



Impact of COVID-19 on Consumer Buying Behavior Towards Online and Offline Shopping

Priyabrata Roy¹, Dhananjoy Datta²

¹ Research Scholar, ² Associate Professor, ICAFI University, Tripura, India.

ABSTRACT: The purpose of the study is to assess the impact of COVID-19 and to determine the elements that influence consumer buying behaviour towards online and offline shopping. A review of conceptual and empirical studies on consumer buying behaviour in relation to online and offline shopping was carried out. The literature review was conducted using a term-based search approach that was confined to a given timeframe and specific online databases. The variables that influence consumer buying behaviour toward online and offline shopping were grouped together based on commonalities and trends. The study reveals that several main elements relating to online and offline purchasing influenced consumer purchase behaviour during the COVID-19 crisis. By examining the elements, policymakers may devote resources to developing measures to improve the consumer experience. It would be fascinating to see if the above variables were to be investigated more in the future. Researchers, academics, and individuals working in the field of consumer behaviour will find this study beneficial in their understanding of the numerous aspects that impact consumer behaviour.

KEYWORDS: Consumer buying, Online shopping, Offline shopping, COVID-19, consumer behaviour

I. INTRODUCTION

With the rise of people doing their shopping online, a disruption in how items are purchased was generated, and an entirely new concept of online shopping was born. With the proliferation of online shopping in a variety of industries, many new businesses have begun to promote their products online in order to compete with existing offline merchants (Kulkarni, 2020). Customers visit a store or a retail location to acquire products or services, which is referred to as offline shopping (Gupta & Sahu, 2015). Online shopping is the process of purchasing and selling goods and services through the internet. The number of people who buy online has increased dramatically in recent years (EShop World, 2019). Unlike before the epidemic, when online and physical activities coexisted, many parts of consumers' everyday life, including shopping and meetings, are now performed entirely online (Moon et al., 2021). The epidemic began in the Chinese city of Wuhan, and was first reported to the WHO Country Office in China in the latter week of December 2019 (Akhtar et al., 2020). Consumers are seeking to change their routines to maintain social distance norms and

prevent getting the lethal disease, and their reliance on digital platforms has grown (Parth et al., 2020). Anyone may shop without going to the store. Customers save time by completing activities with a single button click (Shetty & Shetty, 2021). Consumers may shift to online purchasing, and online merchants are concerned about the consequences (Jayan & Xavier, n.d.). In the past, several studies were conducted to better understand consumer behaviour and to discover all of the factors that impact it. The purpose of this research is to see how the COVID-19 affects consumer buying behaviors, both online and offline (Sayyida et al., 2021). A review of existing empirical studies was done to better understand consumer buying behaviour for both online and offline shopping.

II. RESEARCH METHODOLOGY

This study examines and contrasts the literature on consumer buying behaviour with research findings. To identify relevant publications, the researchers combed through journal index databases. Then it was decided which study to focus on based on the titles and abstracts. In the literature review, the terms "consumer behaviour," "online shopping," "offline shopping," "consumer buying behaviour," and "covid 19" were all used. Every study article was thoroughly reviewed to exclude those that appeared to have no evident relevance to consumer buying behaviour and COVID-19.

III. FINDINGS & DISCUSSION

Pre covid 19 situation Consumer behaviour

Study discovered that factors such as customer attitude affected consumer behaviour in a study (Kanade & Kulkarni, n.d.). Exogenous factors that impact attitudes about buying and willingness to purchase online include product characteristics, customer traits, past online purchasing experiences, situational variables, and faith in online shopping (Perea y Monsuwé et al., 2004). According to their findings, there are considerable links between brand preferences, employment and income levels, and family factors (such as family size). According to research, women are more likely than men to make online purchases (Shamshuddin & Venkateswarulu, 2020). In other words, women are more inclined than men to purchase clothing and accessories, but males are more likely to purchase technology items (Saluja et al., 2018). Offline-gendered behaviour has a strong effect on females' hedonic buying motivation and purchase intentions across all product categories (Davis et al., 2017). The manufacturer's dependability was the most important factor in offline purchases (Trnka, 2017). Customers' judgments of the value of trust are highly impacted by their contacts with an e-brand, according to a research (Lodorfos et al., 2006). Consumer impressions are influenced by the quality of e-commerce, which has an impact on trust (Ha & Stoel, 2008). According to a study, situational conditions impact customers' purchasing channel preferences (Huang & Oppewal, 2006).. People's opinions toward and likelihood of purchasing items via the internet are influenced by their situational situations (Perea y Monsuwé et al., 2004). The availability of a diverse selection of items was the most significant component of offline shopping (Trnka, 2017). According to the research, perceived channel risk influences customers' intentions to switch from offline to online purchase in Indonesia (Handayani et al., 2020). Perceived risk is an effective framework for explaining online purchase stumbling blocks (Forsythe & Shi, 2003). What consumers buy on the internet is influenced by how they perceive risk (Yousaf & Altaf, 2012). Because of the perceived danger, many are hesitant to make online transactions. The price of delivery influences risk perception (Wiryawan, 2009). Perceived risk influences consumer behaviour (product risk, money, information, debit/credit card, non-delivery, erroneous delivery, and so on) (Kanade & Kulkarni, 2018). According to a study on customer views of online purchasing, the most important qualities are privacy, reputation, and comprehensive product information (Kannaiah, 2020). According to data, internet merchants are at a competitive disadvantage

when it comes to return exchange-refund procedures (Kacen et al., 2013). According to study, perceived pleasure influences internet purchases (Yousaf & Altaf, 2012). Consumer attitudes about e-commerce are impacted by perceived enjoyment, which is decided by the e-commerce experience's quality (Ha & Stoel, 2008). It was shown that perceived pleasure affected attitudes about online shopping and desire to buy online (Perea y Monsuwé et al., 2004). The delivery time is one of the most significant aspects of online purchase (Shanthi & Kanniah, 2015). Consumers, according to the report, are particularly sensitive to shipping costs (Bauerová, 2018). Consumers are afraid to purchase online for three reasons: perceived convenience, perceived risk, and perceived enjoyment. The cost of delivery influences risk and pleasure perceptions (Wiryawan, 2009). Male are more inclined to purchase technical items, but female are more likely to purchase apparel and accessories (Saluja et al., 2018). All other variables that influence consumer intent to switch from physical to online channels were shown to have a significant moderating influence on gender (Handayani et al., 2020). The early tendency to shop online is impacted by transaction security and pricing (Liao & Cheung, 2001). Service quality has a positive and significant influence on online buying decisions (Irawan, 2018). When picking an online method, the consumer's previous online purchase experience is critical (Hansen, 2008). A lower price is the key reason for individuals to purchase online (Baubonienė & Gulevičiūtė, 2015). If the product's price was lower than the market price, however, the respondent answered they would prefer to buy online. They recognized the significance of internet purchase (Sivanesan et al., 2017). The most important aspect is price (Kanniah, 2020). Price was recognised as the most significant influencing factor for online purchases (Jadhav & Khanna, 2016). The price of an online product and the price of an online purchase are highly correlated (Choudhury & Dey, 2014). The most important feature of the product was discovered to be security (Kanniah, 2020). Interactions with an e-brand altered consumers' opinions of the importance of security (Lodorfos et al., 2006). Security, on the other hand, has a negative and little impact on online shopping decisions (Irawan, 2018). The first readiness of Singaporeans to buy online is influenced by transaction security (Liao & Cheung, 2001). The quality of website service may have a direct impact on consumer e-loyalty and e-satisfaction, according to Grace T.R. Lin and Chia-Chi Sun, who researched the factors that influence online buying satisfaction and loyalty (Lin & Sun, 2009). (Grace T.R. Lin and Chia-Chi Sun, 2009). According to research, service quality has a positive and significant influence on online buying decisions (Irawan, 2018).

During covid 19 consumer behaviour

After the outbreak in early 2021, people had to adjust to their new normal. Many things alter when individuals are faced with this situation, as seen by their lifestyle, such as how they get essentials or communicate with one another. Here's a look at how people's behaviour and lifestyles have evolved through time (Nugroho et al., 2021). As a result of their current behavioural adjustment, people are more worried about health difficulties, social/physical distance integration, environmental care, and learning new things. At home, they spent the most of their time (Sihombing & Juliana, 2021). As consumer concerns about safety, health, and financial challenges grew, COVID-19 ushered in a huge shift in food consumption, buying, and eating habits. During the COVID-19 epidemic, there was a major shift in consumer purchasing behaviour, according to the research (Kuna, 2020). Customers' purchasing patterns for crucial, health, and safety items, as well as other key services, shift from traditional to internet shopping in the event of a pandemic (China Babu & Kumar, n.d.). Consumers are learning to manage their work, leisure, and education limits by leveraging improved technologies, demographical trends, and developments (M. H. Sharma & Sharma, 2020). Despite the fact that the same risk factors have been shown to be unfavourable in typical scenarios, people's perceptions of danger while buying online improved during the COVID-19 epidemic. Additionally, when COVID-19 is recognised, marketing policy has an impact on internet sales. When COVID-19 was unheard of, however, marketing

approach had little effect (Pham et al., 2020). Perceived utility (PU), risk-taking proclivity, perceived behavioural control (PBC), perceived lack of alternatives, and government backing all influenced consumers' willingness to adopt e-commerce during the COVID-19 outbreak. Consumers' attitudes toward e-commerce were unaffected by perceived ease of use (PEOU), subjective norms (SN), perceived external pressure, perceived risk, and perceived punitive breaches (Salem & Md Nor, 2020). During times of crisis, people engage in panic buying, with the majority opting to spend money on healthcare and pharmaceutical products (Roundha & Pabalkar, 2021). Prior studies looked at purchase intentions, panic buying due to lockdown, and growing COVID incidences, to name a few (*proquest*, n.d.). Panic buying or panic shopping occurs as a result of the fear of a corona virus pandemic (Rosita, 2020). Consumer psychology and risk perceptions impact impulsive purchasing. The dread of imminent tragedy can be heightened by panic and the news media. The financial status of consumers has an influence on their impulsive buying behaviour (Kaur & Sharma, 2020). Consumer panic buying is influenced by five factors: herd behaviour, social media exposure, anxiety sensitivity, price, and product availability (Gazali, 2020). A research looked at the phenomenon of impulsive shopping during pandemics and the factors that drive it, and found data on online impulse buying, the impact of advertisements on impulse purchases, and pricing concerns during impulse purchases (Thakur et al., 2020). Through their impacts on perceived arousal and enjoyment, personalised suggestions, visual appeal, and system usability all have an impact on impulsive purchase intent (Zhang et al., 2020). The perceived health of consumers influenced their purchase intentions the most favourably, followed by their faith in imported organic items. Consumer buying intentions had a favourable impact on their future shopping habits. People with a higher education level and a higher monthly income are more inclined to purchase imported organic food (Huong & Nguyen, 2021). Demographic variables strongly impact consumer sentiments toward organic food. COVID-19 encourages a healthy lifestyle and the use of nutritious foods. COVID-19 The amount of people shopping for organic food on the internet is being affected by the outbreak. The type and quantity of organic food consumed changed as well. Organic food consumption is also influenced by the socio-demographic features of internet users (Ćirić et al., 2020). People made more purchases during the lockdown, and COVID-19 acted as a stimulant for online buying intention, which was used to predict behaviour (Elshahed & Elsafty, 2021). At COVID-19, it will be crucial to acknowledge that online food vendors will encounter significant difficulties in retaining current customers. During COVID-19, retailers should communicate with their consumers through their own websites, social media, and other online channels, expressing their worry and support for the dreadful pandemic scenario. With COVID-19 becoming the new normal and merchants beginning to offer services, merchants must adapt to regulatory standards for consumer safety, cleanliness, and protection, particularly when it comes to product packaging and home delivery (Meshram, 2020). In situations such as pandemics, it is critical to use mobile monitoring devices to ensure the survival of the food chain (Haskaraca & Bostanci, 2020). Cosmetic buying behaviour among Indian working women did not change during COVID-19, according to a research. Furthermore, previously bought cosmetics goods, such as makeup, are no longer purchased since customers do not perceive a need for them in the present COVID-19 environment; on the contrary, the purchase of some cosmetic products has increased in the COVID-19 environment (A. Sharma & Mehta, 2020). Higher-income families are more likely to shop online and spend more money on home deliveries during the COVID-19 blackout. A high-risk attitude will lead to a demand for stuff that defy logic in the event of a COVID-19 breakout or other societal upheaval. This provided us with a fresh viewpoint on risk perception's negative elements (Long & Khoi, 2020).

IV. PRACTICAL IMPLICATION OF THE STUDY

Based on theoretical contributions to the subject, the research will provide some practical recommendations. Marketers and consumer behaviour researchers will benefit greatly from the results. From a theoretical standpoint, the study is unusual in that it is one of the first attempts to compile all pertinent works

that have been included in the review. Furthermore, because it is based on the results of prior investigations, it gives a thorough assessment of the existing literature. The research was also useful in evaluating which elements have received less attention. The amount of people shopping for organic food on the internet is being affected by the COVID -19 outbreak. The type and quantity of organic food consumed changed as well. Organic food consumption is also influenced by the socio-demographic features of internet users. People made more purchases during the lockout, and COVID-19 acted as a stimulant for online buying intention, which was used to predict behaviour (Rastogi & Ragabiruntha, 2018). At COVID-19, it will be crucial to acknowledge that online food vendors will encounter significant difficulties in retaining current customers.

V. LIMITATION AND FUTURE RESEARCH OF THE STUDY

This study had flaws, despite the fact that it accomplished its goals. The empirical evidence among the indicated variables has not been established in this study. This study focused on literature that was mostly written in English. Rather than cross-industry applicability, the focus of this study is on the relevance of consumer buying behaviour toward online and offline shopping in the context of company management. Future study might address a wide range of topics, as the extent and potential of consumer buying behaviour toward online and offline shopping are not limited to the business and management environment. Although the validity and reliability of the proposed research idea are supported by current literature, future researchers are encouraged to examine it using statistical approaches. In order to grasp, link, and interpret his or her own and respondents' experiences, social constructionism necessitates research participation. As a result, the authors' results may be skewed, and they cannot be applied to a wide population. As a result, future researchers may be able to use quantitative data gathering and analysis approaches to confirm the consumer buying behaviour hypothesis for both online and offline shopping (Naeem, 2020). An essential proposal is to conduct an extensive empirical study on the usage of a number of recognised elements to analyse customer purchasing behaviour for both online and offline shopping. Researchers should look into how businesses and marketers respond to consumer inquiries. Future study might make use of bibliometric tools such as analysis and bibliometric coupling (O'donoghue et al., n.d.; Rami' rez & Rami' rez, 1999; van Dijk et al., 2014). This strategy, in conjunction with theoretical approaches, can be used to identify structural alterations (Nerur et al., 2008; O'donoghue et al., n.d.).

VI. CONCLUSION

The COVID-19 pandemic has had a significant influence on people's lives and behaviours, producing both health and economic concerns throughout the world by reducing business activity, raising unemployment, and lowering consumption (Mirchevska et al., 2021). The current COVID-19 epidemic has impacted individuals, companies, and consumers (A. Sharma & Mehta, 2020). Consumers are more willing to buy online, and a growing number of companies are investing in online infrastructure. According to the majority of previous surveys, customers' positive opinions do not convert into real use, and the majority of consumers are wary about using online shopping. The COVID-19 pandemic is said to have impacted consumer spending habits throughout the world as a result of the outbreak (Ali, 2020). There are some noticeable shifts in consumer purchasing patterns as the number of COVID -19 cases grows. Will consumers' preferences alter as a result of the pandemic, or will they revert to their pre- COVID -19 choices? This is a research question for the future.

VII. REFERENCE

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