

A Study on Impact of COVID-19 Pandemic on Consumer Buying Behavior in Bangalore City

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Abstract

In current marketing scenario, the study of consumer behavior has become necessary. Consumers are the most important part of markets. Without consumers no industry group can run. All the actions of the industry concerns end with consumers and consumer satisfaction. The Consumer buying behavior study is based on consumer buying actions, with the customer playing the three different roles of user, spender and purchaser. Consumer buying behavior has become an essential part of tactical market planning. In order to develop a structure for the study consumer behavior it is helpful to start by considering the factors which impacts on consumer buying behavior as well as the growth of the field of consumer research and the different paradigms of reflection that have influenced the discipline, which can be used to set apart and distinguish the various perspectives on consumer research.

The objective of the research attempt is to achieve a better thoughtful of consumer buying behavior with the factors influence consumer buying processes during COVID-19 Pandemic. This article aims to identify dissimilar streams of reflection that could guide future consumer research.

This research paper mainly focuses on Retail (Online & Offline) Customers and their buying behavior in Bengaluru city due to COVID-19. Descriptive type research design was applied in the study. Convenience sampling technique was applied in the research. Data is collected through questionnaire. The Structured questionnaire collected data was analyzed through using Excel and various statistical tools. Findings of the study were derived from the data analysis and required suggestions are given.

1. Introduction

The Consumer Buying Behavior deals with a variety of stages that a purchaser goes through before purchasing any product or service and the impacts that these procedure have on the consumer and society, Marketing accomplishment or failure of a company depends on target consumers' person and group reactions expressed in the form of buying patterns, Since customer is the motive why any organization exists, it is necessary to recognize the customer and study the pattern of his buying behavior, In addition to its impact on persons and community, the COVID-19 (Coronavirus) has remarkably impacted retailers and producer around the sphere and here in the Bengaluru City. Retailers are under pressure to keep products on the shelves, and sales data gives us an insight that across the Bengaluru City, many categories are seeing greater sales numbers. According to our study, 1 in 3 consumers indicate news of Coronavirus has already impacted their buying behavior. The impact is felt in quite a few ways including: stocking up on products they wouldn't otherwise stock up on, experiencing product scarcity, purchasing products they wouldn't or else have purchased, shopping online when they would typically shop in store, and shopping in new stores. These metrics varied between buyers who made in-store purchases versus those who made online purchases. Of note, online shoppers are feeling the impact of shortages slightly more than in store shoppers, Consumers will go to unexpected dealings to avoid losing what they have. And they must be absolutely persuaded that there's no problem to doing anything that could put them or their families at risk.

1.1-Objectives of the study

- 1) To study the degree of awareness towards COVID-19 that has impacted consumer buying pattern.
- 2) To analyze the factors influencing the consumer buying behavior of online versus brick & mortar store due to COVID-19.
- 3) To study the consumer attitude towards traditional marketing channel versus digital media in Bangalore City.

2. Literature Review

Matthew Crabbe (Intel Trends, MINTEL BLOG, *Research your way out of a crisis*) The COVID-19's effect on consumer behavior, March 09th, 2020, The spread of COVID-19. Epidemiology aside, the effects of COVID-19 spreading will have wider implications, not just on how economies function, but also on how consumers behave, across China, Asia-Pacific, and around the world. Another effect of China's economic rise is its influence in the adoption of an adaptation to new technologies and behavior patterns that percolate out into the wider consumer sphere.

Allison Schiff (*Adexchanger, Which COVID-19-Related Consumer Behavior Shifts Are Here To Stay*) March 18th, 2020, COVID-19 has the potential to create more permanent behavior changes in the way people shop, consume media and how they regard the brands they do business with, Some obvious behavior pattern shifts – an increase in streaming, the uptick in ecommerce and a gravitation toward online food delivery – were accelerating long before the novel coronavirus even existed, Consumer behavior changes to do with convenience are one thing, but “we may see the opposite with something like the movies.

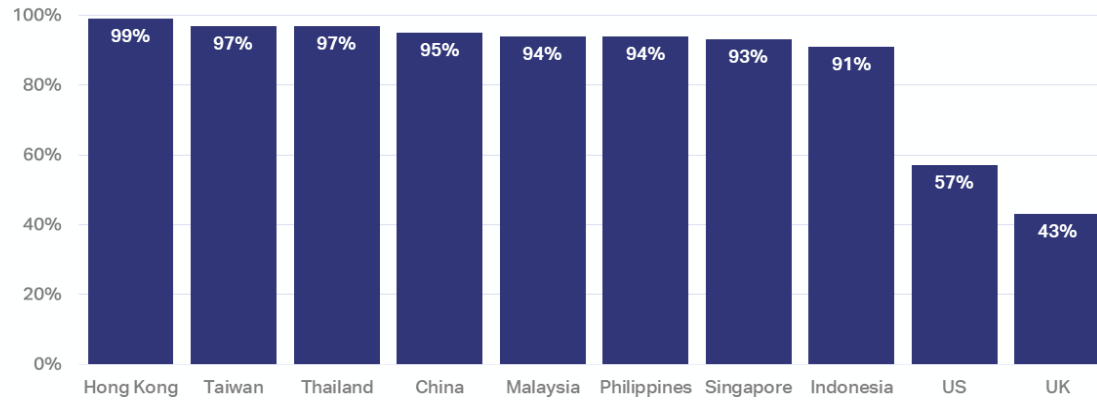
Sandeep Ganediwalla (*Special to Gulf News, How Covid-19 is reshaping consumer behaviors*) March 23, 2020, Covid-19 has quickly emerged as a big risk to the economy. It has the potential to stretch the health care infrastructure of countries, as we are witnessing in Italy, Considering this, more countries are embracing social distancing — this is dramatically changing customer behaviour and has potential of having a lasting impact. Last year was already a breakout year for online retail with growth accelerating compared to previous years. There

was also a new Thanksgiving sales event created in November by online players, which further boosted the adoption of online channels, This has the potential to create a lasting impact on the behavior across verticals

Global, Impact of COVID-19

WARC[^]Data

Changed behaviour in the past two weeks to avoid the coronavirus,
% of internet users



Note: From survey of over 2,000 consumers, on average, per market, 28th Feb to 1st Mar 2020. Includes avoiding crowds, improving personal hygiene and using a face mask.
Question: Which, if any, of the following measures have you taken in the past two weeks specifically to protect yourself from the Coronavirus (COVID-19)?

SOURCE > YouGov

Source - <https://www.warc.com/content/paywall/article/warc-datapoints/nearly-90-of-consumers-have-changed-their-behaviour-because-of-covid-19/132043>

More than four-fifths (86%) of consumers say they have changed their behavior in the past two weeks to avoid the novel coronavirus (COVID-19). This involves actions including avoiding crowded places, Improving personal hygiene, and work from home and avoiding raw or uncooked meat.

3. Research Methodology:-

The data and information has been collected from primary sources and secondary sources like online questionnaire, online journals, online blogs, magazines, business newspapers, periodicals, reports, text books and websites. Further face to face interviews for the related area were also taken into consideration for the study, the participants are consecutively selected in order of appearance according to their convenient accessibility, The sample size is determined as 110 respondent's opinion from the customer s of all the age groups.

4. Analysis and Discussion:-

Table 1:- Age Group of Respondents

Age Group of Respondents		
Age	No. of Respondents	%
18-25	59	54%
26-35	34	31%
36-45	17	15%
Total	110	100%

Data Expressed in Numbers & Percentage

Age Group of Respondents

Majority (54%) of the respondents are aged between 18 to 25 years, an average age group of 15% are of 36-45 years.

Table 2:- Gender of Respondents

Gender of Respondents		
Gender	No. of Respondents	%
Female	43	39%
Male	67	61%
Total	110	100%
Data Expressed in Numbers & Percentage		

Gender of Respondents

Majorities (61%) of the respondents are male respondents and 39% were female respondents.

Table 3:- Consumer Concern level on COVID-19

Consumer Concern level on COVID-19		
Scale	No. of Customer	%
Not Concerned	2	2%
Slightly Concerned	10	9%
Somewhat Concerned	20	18%
Very Concerned	34	31%
Extremely Concerned	44	40%
Total	110	100%
Data Expressed in Numbers & Percentage		

Consumer Concern level on COVID-19

Substantial Majority (71%) of the respondents is concerned (Extremely Concerned 41% & Very Concerned is 31%) of COVID-19, only 2% is Not Concerned with COVID-19.

Table 4:- Consumer Preference for shopping due to COVID-19

Consumer preference for shopping due to COVID-19		
Strategic Tools	No. of Respondents	%
Online	65	59%
Offline	45	41%
Total	110	100%
Data Expressed in Numbers & Percentage		

Consumer Preference for shopping due to COVID-19

Majorities (59%) of the respondents prefer shopping online and 41% of respondents prefer shopping offline due to COVID-19.

Table 5:- Consumer Preference for eating out or eating at home due to COVID-19

Consumer Preference for eating out or eating at home due to COVID-19		
Strategic Tools	No. of Respondents	%
Eating Out	2	2%
Eating at Home	108	98%
Total	110	100%
Data Expressed in Numbers & Percentage		

Consumer Preference for eating out or eating at home due to COVID-19

Substantial Majority (98%) of the customers prefer eating at home, only 2% of customers prefer going out, the hotel industry will have a challenge.

Table 6:- Consumer Preference to buy in a Retail Store due to COVID-19

Consumer Preference to buy in a Retail Store due to COVID-19						
Strategic Tool	Preference One	Preference Two	Preference Three	Preference Four	Preference Five	Total
Cleaning wipes	40	28	14	8	20	110
Instant action air freshener	26	24	26	10	24	110
Hand soaps	42	24	22	6	16	110
Hand Sanitizer	50	18	14	8	20	110
Face Mask	36	22	16	14	22	110

Consumer Preference to buy in a Retail Store due to COVID-19

The consumer preference in retail store shopping due to COVID-19, Majority of customers prefer Hand Sanitizer with 50 Respondents, Hand soaps with 42 respondents, Cleaning wipes with 40 respondents, face mask with 36 respondents and Instant action air freshener with 26 respondents.

Table 7:- Consumer Preference to buy in a E-Commerce Store due to COVID-19

Consumer Preference to buy in a E-Commerce Store due to COVID-19						
Strategic Tool	Preference One	Preference Two	Preference Three	Preference Four	Preference Five	Total
Cleaning wipes	30	36	17	11	16	110

Instant action air freshener	22	32	24	14	18	110
Hand soaps	40	20	20	12	18	110
Hand Sanitizer	46	26	7	9	22	110
Face Mask	40	30	7	9	24	110

Consumer Preference to buy in a E-Commerce Store due to COVID-19

The consumer preference in E-Commerce shopping due to COVID-19, Majority of customers prefer Hand Sanitizer with 46 Respondents, Hand soaps & Face Mask with 40 respondents each, Cleaning wipes with 30 respondents and Instant action air freshener with 22 respondents.

Table 8:- Hand Sanitizer as per customer preference brand

Hand Sanitizer as per customer preference brand						
Strategic Tool	Preference One	Preference Two	Preference Three	Preference Four	Preference Five	Total
Dr. Batra's Non Alcoholic Hand Sanitizer	26	46	18	0	20	110
Lifebuoy Total 10 Immunity Boosting Hand Sanitizer	36	32	18	24	0	110
Himalaya Pure Hands Hand Sanitizer	44	20	30	16	0	110
Godrej Protekt Not Just Another Hand Sanitizer	14	32	48	16	0	110
Dettol Instant Hand Sanitizer	48	24	12	26	0	110

Hand Sanitizer as per customer preference brand

The consumer preferred brand for Sanitizer with Preference One from ascending order Dettol Instant Hand Sanitizer is leading with 48 respondents, Himalaya pure hands hand sanitizer is second with 44 respondents, Lifebuoy Total 10 Immunity Boosting Hand Sanitizer is in third preference with 36 respondents, Dr. Batra's Non Alcoholic Hand Sanitizer is

the 4th preference with 26 respondents, Godrej Protakt Not Just Another Hand Sanitizer was the last preference with 14 respondents, Overall top three most preferred sanitizer brands are Dettol, Himalaya and Lifebuoy brand

Table 9:- Customers Media for leaning about COVID-19

Customers Media for leaning about COVID-19		
Strategic Tools	No. of Respondents	%
Television	30	27%
Radio	0	0%
In Store	0	0%
Print Media (News Paper, Magazine, Classified)	10	9%
Social Media (Facebook, WhatsApp, Instagram, YouTube, Snapchat, Twitter, LinkedIn, Tiktok)	70	64%
Mobile Ads	0	0%
Total	110	100%
Data Expressed in Numbers & Percentage		

Customers Media for leaning about COVID-19

Majority of respondents learned about COVID-19 from Social Media (64%) and then (27%) have learned from Television and Print media has a least learning of only 10% of respondents, The Social media is need for an hour for marketing the products and services for the corporate.

Table 10:- The Quantity of shopping has been increased due to COVID-19

The Quantity of shopping has been increased due to COVID-19		
Scale	No. of Respondents	%
Strongly disagree	20	18%
Disagree	18	16%
Neither agree nor disagree	24	22%
Agree	32	29%
Strongly agree	16	15%
Total	110	100%
Data Expressed in Numbers & Percentage		

The Quantity of shopping has been increased due to COVID-19

44% of Respondents agree & strongly agree that the shopping quantity has increased due to COVID-19, 34% of Respondents disagree & strongly disagree that the COVID-19 has impact in shopping quantity, 22% of respondents neither agree nor disagree.

Table 11:- Consumer Awareness about offers in online store due to COVID-19

Consumer Awareness about offers in online store due to COVID-19		
Strategic Tools	No. of Respondents	%
Yes	26	24%
No	84	76%
Total	110	100%
Data Expressed in Numbers & Percentage		

Consumer Awareness about offers in online store due to COVID-19

Majority (76%) of customers are not aware of any offers in online store due to COVID-19.

5. Conclusion

As news of COVID-19 spread and as it was legitimately declared a pandemic by the WHO, people act in response by stocking up all the essentially required products. They bought out medical necessities like hand sanitizer and masks and household essentials like food, vegetables. Soon, both brick-and-mortar and online stores were under pressure to match the demand, and price mark for supplies became extensive, The study try to lay importance on the consumer buying behavior on event of COVID-19, From the study we have understood that there is a shift of consumer buying behavior due to COVID-19, Most of the consumer is concerned with COVID-19, from the study we have understood social media platform is the best platform to market your products and services, companies can use this opportunity to provide good offers to the customers and build the brand image.

6. Limitations of the study:-

1. The research is carried out in Bengaluru, Karnataka; hence Parameters taken into consideration may differ at different places.
2. We have used connivance sampling method; if other sampling method is applied the results may differ.
3. The study was carried out for a limited period of time only, if furthermore time is provided much more elaborate data could be accessed.

7. Scope of Further Research.

As per the current situation of COVID-19 most of the consumers are concerned, they have no idea about the government future action on lockdown, the market place is changing in a very fast face, this research can give an insight about the consumer buying behavior due to COVID-19, we can still study with what other parameters will influence the consumer buying behavior

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