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RESEARCH ARTICLE

BUYERS BEHAVIOURAL CHANGE WITH REFERENCE TO ONLINE BUYING UNDER CURRENT SITUATIONAL CRISIS: AN EMPIRICAL STUDY

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ABSTRACT

Online buying platform in India is moderately to highly developed, especially in urban and semi-urban areas. It has been estimated, out of total retail sales in 2019; almost 5% is through online mode and it has also been estimated that retail e-commerce sales will touch 45 billion dollars figure in 2021 from 16 billion dollars in 2016, in India (Statista Research Department Publication, 17.12.2015). The report has also pointed out that size of India's e-commerce industry will touch 188 billion dollars in 2025 from more than 50 billion dollars in 2017. These figures have easily pointed out the magnitude of acceptance of online buying mechanisms by the retail customers of the country. Though the penetration of e-commerce or online buying in India is low in comparison to other countries of Asia Pacific. It is mainly restricted to urban areas and semi-urban areas and among younger generation of the nation, unlike other countries of Europe, America and also to some extant South-East Asian countries. But undoubtedly it is a rising industrial sector of the country. The current global pandemic and resultant lockdown has some good impacts on this sector. On one side due to restrictions on free movement due to safety issues many e-commerce companies shut down or limited their service reach in various places and people are also started to avoid online buying due to safety and economic issues. Again, as physical movement of customers are not necessary in case of online buying and ensuring social distancing is need of the time, many people are going for online mediums to buy things. Based on the above facts it is clear that in the current scenario it is very much necessary to understand how much online buying habits of customers changes in context to current situational crisis. The researchers classified retail products that consumers are buying into three broad categories. The data has been collected through sample survey and Related-Samples Sign Test is being run by the researchers to identify the change in preferences. Apart from this descriptive statistics in respect to collected data has been provided. The results show completely mixed results for different categories of products and according to it the researchers provided the recommendations. Finally, the future research ideas in this area have been discussed in brief apart from mentioning research limitations.

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INTRODUCTION

The evolution of human civilization has experienced a series of crises generated by pandemics, wars or other natural phenomena, which have led to the occurrence of severe economic and financial crisis, resulted in thorough socio economic, cultural and behavioural changes in the societal and individual level. In general, most of the Indians except the young generation did not prefer online shopping during the pre-lockdown period.

The COVID-19 pandemic and the lockdown and social distancing mandates have influenced the consumers' buying behaviour and consumption pattern. Strict lockdown and social distancing has restricted the free flow of commodities in this current situational crisis. In the past three months, one third of humanity across the whole world was under COVID-19 lockdown. During lockdown, people are urged to stay at home and to go out only to meet the most urgent needs like buying food. Therefore, COVID-19 caused a drop in household consumption and a shift in their life and spending habits. There may be a significant change in the buying habit or due to lock down the purchasing power of the general public may be decreased. So those people who were using online mode for purchasing various item can now retain it.

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In contrast, due to this new normal situation physical movement of customers are restricted in case of offline buying and ensuring social distancing is need of the time as a result many people are going for online mediums to buy things compulsorily. In the recent days the various services are available in the online medium and the online selling medium is getting more and more popular. It can be stated that the possibility of creation of employment and new startup in this changing parlance (online mode) is mesmerizing. Based on the above facts it is clear that in the current scenario it is very much necessary to understand how much online buying habits of customers changes in context to current situational crisis.

Review of Literature: Since last couple of years, the buying pattern of the consumers have been continuously changing. Based on different grounds, the young generation are specifically getting inclined to online shopping mode over a considerable span of time. In this current situational crisis arising due to world-wide pandemic, there may be a significant change in the behavioural pattern of the buyers with respect to online shopping. Naturally there are so many literatures showing the changing pattern of the consumers' buying behavior.

- Aragoncillo *et al*. (2018) in their study found that the offline channel is slightly more encouraging of impulse buying than the online channel. They also identified that out of different factors, social networks can have a big impact on impulse buying.
- Victor *et al*. (2018) in their study examined that there are several factors influencing consumer behavior and their prospective online purchase decisions in a dynamic pricing context through an exploratory factor analysis approach.
- Kanchan *et al*. (2015) in their study identified that customer online purchase intentions are significantly related to their gender, education, age, security concern, technological familiarity and past online purchase frequency. They also pointed out that consumers' buying decisions are related with the online retailer's service like return, refund and delivery services.
- Singh *et al*. (2013) in their study examined that customers belonged to internet generation and aged between 18 to 33 years did prefer online shopping to offline mode due to having easy payment and time saving characteristics.

The review of available literature shows that the findings are not conclusive and the spectrum of results is wide. Most of the studies are done on the changing pattern of the consumer buying behaviour but hardly any study considers the change in the behaviour of the consumers with respect to online buying pattern during this world wide pandemic situation. Therefore this study proposes to bridge the above mentioned gap.

Research objectives: Based on the above defined research gap, the researchers identified following research objectives to be achieved for fulfilling of research gap, through this study.

- To know whether buyers' behavioural pattern change in respect to online buying of essential commodities excluding pharmaceutical products during the pandemic period in respect to pre pandemic period.
- To know whether buyers' behavioural pattern change in respect to online buying of pharmaceutical products during the pandemic period in respect to pre pandemic period.
- To know whether buyers' behavioural pattern change in respect to online buying of luxurious and/or consumer durable products during the pandemic period in respect to pre pandemic period.

Research Questions

Following research questions has been derived based on the above research objectives by the researchers.

- Does significant change arise in the buyers buying behaviour for essential commodities excluding pharmaceutical products during the pandemic period in respect to pre pandemic period?
- Does significant change arise in the buyers buying preference for pharmaceutical products during the pandemic period in respect to pre pandemic period?
- Does significant change arise in the buyers buying habit for luxurious and/or consumer durable products during the pandemic period in respect to pre pandemic period?

Research Hypothesis:

H_{01}: There is no significant change arises in the buyers buying behaviour for essential commodities excluding pharmaceutical products during the pandemic period in respect to pre pandemic period.

H_{02}: There is no significant change arises in the buyers buying preference for pharmaceutical products during the pandemic period in respect to pre pandemic period.

H_{03}: There is no significant change arises in the buyers buying preference for luxurious and/or consumer durable products during the pandemic period in respect to pre pandemic period.

Research Methodology:

The current study is based on primary sources of data; the researchers collected 203 samples from different respondents, as per feasibility. The following questions in the questionnaire have been set for the collection of data.

- The name of the respondents? (Short answer type)
- Degree of online buying habit for essential commodities, excluding pharmaceutical products in pre pandemic period? (5 point Likert scale)
- Degree of online buying habit for essential commodities, excluding pharmaceutical products during the pandemic period? (5 point Likert scale)
- Degree of online buying habit for pharmaceutical products in pre pandemic period? (5 point Likert scale)
- Degree of online buying habit for pharmaceutical products during the pandemic period? (5 point Likert scale)
- Degree of online buying habit for luxurious and/or consumer durable products in pre pandemic period? (5 point Likert scale)
- Degree of online buying habit for luxurious and/or consumer durable products during the pandemic period? (5 point Likert scale)

Based on the above questions following hypothesis testing has been done by the researchers.

H_{01}: There is no significant change arises in the buyers buying behaviour for essential commodities excluding pharmaceutical products during the pandemic period in respect to pre pandemic period.

H_{02}: There is no significant change arises in the buyers buying preference for pharmaceutical products during the pandemic period in respect to pre pandemic period.

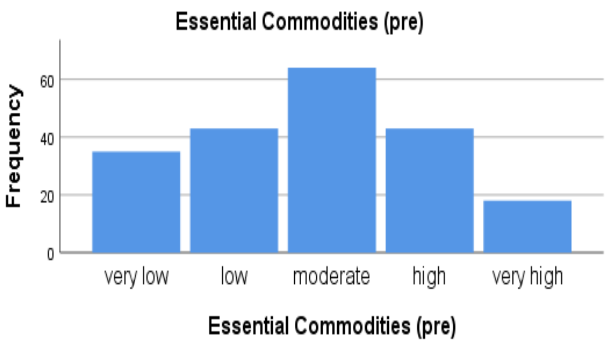
H_{03}: There is no significant change arises in the buyers buying preference for luxurious and/or consumer durable products during the pandemic period in respect to pre pandemic period. The testing were done by the application of Non-parametric paired t test for ordinal data that is Related-Samples Sign Test. The test is being conducted to see whether customers' buying preferences changes positively or negatively during current pandemic period, in respect to pre pandemic period. The results were deeply and logically analyzed and thoroughly discussed to identify the probable causes of such results. Finally, the researchers identified several recommendations for bettering the online buying habit of the customers. The researchers have chosen following product categories because these are main broad classification of products purchased by ultimate retail customers through various modes.

Data Presentation and Analysis: The researchers have gone through following plan of actions as defined above by the research methodology, in fulfilling the research objectives.

Table- 1: Buyers buying pattern of essential commodities (excluding pharmaceutical products) in pre pandemic period

Essential Commodities (pre)					
		Frequency	Percen	Valid Percent	Cumulative Percent
Valid	very low	35	17.2	17.2	17.2
	low	43	21.2	21.2	38.4
	moderate	64	31.5	31.5	70.0
	high	43	21.2	21.2	91.1
	very high	18	8.9	8.9	100.0
	Total	203	100.0	100.0	

Source: Computed through SPSS.



Source: Computed through SPSS.

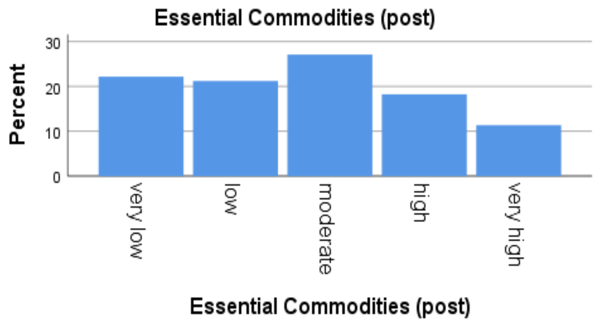
Figure- 1: Buyers buying pattern of essential commodities (excluding pharmaceutical products) in pre pandemic period

It is observable from the above table 1 and figure 1 that 35 respondents (17.2%) of the total respondents have very low buying habit, 43 respondents (21.2%) of the total respondents have low buying habit, 64 respondents (31.5%) of the total respondents have moderate buying preference, 43 respondents (21.2%) of the total respondents have high buying preference and finally 18 respondents (8.9%) of the total respondents have very high preference for online buying of essential commodities in the pre pandemic period.

Table- 2: Buyers buying pattern of essential commodities (excluding pharmaceutical products) during the pandemic period

Essential Commodities (post)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very low	45	22.2	22.2	22.2
	low	43	21.2	21.2	43.3
	moderate	55	27.1	27.1	70.4
	high	37	18.2	18.2	88.7
	very high	23	11.3	11.3	100.0
	Total	203	100.0	100.0	

Source: Computed through SPSS.



Source: Computed through SPSS.

Figure- 2: Buyers buying pattern of essential commodities (excluding pharmaceutical products) during the pandemic period

It is being obtained from the above table 2 and figure 2 that 45 respondents (22.2%) of the total respondents have very low buying habit, 43 respondents (21.2%) of the total respondents have low buying habit, 55 respondents (27.1%) of the total respondents have moderate buying preference, 37 respondents (18.2%) of the total respondents have high buying preference and finally 23 respondents (11.3%) of the total respondents have very high preference for online buying of essential commodities during the pandemic period.

Analysis

H_{01}: There is no significant change arises in the buyers buying behaviour for essential commodities excluding pharmaceutical products during the pandemic period in respect to pre pandemic period.

H_{11}: There is significant change arises in the buyers buying behaviour for essential commodities excluding pharmaceutical products during the pandemic period in respect to pre pandemic period.

Table- 3: 1st Hypothesis Test Summary

Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The median of differences between Essential Commodities (pre) and Essential Commodities (post) equals 0.	Related-Samples Sign Test	.118	Retain the null hypothesis.
Asymptotic significances are displayed. The significance level is .050.				

Source: Computed through SPSS

Based on the result given in the above table 3; it can be concluded that null hypothesis is being accepted at 5% level of significance or at 95% level of confidence with a P value of .118 (P>.050). Hence there is no significant change arises in the buyers buying behaviour for essential commodities excluding pharmaceutical products during the pandemic period in respect to pre pandemic period. From the table 4 it can be concluded that Median value for the buying habit of essential commodities (excluding pharmaceutical products) in the pre pandemic period (= 3) equals to Median value for the buying habit of essential commodities (excluding pharmaceutical products) during the pandemic period (= 3).

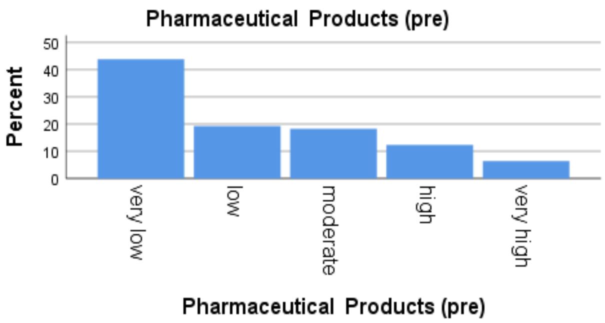
Table- 4: Descriptive Statistics associated with 1st hypothesis testing

Descriptive Statistics				
		Percentiles		
	N	25th	50th (Median	75th
Essential Commodities (pre)	203	2.00	3.00	4.00
Essential Commodities (post	203	2.00	3.00	4.00

Source: Computed through SPSS

Table- 5: Buyers buying pattern of pharmaceutical products in pre pandemic period

Pharmaceutical Products (pre)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very low	89	43.8	43.8	43.8
	low	39	19.2	19.2	63.1
	moderate	37	18.2	18.2	81.3
	high	25	12.3	12.3	93.6
	very high	13	6.4	6.4	100.0
	Total	203	100.0	100.0	



Source: *Computed through SPSS.*

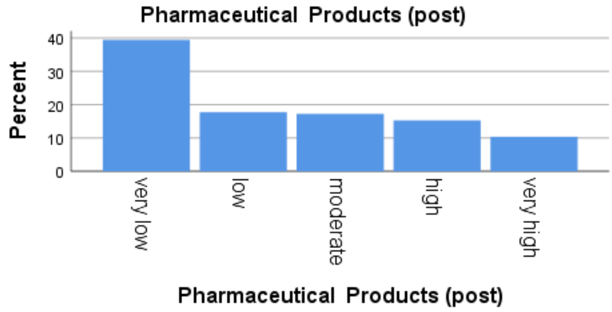
Figure- 3: Buyers buying pattern of pharmaceutical products in pre pandemic period

This also supports the given result in table 3. It is being viewed from the above table 5 and figure 3 that 89 respondents (43.8%) of the total respondents have very low buying habit, 39 respondents (19.2%) of the total respondents have low buying habit, 37 respondents (18.2%) of the total respondents have moderate buying preference, 25 respondents (12.3%) of the total respondents have high buying preference and finally 13 respondents (6.4%) of the total respondents have very high involvement for online buying of pharmaceutical products in the pre pandemic period. It is being viewed from the above table 6 and figure 4 that 80 respondents (39.4%) of the total respondents have very low buying habit, 36 respondents (17.7%) of the total respondents have low buying habit, 35 respondents (17.2%) of the total respondents have moderate buying preference, 31 respondents (15.3%) of the total respondents have high buying preference and finally 21 respondents (10.3%) of the total respondents have very high involvement for online buying of phamaceutical products during the pandemic period.

Table- 6: Buyers buying pattern of pharmaceutical products during the pandemic period

Pharmaceutical Products (post)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very low	80	39.4	39.4	39.4
	low	36	17.7	17.7	57.1
	moderate	35	17.2	17.2	74.4
	high	31	15.3	15.3	89.7
	very high	21	10.3	10.3	100.0
	Total	203	100.0	100.0	

Source: *Computed through SPSS.*



Source: Computed through SPSS.

Figure- 4: Buyers buying pattern of pharmaceutical products during the pandemic period

Analysis:

H_{02}: There is no significant change arises in the buyers buying preference for pharmaceutical products during the pandemic period in respect to pre pandemic period.

H_{12}: There issignificant change arises in the buyers buying preference for pharmaceutical products during the pandemic period in respect to pre pandemic period.

Table- 7: 2nd Hypothesis Test Summary

Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The median of differences between Pharmaceutical Products (pre) and Pharmaceutical Products (post) equals 0.	Related-Samples Sign Test	.019	Reject the null hypothesis.
Asymptotic significances are displayed. The significance level is .050.				

Source: Computed through SPSS

Based on the result given in the above table 7; it can be concluded that null hypothesis is being rejected at 5% level of significance or at 95% level of confidence with a P value of .019 (P<.050). Hence there is significant change arises in the buyers buying preference for pharmaceutical products during the pandemic period in respect to pre pandemic period.

Table- 8: Descriptive Statisticsassociated with 2nd hypothesis testing

Descriptive Statistics				
		Percentiles		
	N	25th	50th (Median	75th
Pharmaceutical Products (pre)	203	1.00	2.00	3.00
Pharmaceutical Products (post	203	1.00	2.00	4.00

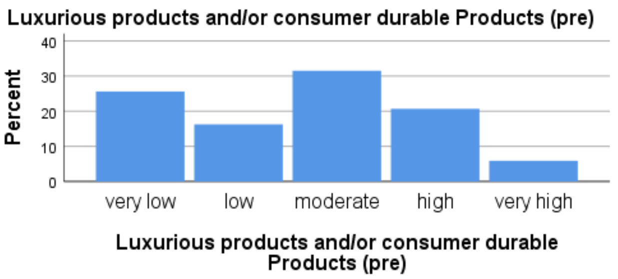
Source: Computed through SPSS

From the table 8 it can be concluded that Median value for the buying habit of pharmaceutical products in the pre pandemic period (= 2) equals to Median value for the buying habit of phamaceutical products during the pandemic period (= 2), but this does not support the result given in the table 7. Hence if researchers looks into the value of 75th percentile it is observed that Median value for the buying habit of pharmaceutical products in the pre pandemic period (= 3) is less than Median value for the buying habit of pharmaceutical products during the pandemic period (= 2), this means null hypothesis is being rejected as more and more people having high and moderate online buying preference for pharmaceutical products during the pre - pandemic period; shows very high and high and high online buying preference for pharmaceutical products during the pandemic period respectively. Thus it means that selected group of buyers go for online buying of pharmaceutical products more during pandemic period than during the pre - pandemic period.

Table- 9: Buyers buying pattern of luxurious and/or consumer durable products in pre pandemic period

Luxurious products and/or consumer durable Products (pre)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very low	52	25.6	25.6	25.6
	low	33	16.3	16.3	41.9
	moderate	64	31.5	31.5	73.4
	high	42	20.7	20.7	94.1
	very high	12	5.9	5.9	100.0
	Total	203	100.0	100.0	

Source: Computed through SPSS.



Source: *Computed through SPSS*

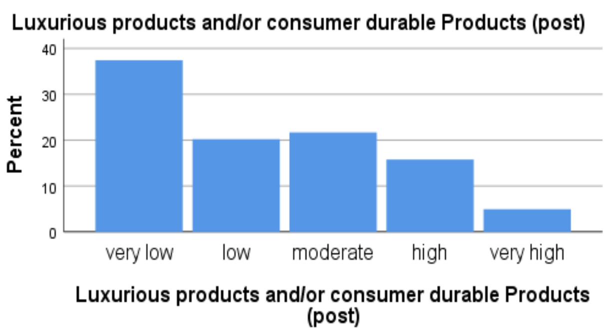
Figure- 5: Buyers buying pattern of luxurious and/or consumer durable products in pre pandemic period

From the above table 9 and figure 5 it can be concluded that 52 respondents (25.6%) of the total respondents have very low buying habit, 33 respondents (16.3%) of the total respondents have low buying habit, 64 respondents (31.5%) of the total respondents have moderate buying preference, 42 respondents (20.7%) of the total respondents have high buying preference and finally 12 respondents (5.9%) of the total respondents have very high association for online buying of luxurious and/or consumer durable products in the pre pandemic period.

Table- 10: Buyers buying pattern of luxurious and/or consumer durable products during the pandemic period

Luxurious products and/or consumer durable Products (post)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very low	76	37.4	37.4	37.4
	low	41	20.2	20.2	57.6
	moderate	44	21.7	21.7	79.3
	high	32	15.8	15.8	95.1
	very high	10	4.9	4.9	100.0
	Total	203	100.0	100.0	

Source: *Computed through SPSS.*



Source: Computed through SPSS.

Figure- 6: Buyers buying pattern of luxurious and/or consumer durable products during the pandemic period

From the above table 10 and figure 6 it can be said that 76 respondents (37.4%) of the total respondents have very low buying habit, 41 respondents (20.2%) of the total respondents have low buying habit, 44 respondents (21.7%) of the total respondents have moderate buying preference, 32 respondents (15.8%) of the total respondents have high buying preference and finally 10 respondents (4.9%) of the total respondents have very high association for online buying of luxurious and/or consumer durable products in the pre pandemic period.

Analysis

H_{03}: There is no significant change arises in the buyers buying preference forluxurious and/or consumer durable products during the pandemic period in respect to pre pandemic period.

Table- 11: 3rd Hypothesis Test Summary

Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The median of differences between Luxurious products and/or consumer durable Products (pre) and Luxurious products and/or consumer durable Products (post) equals 0.	Related-Samples Sign Test	.000	Reject the null hypothesis.
Asymptotic significances are displayed. The significance level is .050.				

Table- 12:Descriptive Statisticsassociated with 3rd hypothesis testing

Descriptive Statistics				
		Percentiles		
	N	25th	50th (Median	75th
Luxurious products and/or consumer durable Products (pre)	203	1.00	3.00	4.00
Luxurious products and/or consumer durable Products (post)	203	1.00	2.00	3.00

Source: Computed through SPSS

H_{13}: There is significant change arises in the buyers buying preference for luxurious and/or consumer durable products during the pandemic period in respect to pre pandemic period. Based on the result given in the above table 11; it can be concluded that null hypothesis is being rejected at 5% level of significance or at 95% level of confidence with a P value of .000 (P<.050). Hence there is significant change arises in the buyers buying preference for luxurious and/or consumer durable products during the pandemic period in respect to pre pandemic period. From the table 12 it can be concluded that Median value for the buying habit of luxurious and/or consumer durable products in the pre pandemic period (= 3) is higher than Median value for the buying habit of luxurious and/or consumer durable products during the pandemic period (= 2). This also supports the given result in table 11. It means that buyers go for online buying of luxurious and/or consumer durable products more in pre pandemic period than during the pandemic period.

DISCUSSION AND CONCLUSION

Based on the above analysis the researchers have made the following discussions and conclusions to logically support the results of the tests.

- It has been observed that there is no change in online buying habit in respect to essential commodities excluding pharmaceutical commodities during the pandemic period in comparison to pre pandemic period. The general Indian people basically buy essential commodities like food items and daily usable small price items from nearby grocery and stationary shops and markets. Even during the pandemic period the essential food item shops are not under the lockdown restrictions and hence general people can easily access it without going for online option. Again for online buying there is a need for a minimum purchase value and less choice for quantity, but essential commodities are basically perishable, small value and easily accessible so general people are basically buying it in small quantity to meet very short term requirements. Though several malls providing facility for online supply of essential commodities remain closed, still it did not create any significant problem, as reliance on online mode for purchase of essential commodities is low in the country. Due to these factors no change in online buying habit has been observed during the pandemic period.

- The analysis shows that there is significant difference in public's online buying habit of pharmaceutical products between pre pandemic and during the pandemic period. The result also indicates that people showing moderate and high preference for online buying in this respect in the pre pandemic period shows high and very high buying preference during the pandemic period respectively. Whereas for people having low, very low and very high buying preference in pre pandemic period has shown no change in their buying habit during the pandemic period. It can be concluded that people who are moderately and highly accustomed with online buying of pharmaceutical products in pre pandemic period and hence have good idea and knowledge about it goes comparatively more for buying pharmaceutical products through online mode for avoiding risk of contracting disease, as medical shops are highly risky for this. The online ordering and delivery facilities for pharmaceutical products are basically remain available at good scale even during the initial phases of lockdown, hence people relying on this mode of purchase do not face any problem in purchasing. Moreover, for pharmaceutical products there is no choice or quantity problem. Again, for getting online facility for buying of pharmaceutical products there is need of buying products of some minimum value. The buyers having moderate to very high buying behaviour in pre pandemic period can easily ensure it or increase their purchase during pandemic period, whereas buyers having small and very small online buying preference cannot easily increase the purchase value. Demand for this product is basically inelastic and people who are involved in high value purchase of this product basically choose online mode. Finally, all the medicinal shops are out of the lockdown restrictions and hence general people having low and very low online buying preferences for pharmaceutical products due to various reasons ranging from perceptional variance to volume of demand for it can easily access the physical shops.
- It has found that general people are showing less interest in buying luxurious and/or consumer durable products through online mode during the pandemic period than in the pre pandemic period. The most solid reason behind this probably are, during a good amount of time during the pandemic period the retail e-commerce companies stop the taking of online order of this products. Moreover, the income or purchasing power of many individuals falls rapidly due to various restrictions on free socio-economic movements all over the country. Finally, stocks of various luxurious and/or consumer durable products with retail e-commerce companies got finished very soon as they started to take order due to short supply for various restrictions on production and supply.

Recommendation

Based on above discussions and analysis the researchers have pointed out following recommendations for increasing preferences for online buying during and after the COVID-19 period. The physical market place is always a reason for spread of various disease and current pandemic to a certain extent caused by this. It is not possible to replace physical market place by online market, but we can use it more especially during this period and in future for our own self good. The essential commodities sector, which is probably most neglected area for online buying as researchers understand through primary survey, can become a game changer for online marketing system. Small local shops and shops in general markets dealing with packed and unpacked food items can use app based platforms for getting order from customers and products will be delivered physically by designated persons to individual houses. This approach selling day to day necessities is very less popular in India, except in few posh localities. This type of approach if properly and in a planned manner implemented, will increase the sell of small and micro grocery and stationary shops, by even taking away existing customers of these products going to malls and departmental stores; providing online buying facilities. Online buying of these daily requirements will save a lot amount of time of the general public; hence it is very much appreciated. Researchers through their sample collection get to know from the respondents that they have much more reliability on the essential products' qualities and features which are available in their local market or shops than products of malls and stores, so if online ordering and home delivery can be availed from these shops they will use that option. Moreover, many local shops are adopting it to counter market taking of these large stores and the technology in operating the online ordering system is also not costly for them.

For medical or pharmaceutical products, problems are Three. First of all most of the pharmaceutical shops delivering and taking online order, restrict it's to high value purchase and for this many people cannot apply that option. Researchers recommended that for at least during this pandemic period this restriction should be slightly lightened as it is very risky to go medicinal shops and individual shops can also increase their sales. Secondly, very selected medical shops are providing this benefit at commercial scale in this country as identified by the researchers through interviewing of respondents and hence researchers recommended more shops to adopt this option. Finally, researchers also observed that many people don't feel relieved while thinking of online buying of these products, mainly medicine. They thought that whether they can order correctly and whether correct medicine will be delivered or not, as medicines are very vital. This problem is both due to lack of idea about medicines among general public, due to some misconceptions and lack of idea about how to place order. Medicinal shops are best positioned to look into these problems and should take definite measures. Finally, in case of luxurious and/or consumer durable products it has been clearly observed that peoples are reducing their buying preferences for these products during the pandemic period, than the pre pandemic period. The reason is very clear as discussed above, now the researchers are recommending the opening up of economic activities at a more first space by adhering safety principles, so as to bring back the lost glory of online buying of luxurious and/or consumer durable products.

Limitations and Future Research Scope

The study is basically based on small sample and data has been collected from the respondents of few selected locations. Moreover the present study is limited to only three broad classifications of the final products purchased by the individual buyers. The future research in this particular area can be done by considering more exhaustive classifications of goods depending on various factors. The different factors that can impact the online buying preferences of general public during the pandemic period can be taken into consideration in respect to different product items for doing more focused research. Here sophisticated statistical tools can be used for developing prediction models and important factors. Finally, more planned and exhaustive way for collecting much larger sample can be considered for better understanding of research gaps.

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