

# “CONSUMER’S BUYING PATTERN DURING PANDEMIC”

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## Abstract:

The COVID-19 pandemic has brought many changes in the world where people are living differently and buying differently. People have become more health conscious and started visiting shops only if needed. The virus has reshaped the consumer industry. Present research tries to examine the buying pattern of consumers. It focuses to study how consumers approach the shop, at what time they prefer to shop, what products they have purchased most during pandemic and which factors have impacted on their purchase decision. It was found that safety and hygiene of the store factor, Nearness of store from home, Social distance maintained in the store, Cleanliness of employees working in store, Fear of more strict lockdown, No. of cases near to shop, Only buying the brands they know and trust these are the most influential factor during this pandemic. The struggle with the crisis is still going on so study will be beneficial to the consumer goods business as sellers can prepare their strategy by looking at the consumers buying pattern.

**Keywords:** Buying behaviour, pandemic, consumer goods.

## 1. Introduction:

The ongoing pandemic presented a threat to not only health of people but it has also affected economic well being and their social stability. Generally product design, price of product, promotion by the company, packaging of product, positioning and place of distribution affects consumer buying behaviour. However, due to the COVID 19, it is observed that the consumers buying behaviour have been changed fundamentally. People have become more health conscious and started visiting shops only if needed. The virus has reshaped the consumer industry. Present research tries to examine the buying pattern of consumers.

The study of how individual customers, groups or organizations select the product to satisfy their needs is known as consumer behaviour. It refers to the study of actions of consumers in the market and examining motives of such actions. According to Engel, Blackwell, and Mansard, ‘consumer behaviour is the actions and decision processes of people who purchase goods and services for personal consumption’. The seller

needs to know why consumers make purchases, what factors influence the purchase decision, and the changing factors in the society.

## 2. Literature review:

**Mr. Afzal Basha, et. al (2020)**, studied the Impact of COVID-19 Pandemic on Consumer Buying Behavior in Bangalore City. The major objective of that study was to study the degree of awareness towards COVID-19 that has impacted consumer buying patterns. This research paper mainly focuses on Retail (Online & Offline) Customers and their buying behavior in Bengaluru city due to COVID-19. From that study researcher reached to conclusion 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.

**Alina Butu, et.al (2020)**, examined The Impact of COVID-19 Crisis upon the Consumer Buying Behavior of Fresh Vegetables Directly from Local Producers. Case Study: The Quarantined Area of Suceava County, Romania. The aim of this scientific investigation relies on identifying the methods by which these behavioral changes can influence the digital transformation of short food supply chains. From that study it was revealed that the hypothesis that the COVID-19 pandemic induced significant changes in consumer purchasing behavior of fresh vegetables. Consequently, consumers are more determined to place online orders of fresh vegetables directly delivered by producers.

**Silvius STANCIU, Riana Iren RADU, et.al (2020)**, studied on Consumer Behavior in Crisis Situations. Research on the Effects of COVID-19 in Romania. The article aims at analyzing the behavior of the Romanian consumer in the context of COVID-19 emergence. A segment of consumers, advocates of traditional commerce, has been forced to appeal to modern trade methods based on online shopping, and the specialists' estimations provide the maintenance of the trade behavior. Companies will have to focus on understanding the consumer's needs and to adapt their product offer and distribution system so that to reduce the new consumption limits and to facilitate the sales act. The main orientation during the crisis towards the local products can represent an opportunity for the Romanian companies, but Government support measures are necessary for the Romanian producers.

**Jagdish Seth (2020)**, studied on Impact of Covid-19 on consumer behavior: Will the old habits return or die? The purpose of this research paper is to examine the impact of Covid-19 pandemic on consumer behavior. The lockdown and social distancing to combat the covid-19 virus has generated significant disruptions on consumer behavior. All consumption is time bound and location bound. With time flexibility but location rigidity, consumers have learned to improvise in creative and innovative ways. The work-life boundaries are now blurred as people work at home, study at home, and relax at home. Since the consumer

is unable to go to the store, the store has to come to the consumer. As consumers adapt to the house arrest for a prolonged period of time, they are likely to adopt newer technologies which facilitate work, study and consumption in a more convenient manner.

**Anupam Sharma, Deepika Jhamb (2020)**, studied on changing consumer behaviours towards online shopping- An impact of COVID 19. This paper aims to reflect on different issues and perspectives of online marketing due to COVID-19. This study explores the impact of the epidemic from toilet tissue rolls to baby gear, pet food to many more daily essentials. Although some of the companies managed to operate through social commerce that is marketing by using e-commerce and social media. Forty-six percent of users admitted that social networks are important for information sharing and for making product choices. But results are indicative of the fact that online marketing and shopping will soon go back to normal but the losses and downshift brought by this pandemic are not ignorable.

### 3. Research methodology:

#### 3.1 Objective of study:

- To study the buying pattern of consumers during pandemic.
- To study factors affecting the buying behaviour of consumers during pandemic.

**3.2 Research design:** Descriptive research design is used in the present study. Descriptive study is a fact-finding investigation with adequate interpretation.

**3.3. Sampling method:** Convenience method of sampling is used to collect the data from the respondents

**3.4 Sample size:** 200 consumers

**3.5 Data collection method:** Data is collected through an online questionnaire.

### 4. ANALYSIS:

**Chart 4.1:** Preference of consumers for shopping during pandemic:

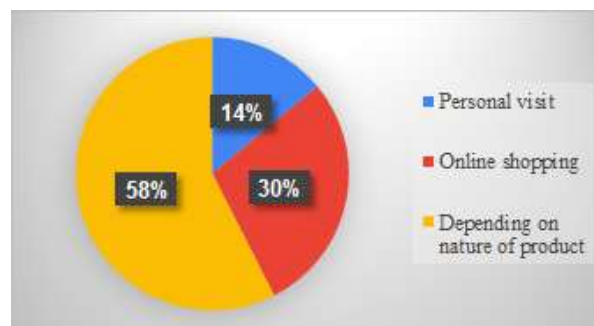


Chart 4.1 shows that 58 % of consumers choose a mode of shopping depending on the nature of the product. 30% of consumers online shopping and 14% consumers used to shop using personal visit only.

**Chart 4.2:** Reason behind choosing online shopping:

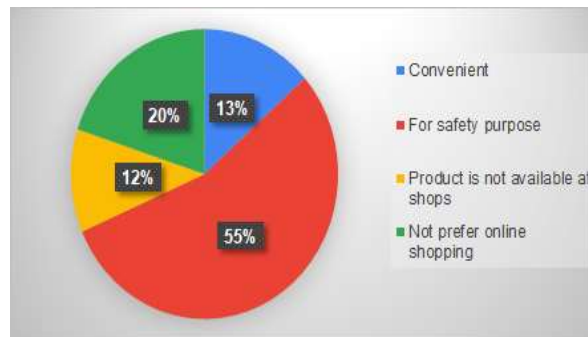
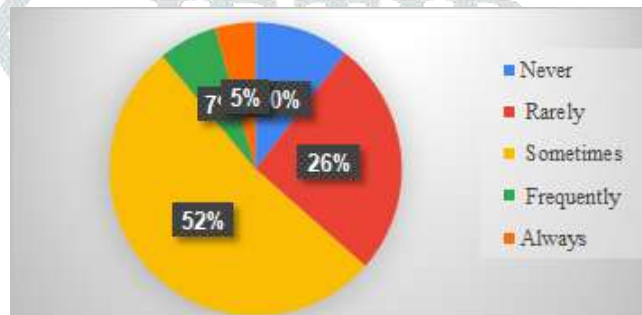


Chart 4.2 shows the reason behind online shopping. 55% of consumers preferred online shopping for safety purposes.

**Chart 4.3:** Frequency of purchase during Pandemic period:



It can be seen from chart 4.3 that 52% of consumers preferred to purchase sometimes during pandemic, 26% have rarely purchased anything whereas there were no consumers who have never purchased during a pandemic period.

**Chart 4.4:** Most preferred time for shopping:

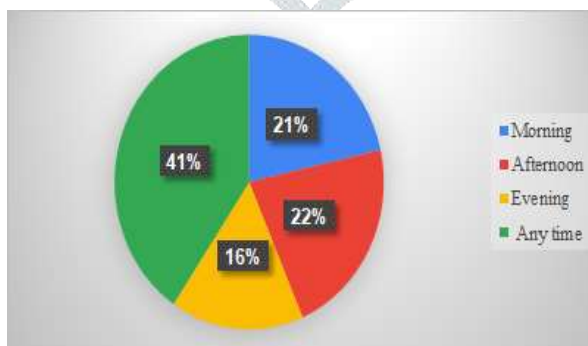
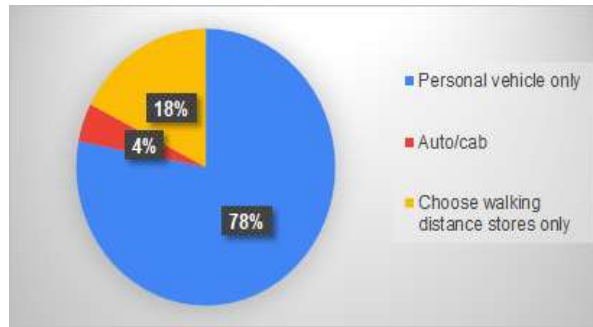


Chart 4.4 shows that 41 % of consumers don't have any preference for time of shopping during a pandemic, 22% consumers preferred to shop during afternoon.

**Chart 4.5:** Mode of transportation while shopping:



It can be seen in the above chart that 78% of consumers used personal vehicles only for shopping, 18% consumers choose the stores which were near to their residence, and only 4% consumers preferred auto/cab while going for shopping.

**Chart 4.6:** Preferred payment method during pandemic

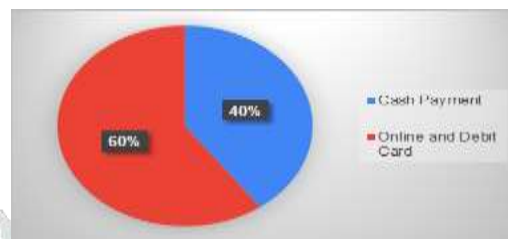


Chart 4.6 states that 60% of consumers preferred online payment methods and 40 % preferred cash payment while shopping during pandemic.

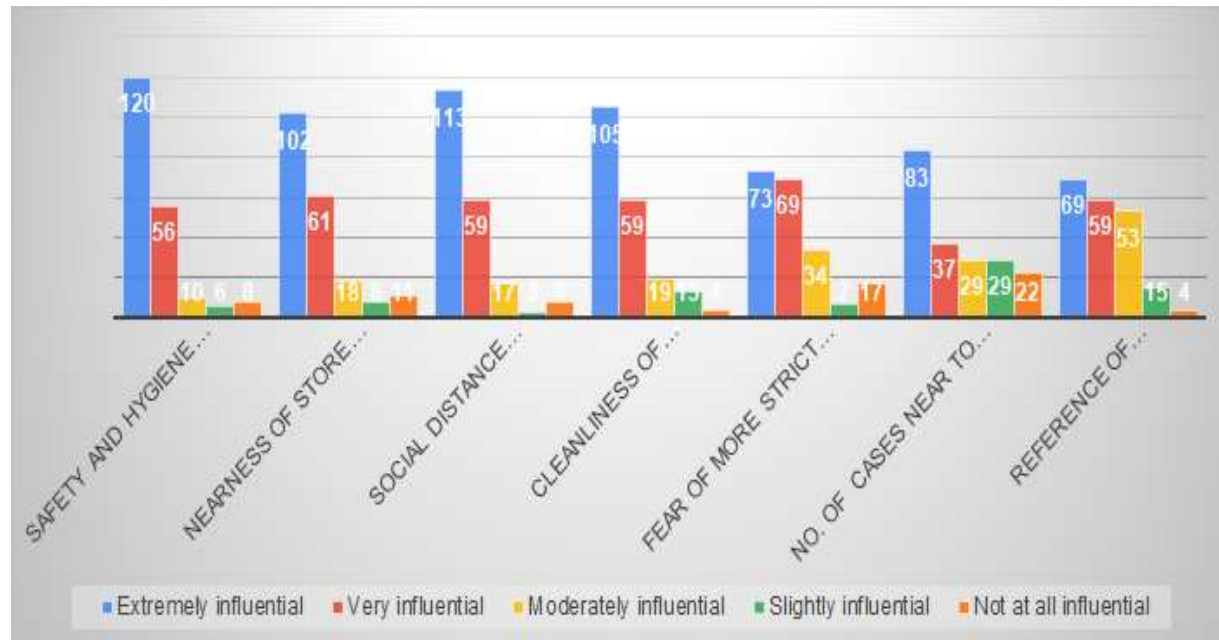
**Chart 4.7:** Frequency of consumers visit in various stores:



Chart 4.7 shows the number of times consumers visited restaurants, departmental stores, shopping malls ,

local markets and medical shops during the past one month. It shows that most of the consumers have visited restaurants less than five times and most of the consumers have visited local markets more than five times.

**Chart 4.8: Factors affecting buying decision:**



**Chart 4.9:**



Chart 4.8 and 4.9 shows the factors affecting buying decision during pandemic. It can be seen that safety and hygiene of stores affected buying decisions the most during pandemic, another factor which affected the buying decision is social distancing maintained in the store. Cleanliness of employees working in stores and shopping more health conscious also affected the buying decision of consumers.

**CONCLUSION:**

Present research focused on consumer buying pattern during pandemic. The study shows that during this COVID 19 pandemic consumer's priority has changed. In recent time periods they are more focused on the health and hygiene products. Consumers were mostly shopping for essential items such as vegetables and milk during the pandemic. From the above data collection majority of respondents rarely visit the market for purchasing the product and they prefer their own vehicle to go to the market. During this pandemic majority of respondents avoid visiting the restaurants. It was found that safety and hygiene of the store factor, Nearness of store from home, Social distance maintained in the store, Cleanliness of employees working in store, Fear of more strict lockdown, No. of cases near to shop, Only buying the brands they know and trust these are the most influential factor during this pandemic.

The pandemic has changed the world we are living in. It has changed the fundamentals of how consumers make decisions. As a result it is important that sellers also understand the changing mindset of consumers so that they may prepare appropriate strategies for survival of their business. It is important that the sellers remain true to their brand. Companies need to continuously interact with their customers and selling partners and provide them details about what the company is all about. Companies also need to find new ways to communicate with their clients.

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