



Analysis of the Change In Consumer Buying Behaviour for Online Shopping Before and After Covid

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Abstract : With the prevalence of the COVID 19 pandemic and the growing importance of e-commerce, research on online consumer behaviour is especially important. The purpose of this study was to develop a methodological approach to assess the relationships and impacts of factors that drive online consumer purchasing behaviour in the context of the COVID 19 pandemic. The survey method was based on the Cattell survey transformation and implementation of correlation analysis. This survey used a survey method to determine the predisposition to online consumer behaviour when making a purchase decision. The survey was conducted on online shoppers from the top 10 countries in terms of e-commerce market growth. Scientific papers are methodological toolkits proposed to assess the buying behaviour of online consumers, identifying the most influential factors in buying behaviour, assessing the dynamics of activity during the study period, and key. Identifying trends and their actions.

IndexTerms - Consumer, Covid, Market

I. INTRODUCTION

This study is concerned with deepening the knowledge about change in customer buying behaviour brought by Covid-19 on the retailing sector. The focus of this study is limited to the Swedish millennials' buying behaviour for fashion products with respect to the selection between online and offline stores. More precisely, this study aims to identify and test new behavioural patterns that would influence the Swedish residents in selecting between online and offline stores for shopping and buying fashion products. This study is conducted from the customers' side via having focus groups and a web-based survey.

In light of the current theories in customer buying behaviour, this study will dig deep into the Swedish millennials' buying behaviour to explore and examine the role of Covid-19 in influencing the selection process between online and offline stores. However, the expected fruitful outcome from this study is to deliver a set of new behavioural patterns that would expand the theoretical knowledge in regard to the current customer buying behaviour.

2.LITERATURE REVIEW:

The expansion and growth of the internet are leading the retailing sector to more developed channels and rapid growth as e-commerce and digital marketing . The transformation in the retailing sector and the transitions that happened over the last decade provided the customer with more features and power in the market (Lombart, et al., 2020; Juaneda-Ayensa, . The several options that appeared in the market created an unstable situation which led to different results and implications and more complexity in the customer attitude and the retailers' performances.

On the first hand, massive transfer toward the digital market and e-commerce encouraged customers to shift from brick-and-mortar stores. On the other hand, several brick-and- mortar stores shut down, and some other retailers shifted to e-commerce due to the higher demand and the rapid growth of the e-commerce market. Therefore, a high level of competition and high verity and assortments exist in the e-commerce market, differentiating it from the local and brick-and-mortar stores .

3.METHOD:

- 1.Research Philosophy
- 2.Research Approach
- 3.Mixed Methods
4. Research Design
- 5.Mixed Analysis

FIGURE 1: Steps of Research Design

4: Data Collection Method:

Focus group is a valuable method that assists the research in providing an insight understanding on how a group of individuals react to a particular topic, as it will also enable the individuals to express their points of views and to share their experiences regarding the topic under study. However, the focus groups method is well known in behavioural and psychological studies. Concurrently, there has been a growing interest in using focus groups in organisational and managerial research where marketing studies is not an exception.

A Focus group is one type of group interviews, where the interviewed individuals have been put together in groups by the researchers. Furthermore, focus groups are not to be conducted as several one-to-one interviews simultaneously. Instead, focus groups are about creating a situation of open discussion concerning the area under investigation where all the participants feel comforted in expressing their opinions and responding to the other opinions around them. There are several advantages of the focus group method. It is a unique opportunity to collect intensive data from the interaction of the interviewees. This method assists the researchers in deeply understanding the area under study and identify potential gaps and hypotheses, not to mention that focus groups play a significant role in accelerating the process of research due to the massive amount of data that is gathered.

5: Analysis:

Asserted that the customers shifted toward digital online channels in most of their needs and wants in the stages of the high epidemic spread. Moreover, other research mentioned the increase in online retail channels usage by more customers and how people adopted such channels to serve their needs. The empirical results have revealed that the customers' orientations towards online stores have significantly increased after the outbreak of Covid-19, and more individuals have shifted their purchasing towards online stores.

Table 3 below have derived from the focus groups results. This table visualises the change of the interviewees' orientations between online and offline purchasing, both before and after the outbreak of Covid-19. When the data in table 3 were compared, it was found that there has been a shift in the interviewees' orientations from offline purchasing towards online purchasing. On the first hand, the results show that there is a vast reduction in the number of interviewees who were Mostly offline purchasers before Covid-19. In numbers, the interviewees who identified themselves as
However, Neutral or (50/50) purchasers are these interviewees who could not identify the dominant orientations of their major purchases or those who have identified that their purchases are (50%) from online stores and (50%) from offline stores. The focus groups results have shown that (5) interviewees identified themselves as Neutral purchasers before the outbreak of Covid-19, and (6) interviewees identified themselves to be Neutral purchasers after the outbreak of Covid-19. These numbers show an increase by (1) interviewee who shifted from offline purchasing towards Neutral purchasing.

Table 1: Illustrate the focus groups orientations between online and offline purchasing

Before Covid-19

After Covid-19

The change

Mostly offline purchasers

(12)

(6)

(-6)

Mostly online purchasers

(3)

(8)

(+5)

Neutral or (50/50) purchasers

(5)

(6)

(+1)

6: Conceptual Model:

The conceptual model shown in figure 4 was the backbone that has assisted the authors during this study, “the conceptual framework is the foundation on which the entire research project is based on “ Based on the theoretical framework and the empirical results from both the focus groups and the survey, this paper proposes a conceptual model concerned with the factors that influence customer buying behaviour in selecting between online and offline stores.

In the prior studies, customer behaviour was defined as “the mental, emotional and physical activities that people engage in when selecting, purchasing, using and disposing of products and services so as to satisfy needs and desires ” . Furthermore, the term of Customer buying behaviour mainly refers to the customers’ buying habits and activities both before and during the purchasing process, this includes the process of selecting between the purchasing channels (Priest, 2013; Rita, 2019). Moreover , highlighted that customer behaviour is driven by internal and external factors. These factors influence the customers' purchases in three different stages: pre, during and post the purchasing process.

Figure 2: Illustrate the concept for factors influencing the customers buying behaviour in selecting between online and offline fashion stores (own creation).

7: Conclusion and Discussion:

To conclude, this study is concerned to deepen the knowledge about the change in customer behaviour brought by the outbreak of Covid-19 in the retailing sector. This study explores and examine the role of Covid-19 in influencing the selection process between online and offline channels. The focus of this study is limited to the Swedish millennials’ buying behaviour for purchasing fashion products in regard to the selection between online and offline stores. More precisely, the aim of this study is to identify and test new behavioural patterns that would influence the Swedish millennials in selecting between online and offline stores for shopping and buying fashion products.

However, the study has revealed two significant findings and contributed to propose a conceptual model. The fruitful results of this study are presented in the following headlines:

The first finding: there is a vast customers migration towards online stores. It has been confirmed empirically that a vast segment of the study’s population has shifted their purchases towards online channels. The survey’s results illustrate that (36%) of the previous offline purchasers have shifted towards purchasing online after the outbreak of Covid-19, and today, almost (75%) of the survey’s population are oriented towards purchasing fashion products online.

The second finding: There are new behavioural patterns related to Covid-19 that are influencing the customer buying behaviour.

This study has addressed new factors related to Covid-19 restrictions that are influencing customer buying behaviour. The Covid - related factors presented in this study are concerned with the restrictions of the Covid-19 pandemic.

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