# Impact on Covid-19 on the shopping behaviour of consumer during lockdown period

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**Abstract:**

*Ever since the World Health Organisation (WHO) designated the corona virus to be a global epidemic. More than any other illness in recent memory, the Covid-19 pandemic has altered the way we work, shop, and interact with one another. As more people choose to work from home, they are keeping to the essentials, going outside just to make purchases, and they are always concerned about the possibility of contracting an infection in crowded areas like supermarkets and malls. Spending by consumers is concentrated on home entertainment as well as necessities like food, cleaning supplies, and personal hygiene products. Certain categories show stronger trends as countries progress through the transmission. When it comes to purchasing necessities during the epidemic, the great majority of people still shop at grocery stores. Prior to the epidemic, quality, price, and brand were the top considerations for consumers making purchases. These days, availability, price, and quality are their main concerns. The present study has collected primary data by using questionnaire from 120 respondents to draw a conclusion. The study has found that people are encouraged to purchase necessities online during lockdown in order to facilitate social alienation. Several internet service providers who communicate with farmers and consumers are altering their business practices during the lockdown.*

**Keyword: Covid-19, Lockdown, essential goods, consumer, online retailer.**

**Introduction:**

Purchasing items from stores is known as shopping. When a client shops online, they use the internet to look through the products and services that one or more retailers have to offer and choose what they want to buy. It is the process of making purchases with money without encountering face to face. There are two platforms available for shopping these days. Online and offline shopping are these two important channels. The best option for making purchases is to shop online. It is the process of making an online purchase of goods or services. Traditional methods of making purchases of goods or services include offline shopping. Each media has benefits and downsides of its own. Online retailers benefit from a cheap cost structure since they do not have to pay for costly storefronts or recruit staff, which lowers operational expenses. More flexibility is offered by a lean cost structure, particularly in the event of an abrupt lockdown in each sector.

IT systems can link a company's inventory management system to an online order input system, allowing us to know exactly how many things are in stock and when to place a new order. Simple e-commerce websites are a good way for small retailers to reach customers. Customers can place orders at their convenience and check product reviews when shopping online. Online businesses may see an increase in product returns as a result of customers receiving products that were damaged during shipment or that did not meet their specifications. The earnings of retailers may be impacted by this policy's reduction of net sales. Some buyers might be turned off by the higher delivery prices, while others might be uneasy about the security of online transactions. Online purchasing generally lacks the personal touch and in-person encounter that frequently seal the deal. Online businesses can reach a worldwide audience, but they still have to compete with thousands of other online sellers selling comparable goods.

However, offline purchasing gives clients the chance to get to know the company personally, which can increase consumer loyalty. Certain consumers might choose to hold off on making a purchase until they've handled or tried on the item, which could lower the possibility of returns for some companies. For many firms, the offline

company is their only choice. A restaurant could post its menu online or use social media to promote, for instance. However, customers should visit the restaurant or use meal delivery services if they want to try the food.

While e-commerce websites serve as internet businesses' global storefronts, offline merchants lease or construct locations for their clients. An offline firm typically has a small market. For instance, the clientele of a restaurant might only reside ten miles away, which might limit the owner's prospects for business expansion. A number of conventional enterprises, such bookshops and video rental shops, have experienced a decline in profitability due to their inability to match the cheap overhead of their internet competitors. During a pandemic, consumer purchasing patterns adapted to the lockdown. Techno saves customers prefer to buy from internet merchants, although in remote areas, physical retailers are preferred.

**Literature Review:**

The nationwide lockdown abruptly altered consumer purchasing behaviour. The merchant was finding it more and more difficult to handle the large crowd that came in to buy necessities. Due to a lack of products on the market, consumers were mentally puzzled (Patil, 2020). While researching the impact of the lockdown on merchants, Krishna 2020 found that while consumers continued to prioritise necessities, retail establishments effectively captured consumer behaviour by hoarding these commodities ahead of the shutdown announcement. According to study conducted by Adobe, nearly three quarters (70%) of consumers preferred to buy groceries in person. Approximately half additionally preferred home delivery (47%) and 17% relied on curbside pick-up. With the exception of media, younger generations and urban dwellers preferred home delivery across all product categories, whereas older generations preferred in-person shopping.

According to (Varun Jain 2020), 62% of respondents said they would likely visit stores in the first three months following the lockdown. Tier II and Tier III cities see an increase in this percentage to 75%. On the other hand, 78% of respondents stated they would spend less on shopping, and only 6% indicated they would spend more. According to (Abhinav Singh, 2020), despite the lockout, 67% of consumers indicated little to no excitement for shopping, citing safety and hygienic concerns. This indicates that the retail market is still growing slowly. Similarly, according to (Kumar Rajagopalan, CEO of RAI), the retail industry requires the backing of all stakeholders to boost sentiment because the majority of consumers are hesitant to start buying again in the upcoming months. According to a survey conducted by the Retailers Association of India, the majority of consumers are not enthusiastic about shopping after the shutdown (DECCAN CHRONICLE, 2020).

**OBJECTIVES:**

1 To understand consumer behavior during lockdown

2. To understand opportunities and challenges of online shopping during the lockdown period.

**Data Collection:**

Researcher employs a random selection procedure for the data collection approach. Researcher employs an online survey strategy because of the lockdown A survey was carried out in Kokrajhar town in Assam. It has 120 samples in total. The data was gathered using the online survey.

**Type of product (preference in lockdown)**

| Type of Product preferred in Lockdown | No of Respondent |
|---|---|
| All | 6 |
| Beauty Products | 14 |
| Cloths & Accessories | 13 |
| Books | 9 |
| Essential (food, vegetable, groceries) | 87 |
| Electronic Goods | 5 |
| Recharge Subscription | 120 |
| No online purchase | 23 |
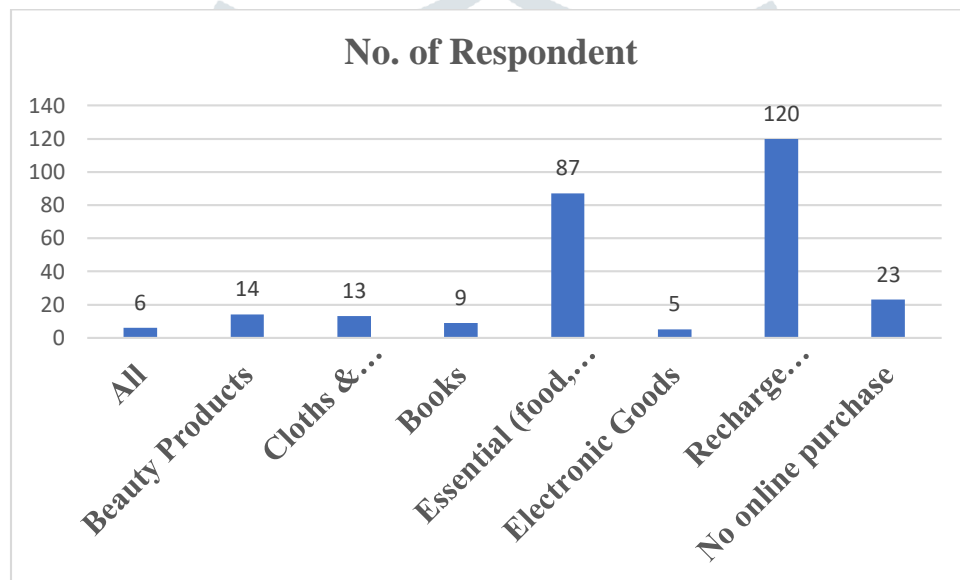


From above bar graph clearly indicts shopping for essential commodities are high in lock down period. but shopping for other things like shopping for clothes, shoes and other accessories reduced during lockdown.

Following is the comparative data of customers during the period of lockdown

1. **Comfortability on online shopping during lockdown period:**
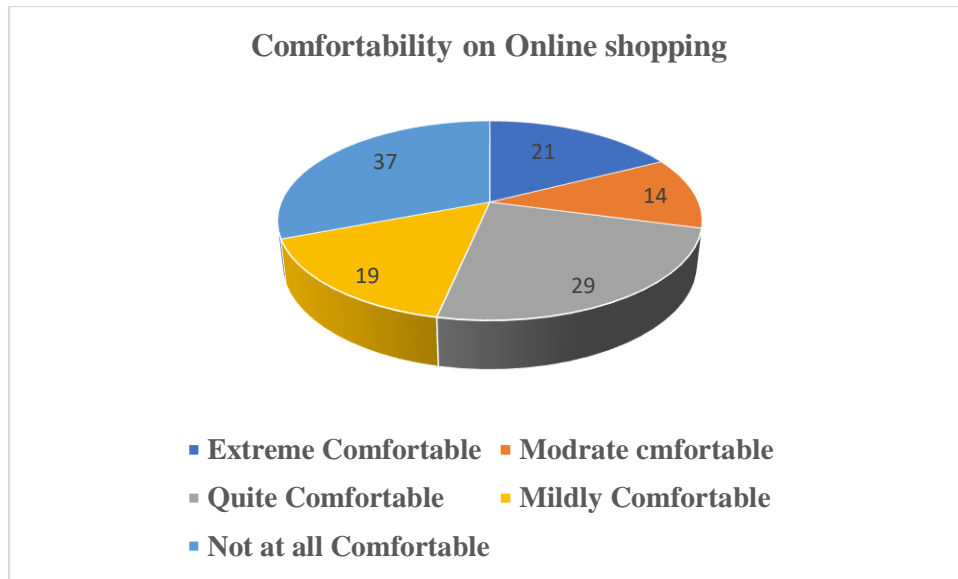


From the above bar graph, it is stated that 37 % of the respondents are found to extreme comfortable, 29% quite comfortable, 19% mildly comfortable 14% moderately comfortable and 21% not at all comfortable. This signifies that majority of respondents are found to be comfortable in online shopping during lockdown.

2. **Frequency of shopping product on line:**

| | | |
|---|---|---|
| Extreme Often | | 43 |
| Quite Often | | 32 |
| Moderate Often | | 27 |
| Not at all | | 18 |
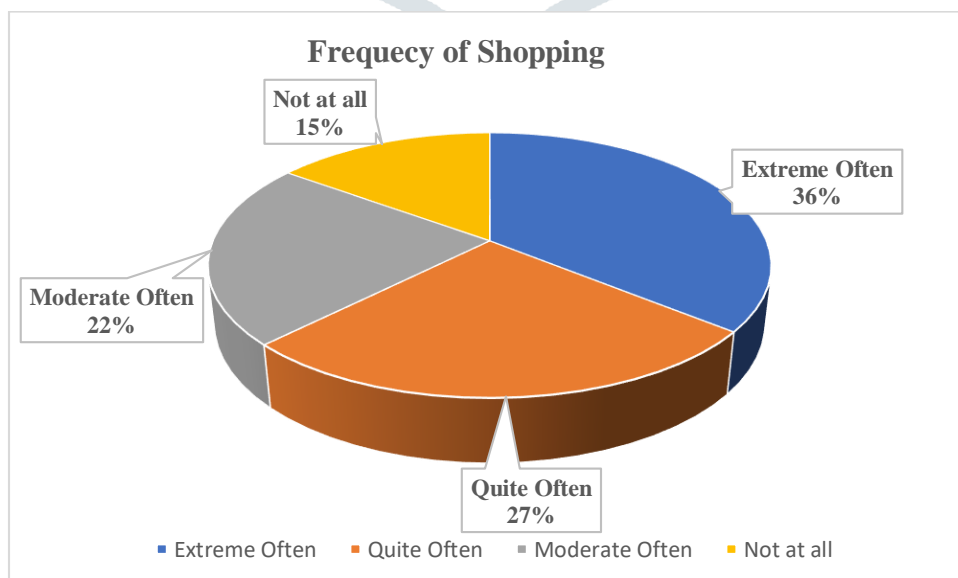
From the above pie chart, it is stated that 15% of the respondents are found to be not interested at all in online shopping product, 36% are found to be extremely often in online shopping, 27% are quite often 22% are found moderately often in the online shopping. This signifies that there is a changing trend in shifting to online shopping after covid 19.

3. **Problem Concerned with Online Shopping During Lockdown:**

| | |
|---|---|
| Extreme Often | 42 |
| Quite Often | 22 |
| Moderate Often | 21 |
| Not at all | 15 |



Problems in online shopping

■ **Extreme Often** ■ **Quite Often** ■ **Moderate Often** ■ **Not at all**
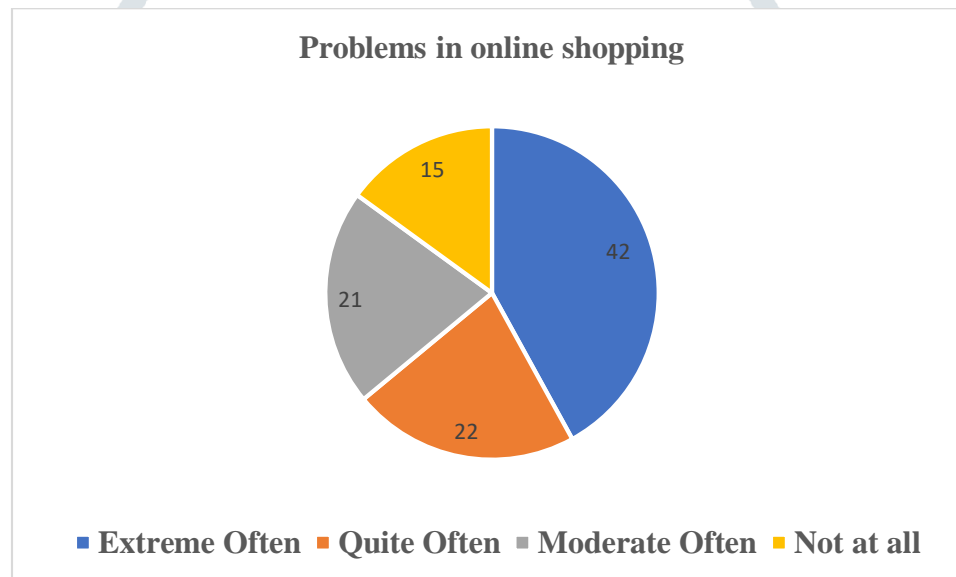
From the above pie chart, it is stated that 42 % of the respondents are found to be extreme often in online shopping, 22% quite often, 21% moderately often and 15% are found that they are not at all in problems in online shopping. This signifies that majority of respondents are found to have witnessed problems in online shopping during lockdown.

4. **Modes of Payments:**

| | |
|---|---|
| Paytm | 28 |
| Google Pay | 19 |
| Net banking | 21 |
| Cash | 32 |

## Mode of Payment
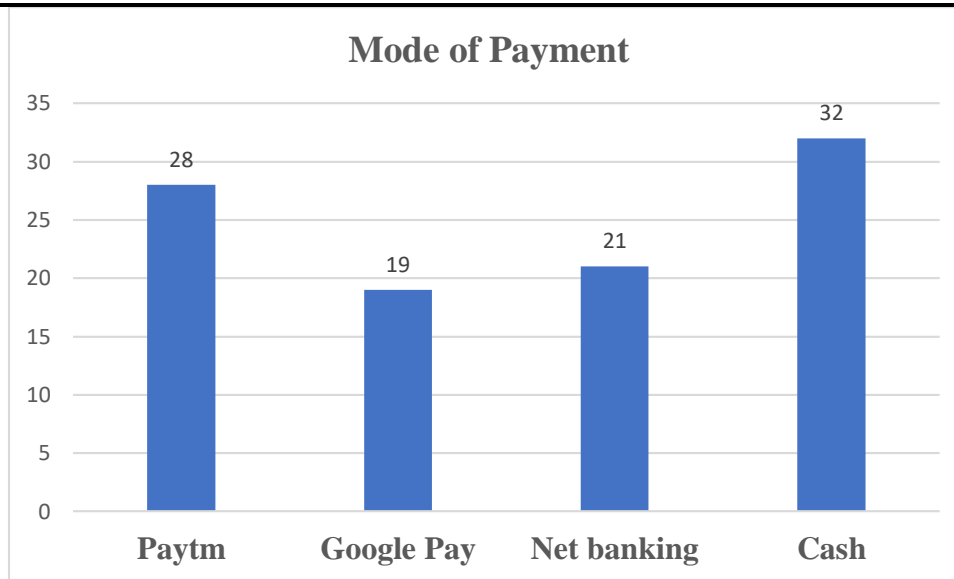


From the above pie chart, it is stated that 28 % of the respondents are found to have used Paytm platform for online payment, 21% Net banking, 19 % Google Pay and 32% are found to be using Cash payment even during lockdown. This signifies that majority of respondents are found to be using online payment platform in online shopping during lockdown.

**Findings:**

1. Based on current research, social distance has been identified as one of the protective measures against Covid-19. It functions by breaking the transmission chain of the virus.

2. Researchers discovered that Flipkart, Amazon, and other internet companies temporarily halted their social media services during the nationwide lockdown time.

3. The study revealed that customer behaviour was extremely vulnerable during the lockout.

4. The investigation revealed that more kitchen stock provisions during the lockdown led to an increase in the sale of groceries.

5. The study revealed that several elements were influencing customers' purchasing decisions during a lockdown.

6. It was also discovered that the government has made an effort to establish more extensive channels of communication in order to raise consumer awareness.

**Conclusion:**

There have been numerous shifts in consumer behaviour, including the purchase of necessary food and hygiene items by certain consumers who are now feeling anxious. Conversely, other customers don't seem to care and carry on with their daily activities. Local brands are preferred by consumers over branded products available online. Consumers' priorities for basic hygiene rose while their desire for non-essential items decreased. Following this lockout, online retailers need to take this pattern into account and prioritise maintaining their website with groceries and other necessities.

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