



Impact Of Covid-19 Pandemic: Consumer Buying Behavior Towards Food Items

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ABSTRACT

People are genuinely concerned about the effects of COVID-19 on their health and wallets. The public's reactions vary, as they exhibit opposing attitudes, behaviors, and spending patterns. People are terrified as they work to adjust to a new normal across the globe. The COVID-19 epidemic, the Lockdown and social distance directives, and other consumer purchasing and retail patterns have been disrupted. The consumers are developing and picking up new behaviors. Analyzing consumer purchasing patterns for food goods is one of the study's key goals. The main pieces of information (PRIMARY DATA) A sample size of 50 people was used in the survey approach using Google Forms. The study employed a convenient sampling technique. The study's sampling strategy was practical. The Indian government has taken precautions and made announcements in light of the study's conclusions.

The issue is made more public by the media. The COVID-19 problem was completely stopped by the consumer's purchasing behavior. The COVID-19 pandemic's global crisis has decimated the global economy and healthcare system, instilling uncertainty among billions of people. The characteristics of the coronavirus outbreak's consumer behavior Social media provided assistance to the public during the epidemic and influenced consumer food shopping patterns.

1. INTRODUCTION

The world as we know it has been drastically altered by the COVID-19 epidemic. The manner that people live, what they buy, and how they think are all different. Supply chains have undergone testing. Shops are shutting their doors. Consumers all over the world are viewing goods and companies with fresh eyes.

Real-time changes brought about by the virus are reshaping the consumer goods sector, hastening long-term fundamental shifts in the course of a few regular weeks. According to the research, forming new habits today will

help us get through this crisis and beyond, permanently altering our values, shopping habits, way of life, and employment. We can think about what manufacturers of consumer goods should do right now to get ready for the future by learning about the modifications that are currently in style. This situation is still evolving.

In terms of their health and perceptions of the economy, consumers are concerned about the effects of COVID-19. The People are reacting in various ways and have various buying patterns. While it tries to adjust to a new normal, people all across the world are terrified. As people consider not just what this catastrophe implies for themselves but also for their families, friends, and society as a whole, the level of terror rises steadily.

Several strategies are used by consumers to respond to the emergency. As a result of their fear and anxiety, they acquire necessities and personal care items in a frenzy. Contrarily, despite warnings from the government and medical experts, some consumers are carrying on with business as usual and are not concerned about the pandemic. The businesses must comprehend the reactions of their own clients in order to create customized and individualized marketing plans for each. Marketing that is universally applicable no longer exists.

Human behavior is stimulated in novel ways by insecure conditions, some of which have lasting effects. The COVID-19 pandemic is not a typical crisis, thus numerous actions were attempted to stop the disease's spread, including a full lockdown followed by a partial one. Because the economy's fundamentals were intricately synchronized with lockdown and public health measures, the nation's economic worries hinted at a shift in market dynamics. Competitiveness, growth, and economic integration are all driven by customers in every market.

2. REVIEW OF LITERATURE

The COVID-19 epidemic, as well as the directives for lockdown and social withdrawal, have disturbed consumer behavior for both buying and shopping (**Sheth, J. (2020)**). The habits and improvisation skills of consumers are growing. the modifications made to the COVID-19 crisis' impact on consumers' intentions to purchase such products both during and after the crisis. Which of these behavioral changes can have an impact on the digital modification of short food supply chains? is the question that drives the scientific analysis. Travelers from around the world reported higher incidences of new coronavirus infections in India in the early stages.

Increased COVID-19 patient confidence testing in India was a result of domestic air, train, and bus travel. The new coronavirus sickness has an absolute impact on the Indian market. In the middle of the lockout, the consumer's behavior abruptly altered. The predicament brought by COVID-19 was not taken more seriously by customers in the beginning. The Indian government has taken precautions, and news outlets emphasize the need for knowledge. People at that moment are unsure, perplexed, and tending to their own needs. Upon the announcement of a national lockdown, people flocked to the stores to get the necessary supplies. Important products including sanitizers, face masks, hand gloves, and medications were being sold through black marketing. Consumers felt uneasy and their worry was reduced after the lockdown was declared. People's behaviors were greatly influenced by the news on television and in other forms of media. The public anticipated a shortage of necessities and raced to the shop to purchase.

When there was a lockdown, the online marketing firms postponed providing their services to safeguard the lives of their clients and employees. Customers at that time did not have a greater awareness of particular product brands (**Patil, B., & Patil, N. (2020)**). We provide some original analyses on how the COVID-19 pandemic might affect the growth of CSR and marketing. We contend that the COVID-19 epidemic presents a significant opportunity for business practices to change in favor of more sincere and real CSR and to aid in resolving pressing global social and environmental issues. We also spoke about some potential ways that the epidemic will change how consumers make ethical decisions (**He, H., & Harris, L. (2020)**). Department shops ought to upgrade and support their online retail sites so that businesses may browse, order, and receive deliveries of goods even when they are cooped up at home. The effects of the COVID-19 pandemic on consumer purchasing behavior, as well as enhancing their marketing research that will aid them in understanding the crucial goods and wants of consumers even during crisis moments like COVID-19 (**Acee-Eke, 2020**). The findings show how consumer behavior and product design changed before the COVID-19 pandemic's second wave and then stabilized. The global spread of the coronavirus (COVID-19) and its dominance of news headlines have had a significant impact on the health, social, and political landscape as well

as the present and future prospects for households, businesses, and the macroeconomy.

3. OBJECTIVE OF THE STUDY

To analyses the Consumer Buying Behavior of Food Items.

4. METHODOLOGY

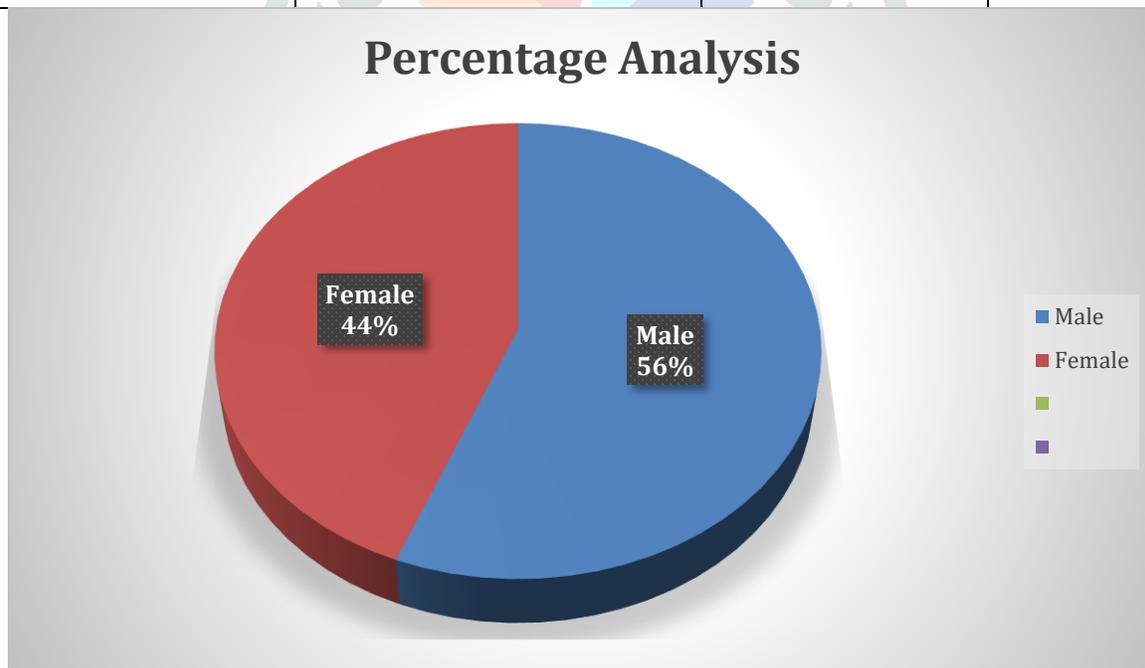
Secondary and primary data are both used in the study. Consumers' main information gathered A sample size of 50 people was used in the survey approach using Google Forms. The study employed a convenient sampling technique. In order to conduct analysis and offer recommendations, secondary data that included supporting material were also gathered from a variety of textbooks, journals, and websites. Statistical tools used to understand the necessary data were percentages analysis, Weighted average method, Ranking method, Chi-square test & Anova.

4.1. DATA ANALYSIS AND INTERPRETATION

a. PERCENTAGE ANALYSIS

Table 1

S.no.	Gender	No. Of respondents	Percentage (%)
1.	Male	28	56%
2.	Female	22	44%
	Total	50	100



INTERPRETATION

We deduced that 28 of respondents were men and 22 were women based on the aforementioned table.

INFERENCE

Of the responders, men made up the majority (28).

b. WEIGHTED AVERAGE METHOD

Factors influencing to buy particular food products during covid 19

Table 2

Factors	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
Readily Available	8	18	19	4	1	50
Packaging	12	19	16	2	1	50
Convenience	13	17	14	6	0	50
Price Of The Products	8	18	10	12	2	50
Taste Of The Products	9	19	19	3	0	50
Organic Concern	12	19	14	5	0	50

Table 3

Factors	Highly Satisfied	Satisfied	Neu-tral	Dis-Satisfied	Highly Dis-satisfied	Mean Score	Mean	Rank
Readily Available	40	72	57	8	1	178	11.86	5
Packaging	60	76	48	4	1	189	12.6	1
Convenience	65	68	42	12	0	187	12.46	3
Price Of The Products	40	72	30	24	2	168	11.2	6
Taste Of The Products	45	76	57	6	0	184	12.26	4
Organic Concern	60	76	42	10	0	188	12.53	2

INTERPRETATION

The results of the table above show that Packaging comes first, followed by Organic Concern in second, Convenience in third, Taste of the products in fourth, Readily available in fifth, and Price of the products in sixth.

INFERENCE

Packaging are ranked as 1 by most survey participants.

c. RANKING METHOD

Ranking analysis of influencing factor that attracts customers to consume Particular brand

Table 4

Factors	5	4	3	2	1	Total	Rank
Price	10	10	14	11	5	159	4
	50	40	42	22	5		
Ingredients	8	12	13	10	7	154	5
	40	48	39	20	7		
Preservatives / Taste Enhances	13	10	15	7	5	169	1
	65	40	45	14	5		
Quality	13	14	8	8	7	168	2
	65	56	24	16	7		
Brand Image	12	12	9	10	7	162	3
	60	48	27	20	7		

INTERPRETATION

In the above table, it is found that Preservatives/Taste enhances ranks 1, Quality ranks 2, Brand Image ranks 3, Price ranks 4 and Ingredients ranks 5.

INFERENCE

Preservatives/Taste enhances are ranked by the majority of respondents as number one.

5. CONCLUSION

In times of lockdown, consumer behavior has unexpectedly shifted. Consumers did not initially respond to the COVID-19 problem with greater consideration. The Indian government has taken precautions, and news outlets are bringing attention to the problem. During or after the COVID-19 condition, customer purchasing behavior completely changed. The international economy, healthcare, and general unease among billions of people have all been weakened by the COVID-19 pandemic's global crisis. Features of the coronavirus occurrence include consumer behavior. Social media can help consumers in a pandemic crisis make decisions about what food to buy from retailers.

6. REFERENCES

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