

The Impact of COVID-19 Crisis on Consumer Buying Behaviour in Panipat City

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Abstract : Consumer is the king of the market. Studying their actions and mannerisms is necessary to influence consumer's buying decisions. Holistic marketing approach should be adopted by marketers to gain 360° view of consumers daily lives and the changes that occur during their lifetimes in order to deliver them the right product. Consumer behaviour is influenced by various factors such as personal, social and cultural. As countries are going in and out of restrictions, COVID-19 pandemic is having significant impact on everyday's lives. The same also moved the buying behaviour of consumers in an unforeseen direction. The paper aims to analyse the changed behaviour of consumers and finding the items seems to top the buying list.

Keywords : mannerisms, buying behaviour, holistic marketing, COVID - 19, pandemic

1. INTRODUCTION

The ongoing pandemic is changing consumer's attitudes, behaviours and lifestyles. The outbreak of COVID - 19 began in Wuhan, a city in China .The strain was observed in bats but somehow it got transmitted to human also. The very first case was observed in December 2019 and a widespread is now seen across the globe . In India the wave hit in 2020 and unluckily continuing in 2021 as well. As a result of this pandemic people started thinking differently and therefore buying differently . According to a survey more than 9 in 10 consumers' shopping behaviors were being impacted by COVID-19. This all result in a new consumption pattern which can be seen in Panipat city also. People are stepping out of offline stores and opening windows for digital purchase People are buying locally produced products. Coronavirus care products are new to the list . As lockdown is being imposed again people now prefer social platforms to connect with each other. Many of these changes are temporary but some will continue post pandemic also. Consumers are responding in numerous ways and hence a variety of behaviours come up which is necessary for industries to have look upon . Consumers shopping basket now includes medical security, financial security and personal safety products. The demand of masks, cleaning wipes, sanitizers, hand wash rise rapidly. Companies need to track the behaviour and the changed pattern of consumers in order to develop strategies. As more and more people are inclining towards online shopping it created a need of web presence for companies.

2. RESEARCH OBJECTIVE

- a. To study the changed behaviour of consumer in Panipat city.
- b. To identify the new products added to the shopping list of consumers due to COVID - 19.

3. LITERATURE REVIEW

VidyaGopinath (2020) has expressed the consumer behaviour is difficult yet inspiring field of study .The consumer behaviours towards online shopping in India. The temporary closure of various establishments affected the purchasing methods of people. The paper examines the product significance differences in grocery shopping inclinations due to COVID- 19.

MounikaVeeragandham, et al. (2020) has researched to know the impact of pandemic in changing the buying behaviour of consumer towards online purchases. Traditional or online practices, which one is most likely to be followed post pandemic and the satisfaction of consumers towards online sites.

Bharat Patil and NeritaPatil (2020) disclosed how Indian markets seriously affected by novel coronavirus. Sellers were black-marketing of essential goods, drugs, face masks, hand gloves and sanitizers. In this study attempt was made to understand the various factors that effects on the buying behaviour of the consumer. Consumers were refocused for the application of preventative measures.

Anupam Sharma and DeepikaJhamb (2020) has envisioned to provide business leaders with a view on the progressing situation and implications on the consumer as well. Online marketing and shopping trends among customers are also squeezed by this unsure epidemic. The researchers examine the new challenges have been forced on business units as international borders have been closed for exchange of goods so, survival for many will be a tough job.

Loxton et al. (2020) through critical analysis of several crises, they find that the results do in fact suggest that the consumer behaviours experienced during the COVID-19 pandemic were highly comparable to those experienced during previous crises and shock events. Limits were put in place by retail suppliers in an attempt to reduce price inflation and limit panic-buying behaviour surrounding “essential” items.

4. RESEARCH METHODOLOGY

The study is descriptive research because researcher wants to know the situation or case under the research study. It is a theory-based design method which is created by gathering, analyzing, and presenting collected data.

The details of consumers and their consumption pattern is not available online hence researcher uses a detailed questionnaire to collect the required data.

Primary data : The data was collected through structured questionnaire which was disseminated through various social media platforms. Non probability convenience sampling was used for the present study.

Time period of study : The data was collected for only 20 days from 1 May 2021 to 20 May 2021.

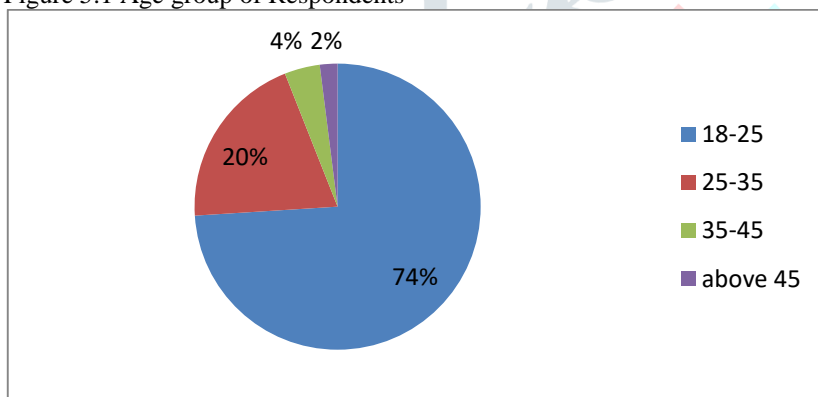
Selection of sample : A total of 100 respondents was surveyed during the study .

5. RESULTS AND DISCUSSIONS

This section deals with the analysis and interpretation of the findings

5.1 Age group of Respondents

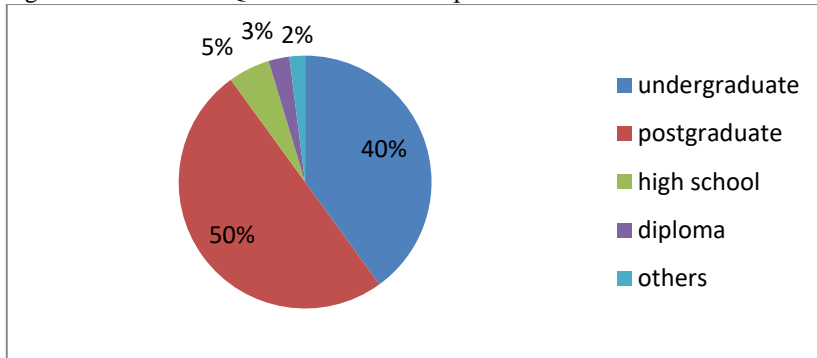
Figure 5.1 Age group of Respondents



More than half (74%) of the respondents are of 18-25 years of age. The data consists of Respondents of all age group consisting 4% of people between 35-45 years of age. 20% of the respondents are of age group 25-35. Remaining (2%) are above 45 years of age.

5.2 Education Qualifications

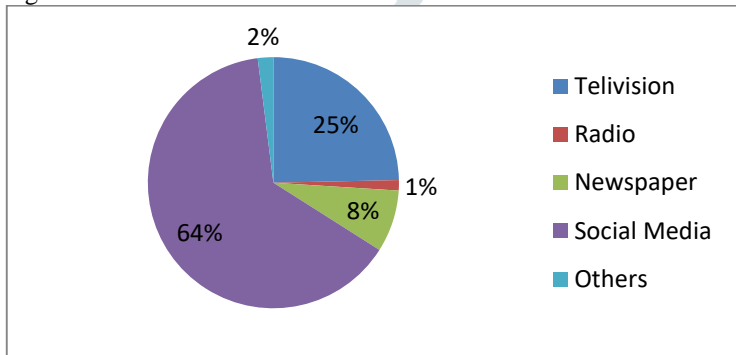
Figure 5.2 Education Qualifications of Respondents



The number of Respondents who are undergraduate and postgraduate aggregately forming the 90% of the total while a few (5%) have done their high school. 3% of the people have also done the diploma .

5.3 Medium of Awareness about COVID – 19

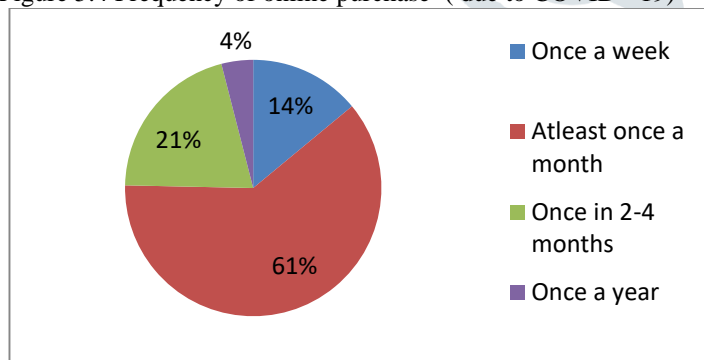
Figure 5.3 Medium of awareness about COVID 19



Nearly 64% of people got awareness about COVID- 19 through various social media platforms. Television and Newspapers spread awareness to 25% and 8% respondents respectively. 2% of the individuals used other medium to get update on Corona virus.

5.4 Frequency of online purchase (due to COVID -19)

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61% of the individuals uses online medium of purchasing atleast once in a month. Only 14% purchases once in a week while 21% people purchases once in 2-4 months.

5.5 Preferences while shopping

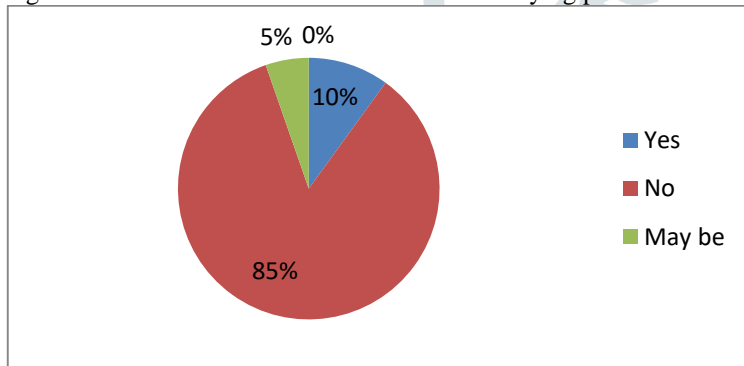
Table 5.5 Consumer Preference While Shopping Routine Used Items During COVID-19

Consumer Preference While Shopping Routine Used Items During COVID-19						
	Preference One	Preference Two	Preference Three	Preference Four	Preference Five	Total
Groceries	32	43	39	23	13	150
Household and cleaning supplies	40	34	32	24	20	150
Healthcare products	42	40	32	31	5	150
Insurance products	18	19	25	46	42	150
Others	18	14	18	26	74	150

While preferring among various items about 40 respondents choose household and cleaning supplies as preference one, 32 respondents choose groceries as their most preferred items, 42 respondents opt for healthcare products, 18 respondents go with insurance products and remaining 18 respondents preferred other items as rank 1.

5.6 Consideration of brand value while buying products in lockdown

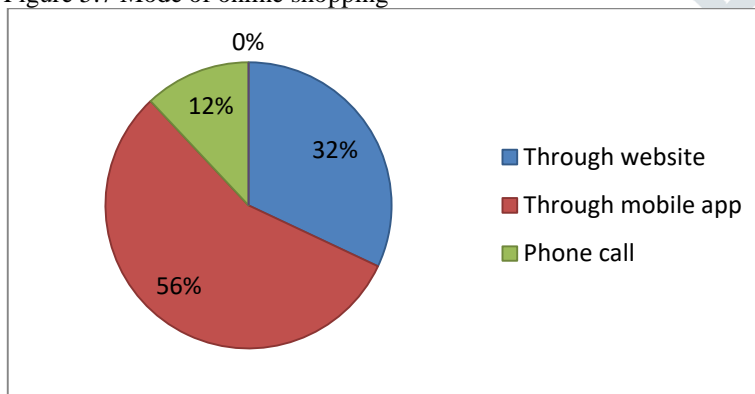
Figure 5.6 Consideration of brand value while buying products in lockdown



While purchasing products during lockdown 85% of the buyers aren't brand conscious while 10% consider brand value as important.

5.7 Mode of online shopping

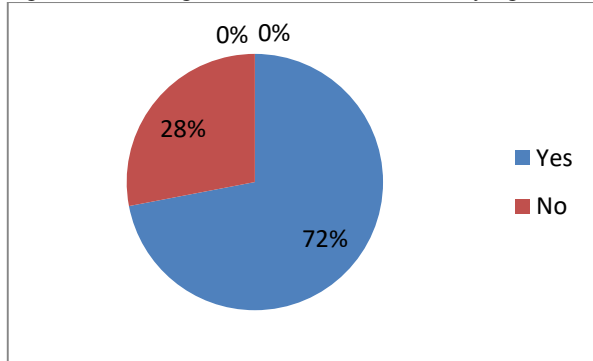
Figure 5.7 Mode of online shopping



When questioned about mode of online shopping 56% individuals choose mobile app while 32% opt for website and remaining (12%) make a phone call to place the order.

5.8 Willingness to continue online buying or not

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72% of individual will continue online shopping post pandemic . 28% seems to shift towards offline shopping.

6. CONCLUSION

According to the results of the study , it can be concluded that buying perception of consumers have changed during the lockdown period. As Consumers have adequate awareness of the coronavirus they realised the importance of social distancing. Social media and Television are emerging forces in providing information about the pandemic and the lockdown related guidelines to the general population. People are afraid to step out of the house and buying their routine care items online. Consumers are concerned about their health and preferring healthcare and cleaning items among others. Sanitizers, masks, hand washes etc. are high in demand . During the lockdown period people are not showing loyalty towards a particular brand due to rushes on the products. The choosy nature of consumer is seen nowhere. Majority of people are using mobile apps to order their products. Many of the respondents want to continue this post COVID as it requires hustle free efforts.

7. LIMITATIONS OF THE STUDY

- The results may vary if the research is carried out in metropolitan city.
- The data was collected in lockdown period.
- The time duration for collecting the data was little less.

8. SCOPE OF RESEARCH

The study has been carried out to examine the purchasing behaviour which includes B2C model other business models like C2C and D2C can also be studied. This study can be conducted by considering a particular product line also. The paper aims to analyse the behaviour of consumer at domestic level however a detailed study can be done along with the national and foreign customers.

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