Escalation of Online Shopping Amidst Covid-19 Outbreak

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Abstract: In the Sri Lankan context preponderance of consumers is accustomed to offline shopping. The precipitous diffusion of Covid-19 compelled households to linger at home. Thus, manipulated an immense impact on consumption patterns. Consequently, online consumption of goods and services has vividly enhanced. The main aim of the study was to find out the students’ attitudes and trends in online shopping. Data were collected from primary and secondary data sources. Preliminary data was collected through quantitative data collection methods. Out of a population of 800 undergraduates at the University of Ruhuna, 100 were selected through a random sampling method. A Google form was generated and emailed. We used descriptive data analysis, and the results were presented in graphical form. Most of the students who were engaged in online shopping were from the Faculty of Technology, Faculty of Engineering, Faculty of Commerce and Management, and Faculty of Science. The least number of respondents engaged in online shopping was from the Faculty of Humanities. The main findings of this study elaborate that students strongly believed that online shopping of goods is quite safe and wise in this hard time. Most of the students prefer the availability of price listing and the option of cash on delivery. Prices of goods can be easily compared was also one of the desirable factors.
Further, it was manipulated from the results that since online shopping could be done leisurely at home without the hustle and bustle in shopping malls, it is more convenient and charming. A major drawback of online shopping was the delivery period to the Southern area of the country, which was highlighted as a time-consuming process compared to Colombo and suburbs. Some of the respondents were not satisfied with the quality of the items delivered by some online sellers. Similarly, they were not happy with the return and cashback policy as well. The study recommends enhancing online customer and seller relationship needs and advanced monitoring ought to be conducted.

Keywords: online shopping, Covid-19, cash on delivery