



A STUDY ON IMPACT OF CONSUMER BUYING BEHAVIOUR TOWARDS FOOD ITEMS DURING PANDEMIC

¹MS. R. SWATHIKA, ² Dr. S. Kowsalya, ³ Dr. S. Kowsalya

¹ Student of II M.COM CS, ² Assistant Professor, ³ Professor and Head,

¹ Department of commerce with corporate secretaryship,

¹ Dr.N.G.P. Arts and Science College, Coimbatore, Tamil Nadu, India

Abstract : COVID-19 certainly brings an economic slowdown estimation contraction of -3% in the world but there is huge opportunity in the organic industry is clocking in robust growth from 25 to 100% in 2020. In India, the online retailers are the witness of 100% growth in their sale. All over in India like in NCR Indiaorganic.com, pure & eco India, Rajasthan Natural and organic, Gujarat Saurian organic, North Indian retail chain modern bazaar, Belarus-based e-retail Healthy Buddha are experiencing the growth in their demand around 25 to 30% in 2019. People now understand the value of nutritive food, which can increase their immune system, can prevent from corona virus so there is huge opportunity in the Indian market to motivate the consumer to buy more and more organic food it is time to shift from conventional food to organic food. The paper will include the social and economic behavior of consumers in food sector during COVID-19, how consumer will behave after pandemic attack of corona in organic food sector and what is the future of organic food market in India after COVID-19.

Keywords: Food items, COVID – 19 and Quality food

INTRODUCTION

The retail market of India has over 15 million retailers, both small and large, both conventional and new. Retail hires between 40 and 50 million Indians, with more than six million Indians directly employed through international commerce, contributing almost 12 percent of the country's overall retail consumption. Retail improves roughly. The shutdown to deter the spread of coronavirus in India affected retail businesses significantly – 40% of the Indian intake and 10% of the Indian GDP. Most of the stores were shut throughout the country, except stores selling essential food and medicine. Almost all shops have closed down clothes, saris, electronics, cell phones, furnishings, equipment, etc. The revenue decline of non-grocery/food stores is 80 to 100%. However, distributors selling essential goods face risks if they cannot market non-essential goods, meaning that they have better profits.

STATEMENT OF PROBLEM

Food diversity in India is an implicit characteristic of India's diversified culture consisting of different regions and of states within. Traditionally, Indians like to have home-cooked meals – a concept supported religiously as well as individually. However, with times due to increasing awareness and influence of western culture, there is a slight shift in food consumption patterns among urban Indian families. It started with eating outside and moved on to accepting a wide variety of delicacies from world-over. Hence it has been found important to study the perception and behavior of the consumers towards basic food buying behavior during pandemic situation in Coimbatore city.

SCOPE OF THE STUDY

This study was aimed at studying the perception and buying behaviour of consumers towards food during pandemic. The study enables to understand the consumer's expectations and the factors influencing their purchase decision and satisfaction both in qualitative and quantitative terms. The study also covers the influence of demographic factors on the perception and behaviour of consumers towards food.

OBJECTIVE

- To study the demographic profile of food consumers in Coimbatore city.
- To analyze the influence factor that attracts customers to consume food items during pandemic.
- To identify the impact of buying behavior in Purchase decision of food consumers during pandemic.
- To examine consumers' buying intention for their foods preferences and change in buying pattern during pandemic.
- To understand the increase in demand of basic food item availability during pandemic situation.
- To find the satisfaction level of food consumer among the respondents in Coimbatore city.

STATISTICAL TOOLS USED

Percentage analysis
 Weighted average method
 Ranking method
 Chi-square test
 Anova

REVIEW OF LITERATURE

Michele Companion (2021) in his paper "Economic Marginalization Trading Activities" has observed that retail shops and petty trading activities form the essential core of informal economic sector in developing nations. Referring to the emergence of petty trading and retail shops in Mozambique the author asserts that poverty has deepened as a result of displacement from the civil war, a stagnant internal labour market, the loss of staple crops resulting from the proliferation cassava brown streak disease and draught and a reduction in wage labour opportunities across the border in South Africa. This according to him is channeling men into petty trading activities in larger number. The author has further argued that some coping mechanisms and income generating strategies of female retail shops have been constrained while other opportunities have increased. This study by Michele Companion tries to identify the factors compelling male and female marketing entering the business in Mozambique.

Debdulal Saha (2019) in his article "Collective Bargaining for Retail shops in Mumbai – Towards Promotion of Social Dialogue" has attempted to understand the role of the collective bargaining process in promoting social dialogue among the retail shops in Mumbai. The author has highlighted the deprivation of the retail shops in Mumbai caused by their low bargaining power. The study by the author has revealed that the rate of unionization among marketing in Mumbai is low and the heterogeneous nature of retail shops activity further retards the unionization process. However the author has appreciated the work of certain organizations which are working actively toward the provision of social security for marketing in addition to the provision of formal credit through cooperative credit society. These organizations are most active in securing the marketing rights to public space utilization.

John Walsh (2019) in his study "After the 1997 Financial Crisis in Bangkok – The Behaviour and Implications of a New Cohort of Retail shops" has described position of the retail shops in Bangkok after the 1997 financial crisis. The author has found that in contrast to traditional retail shops who specialized in food items primarily catering for low income customers and focused on high volume the new generation retail shops also adopted more formal business practices. As against the hypothesis that the new marketing would be more organized advocates of marketing' rights the author has found that they are adaptive to location and business strategy and prefer a low profile in dealing with officialdom. The author has also found that traditional marketing remained more tied to particular spaces, are more likely to stand up for their rights to use public space and are more prone to conflicts with municipal authorities. The significance of this study has relevance in the context of marketing in our country facing the problem of inadequate infrastructure for their trade and business.

Klaus Jaffe (2019) in his article "The Economic Limits of Trust" has studies the role of social capital among retail shops and their moneylenders in Caracas, an illegal business based solely on trust and social bonds. The author has analysed demand and supply of credit by informal retail shops and moneylenders exploring the relationship between retail shops assets, income generated, financial and human and financial strategies and those of the moneylenders. The author has found that retail shops' main source of working capital were moneylenders despite charging the highest interest rate. The author concluded that the main constraint for increased productivity in the informal sector is not the cost of capital but the transaction costs involved in accessing credit and a lack of legal enforcements.

Colin C. Williams and Anjula Gurtoo (2018) in the field survey on "Evaluating Competing Theories of Street Entrepreneurship – Some Lessons from a Study of Retail shops in Bangalore, India" have evaluated the competing explanations for participation in The finding is that no one explanation suffices. Some 12 percent explain their participation in street entrepreneurship as necessity driven, 15 percent as traditional ancestral activity, 56 percent as rational economic choice and 17 percent as pursued for social or life study reasons.

DATA ANALYSIS AND INTERPRETATION**4.1 PERCENTAGE ANALYSIS****TABLE NO 4.1.1****GENDER**

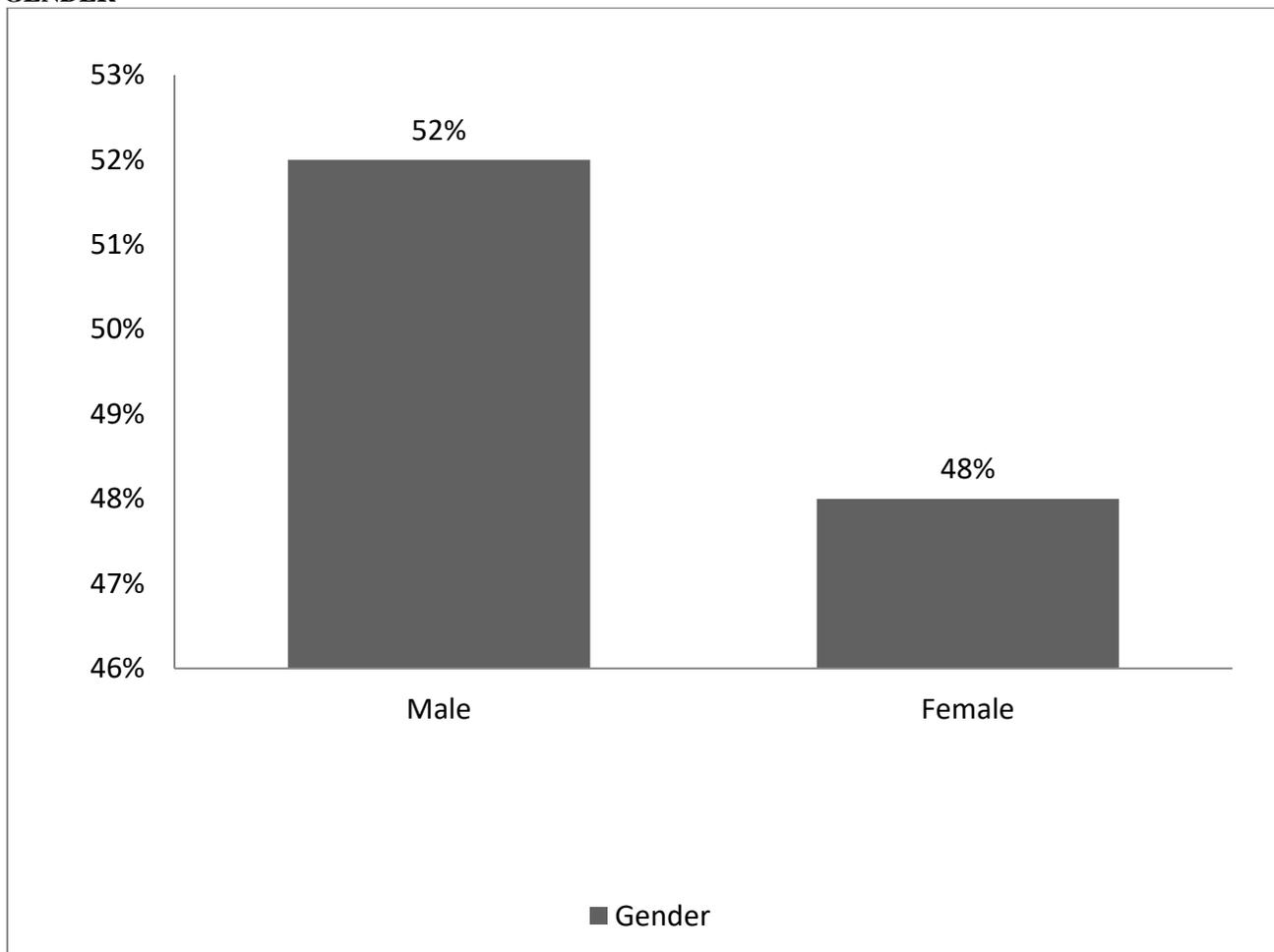
S.No	Gender	Number of Respondents	Percentage (%)
1	Male	62	52
2	Female	58	48
	Total	120	100

INTERPRETATION

From the above table we found that 52% of the respondents were Male and 48% of the respondents were Female.

Majority 52% of the respondents were Male.

CHART NO 4.1.1
GENDER



4.2 WEIGHTED AVERAGE METHOD

TABLE 4.2.1

FACTORS INFLUENCING TO BUY PARTICULAR INSTANT FOOD PRODUCTS DURING COVID 19

Factors	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
Readily Available	30	44	43	2	1	120
Packaging	40	37	19	13	11	120
Convenience	43	28	21	28	0	120
Organic Concern	42	27	16	27	8	120
Price of the products	34	45	27	11	3	120
Taste of the products	33	31	32	18	6	120
Special dietary Requirement	47	46	19	4	4	120

Factors	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Mean score	Mean	Rank
Readily Available	150	176	129	4	1	460	30.67	2
Packaging	200	148	57	26	11	442	29.47	5
Convenience	215	112	63	56	0	446	29.73	4
Organic Concern	210	108	48	54	8	428	28.53	6
Price of the products	170	180	81	22	3	456	30.40	3
Taste of the products	165	124	96	36	6	427	28.47	7
Special dietary Requirement	235	184	57	8	4	488	32.53	1

INTERPRETATION

The above table result it is found that Special dietary Requirement ranks 1, Readily Available ranks 2, Price of the products ranks 3, Convenience ranks 4, Packaging ranks 5, Organic Concern ranks 6 and Taste of the products ranks 7.

INFERENCE

Majority of the respondents rank Special dietary Requirement as 1.

4.3 RANKING METHOD**TABLE 4.3.1**

RANKING ANALYSIS OF INFLUENCING FACTOR THAT ATTRACTS CUSTOMERS TO CONSUME PARTICULAR BRAND

FACTORS	5	4	3	2	1	TOTAL	RANK
Price	77	23	16	4	0	533	1
	385	92	48	8	0		
Ingredients	24	55	24	17	0	446	4
	120	220	72	34	0		
Specific Organic	32	44	17	22	5	436	5
	160	176	51	44	5		
Preservatives / Taste Enhances	42	14	55	9	0	449	3
	210	56	165	18	0		
Quality	16	51	32	21	0	422	6
	80	204	96	42	0		
Brand Image	37	70	11	2	0	502	2
	185	280	33	4	0		

INTERPRETATION

The above table result it is found that Price ranks 1, Brand Image ranks 2, Preservatives / Taste Enhances ranks 3, Ingredients ranks 4, Specific Organic ranks 5 and Quality ranks 6.

INFERENCE

Majority of the respondents ranks Price of food as 1.

4.4 CHI-SQUARE TESTS**TABLE NO 4.4.1****CHI-SQUARE TEST TO FIND THE SIGNIFICANT RELATIONSHIP BETWEEN PREFERRED MODES OF FOOD ITEM DURING COVID 19 AND SATISFACTION LEVEL OF FOOD AVAILABILITY DURING COVID 19****Null Hypothesis (H₀)**

There is no significant relationship between preferred modes of food item during covid 19 and satisfaction level of food availability during covid 19.

Alternative Hypothesis (H_a)

There is significant relationship between preferred modes of food item during covid 19 and satisfaction level of food availability during covid 19.

Crosstabulation

	Satisfaction level about food availability during covid 19					Total
	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	
Preferred modes of food item during covid 19						
Direct purchase	12	34	15	12	0	73
Door delivery mode	27	11	6	3	0	47
Total	39	45	21	15	0	120

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	61.513 ^a	9	.000
Likelihood Ratio	39.016	9	.000
Linear-by-Linear Association	.012	1	.112
N of Valid Cases	100		

a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is .14.

INTERPRETATION

Since the calculated value is higher than the table value and our hypothesis is proved, null hypothesis is rejected.

Hence alternate hypothesis is accepted. So there is significant relationship between preferred modes of food item during covid 19 and satisfaction level of food availability during covid 19.

4.5 ANOVA**TABLE NO 4.5.1****ANOVA**

H₀ There is no significant association between type of food item you prefer to buy during pandemic and type of food you regularly purchase during covid 19.

H₁ There is a significant association between type of food item you prefer to buy during pandemic and type of food you regularly purchase during covid 19.

		Sum of Squares	Df	Mean Square	F	Sig.
Unique Designs	Between Groups	.000	1	.000	.000	.985
	Within Groups	59.284	118	.554		
	Total	59.284	119			

Interpretation

From the above table, it can be interpreted that significant value (.000) is less than the level of significance 0.05. So, we reject null hypothesis and accept alternative hypothesis. Hence it is concluded that there is a significant difference between type of food item you prefer to buy during pandemic and type of food you regularly purchase during covid 19.

CONCLUSION

As the research has shown the customer satisfaction of Online food ordering in Coimbatore city. Since the consumer customer satisfaction is the important factor to forecast the sales of any product in a particular area. So company should keep close eye on the market situation. yet, customer were price sensitive, but the changing market trend and customer view and

preference shown that customer are now quality sensitive .They want quality product, good services, easy availability of product and better performance by the product.

REFERENCE

- 1 Seema Gopichand, Hariramani (August 2019)), “Quality and effectiveness in web-based customer support systems”, *Information and Management*, Vol. 40 No. 8, pp. 757-68.
- 2 S.Kamakshi (September 2019), “The impact of initial customer trust on intentions to transact with a web site: a trust building model”, *Journal of Strategic Information Systems*, Vol. 11 No. 4, pp. 297-323.
- 3 Kashyap, Radha (April 2019), “Measuring the relationship between firm perceived quality and customer satisfaction and its influence on purchase intentions”, *Total Quality Management*, Vol. 12 No. 6, pp. 719-34.
- 4 Kalaiselvi.T. (October 2018), “Exploring the factors associated with web site success in the context of electronic commerce”, *Information and Management*, Vol. 38 No. 1, pp. 23-33.
- 5 Anita Goyal and N.P.Singh (2017) has done a study on “Consumer perception about fast food in India: an exploratory study.”

