of this study. Other aspects influencing online shopping, such as its benefits and drawbacks, the respondent's preferred method of payment, the most popular platform for purchases, etc., were also included. Everything we need is at our doorstep with a single click as the globe expands every day. In the year 2019 people's lives have been significantly impacted by online purchasing of apparels. More consumers are interested in

making purchases online and doing it immediately. Online purchasing has altered people's way of life. Our data indicates that during the epidemic, there was a surge in the percentage of people who purchase online. Online shopping has drawn an increasing number of consumers because of its appealing qualities. The consumers were also drawn by the delivery possibilities. There is a new trend in the globe called online purchasing. Suppliers may draw in more clients by offering a wider range of options and alluring prices. In order to attract more clients and foster customer loyalty, suppliers should offer the protection of personal information and make quality items affordable. Online buying offers benefits and drawbacks of its own. We can infer from this study that more people are interested in online shopping of clothing during this pandemic period. Their worries about shopping online, the problems they encountered, and their solutions, among other things, were covered in this study, which will help us learn more about the effects of COVID-19 on online purchasing.

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