


An online peer reviewed, interdisciplinary, multidisciplinary and multicultural journal of

 Bharat College of Arts & Commerce, Badlapur, Maharashtra

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## WELCOME TO ONLINE JOURNAL OF BHARAT COLLEGE OF ARTS & COMMERCE

Bharat Friends Association (BFA), a registered public education trust established the Bharat College of Arts and Commerce under the leadership of a great visionary (Late)Shri T.V. Saroop in 1991 with linguistic (Sindhi) minority status with sole aim of providing quality higher education to the needy. The College is permanently affiliated to the University of Mumbai.

Over the last two decades, the college has grown as a prestigious English-medium HEI catering to the diverse needs of students in the vicinity. The college presently along with traditional course of B.Com offer need based, career oriented Self Financing Courses such as B.M.S,B.Sc( I.T), B.Sc (C.S) at undergraduate level.

The college is fortunate to have a dedicated parent body Bharat Friends Association which provides every kind of support at every stage keeping pace with the growth of the college. The college got reaccredited with Grade 'B' by the NAAC in the year 2016.

The college true to BFA's vision of promoting and nurturing an attitude towards excellence as a life-long goal has been employing innovative ideas in education for enhancing overall skills of learners for development of their all-around personality.

Episteme: An online interdisciplinary, multidisciplinary & multi-cultural journal of Bharat College of Arts and Commerce, Badlapur, ISSN 2278-8794 intends to provide a platform for an online dialogue between the researchers and the readers. It has been started from July 2012 and now internationally applauded.

It is quarterly journal that contains the articles from various fields, poems, life writings, book reviews, fiction, short stories, interviews, photo features etc. contributed by eminent national and international writers. Contributions are peer-reviewed by internationally renowned editors. In each issue, on average, journal features more than 35 contributions from 12 nations.



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**IMPACT OF COVID-19 ON ONLINE SHOPPING BEHAVIOUR - A STUDY**

**WITH REFERENCE TO MUMBAI REGION**

**Mr. Sandesha Shetty<sup>1</sup>**

**And**

**Mrs. Niveditha Shetty<sup>2</sup>**

**Abstract:**

The coronavirus (COVID-19) outbreak is the world's first and most severe human disaster, affecting millions of people. It has had a major effect on the global economic environment. The effect of the Coronavirus on consumer purchasing behavior, spending patterns, product appetite, and so on. With the increasing use of the internet, online shopping has become very convenient. The use of the internet has revolutionized the online shopping process in today's world. People could make purchases without having to go to the store. It assists customers in saving time by allowing them to complete their work by tapping on a button. This paper aims to reflect the impact of Covid -19 on online purchasing behavior, payment methods prior to and after Covid, and issues encountered during online purchases, among other things. A self-constructed questionnaire of 176 respondents from the Mumbai region was used in this study to better understand the behavior of online shoppers.

**Keywords:** Covid-19, Online Shopping Behavior

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