

## **CHANGE IN CONSUMER BUYING BEHAVIOUR FOR ONLINE SHOPPING BEFORE AND AFTER COVID19**

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Consumer behaviour is the study of how individuals, agencies, or organisations choose, buy, utilise, and dispose of ideas, commodities, and offerings to fulfil their desires and wants. It relates to client actions in the market as well as the motivations behind those actions.

Marketers believe that by studying what motivates people to purchase specific items and services, they will be able to determine which things are in demand, which are out of date, and how unique to present commodities to buyers.

"The motions and choice procedures of human beings who buy things and offerings for private consumption," Engel, Blackwell, and Mansard define consumer conduct as "the motions and choice procedures of human beings who buy things and offerings for private consumption." The act of looking for something is referred to as "consumer shopping for behaviour. What you discover about your customers and how they behave when seeking for a product that matches your needs is referred to as consumer buying behaviour. It's a research project that looks at how customers act in order to persuade them to buy and use certain products. For entrepreneurs, understanding buyer buying behaviour is critical since it allows them to recognise their customers' expectations. It helps determine what drives a customer to purchase a product. Before placing a product on the market, it's vital to figure out what features purchasers want. Marketers can gain insight into their clients' preferences and adjust their advertising accordingly.

### **INTRODUCTION**

Online shopping is the process of purchasing products using digital devices such as smartphones and the internet. Rather than shopping online, most individuals prefer to go to markets and look for things in person. It's due to a number of things, the most important of which is their knowledge. The world is seeing one of history's most heinous failures. The world is in a terrible state as a result of Covid-19, and nations have been placed under lockdown. Travelling out of the house, organising large parties, and going to marketplaces have all been restricted, and practically every commercial enterprise in the world has been shut down, forcing people to stay at home. As a result, humans are unable to purchase goods at markets, forcing them to rely on online purchasing. People can purchase online to meet their needs while staying at home and without going to the market.

People are forced to go shopping in person because they are concerned about the quality of products they buy on the internet. Shopping online has a number of advantages, like cost savings, time savings, and so on. This study intends to determine whether coronavirus encourages people to shop on the internet, as well as whether people will continue to buy on the internet at the same rate as they do currently when markets are closed and they are also barred from going to markets.

## Importance of Consumer Behavior

Understanding consumer behaviour is critical to the success of both existing and new product launches for a firm. Each buyer has their own thought process and attitude when it comes to purchasing a product. There is a significant risk of product failure if a company fails to understand a customer's reaction to a product. Consumer behaviour is influenced by fashion, technology, trends, living styles, disposable income, and other variables. A marketer must be aware of the components that are changing in order to properly align marketing efforts.

## LITERATURE REVIEW

Customers will be more oriented toward buying basic-needs products than any other type of product under the COVID-19 crisis scenario, according to the reasoning that drives the conceptual model and assumptions offered within this study. This is in line with earlier research that has showed how CPB patterns fluctuate and shift in response to various types of crises (i.e., Voinea & Filip, 2011; Mansoor & Jalal, 2011; Brown et al., 2013; Pennings et al., 2002; Wansink, 2004; Gineikiene & Diamantopoulos, 2017; Antonetti et al., 2019; Van Herde et al., 2007; Zhao et al., 2011; Jeon & Baeck, 2016).

**LenkaSvajdova – 2021** According to the findings, measures enforced to prevent the spread of COVID-19 have caused a change in consumer behaviour in the Czech Republic. All of the analysed categories — food, pharmacy products, clothing and footwear, and electronics – saw a rise in revenue volumes via online channels. For drugstore products and meals, there used to be a barter between the shape of buys and the buying habits. Despite an increase in the number of online transactions, demand for garments, footwear, and gadgets that had been closed due to government measures decreased. The question now is whether the improvements will last or whether shoppers will return to their old buying habits.

**Aneesh Reddy- 2020** Considering the state of unpredictability, brands that are most flexible and adaptable in adopting these new customer behaviour norms will triumph over those that wait. So, how can retailers stay up with these rapidly shifting purchasing behaviours and quickly adjust to the new global order? It is necessary to emphasise the significance of digitization.

**Nachiket Kelkar – 2020** Consumer preferences appear to be shifting in India as the COVID-19 epidemic is contained, with an increase in demand for cleanliness items and wellness supplies, and some of these shifts will remain long after the condition improves and the statewide lockdown is lifted. As a result of the lockdown and

social distancing measures in place, more people are purchasing food via e-commerce portals, and sale of hand sanitizers, soaps, and home cleaning products have grown.

**Patil and Patil 2020** One of the COVID-19's defence mechanisms, according to the findings of the current study, is social separation. It helps in the disruption of the disease's progression chain. Flipkart, Amazon, and other online businesses gradually postponed offerings during the statewide shutdown, as according to researchers, in order to protect social distance. During the research, it was determined that during lockdowns, patron behaviour was very vulnerable. It was once noted that the sale of grocery items had consistently exceeded the detention length due to excess kitchen supplies. The unexpected elements have an impact on customers' buying behaviour throughout a lockdown situation. The government has been trying to develop larger discussion bridges in order to gain customers.

**Seema Mehta, Tanjul Saxena and Neetu Purohit 2020** During the epidemic, people are spending less of their income on things that are considered nice-to-have or non-essential (such as clothing, shoes, make-up, jewellery, games and electronics). Developed countries are likely migrating to steady state purchasing after stock piling during COVID-19, according to iRi POS data (2020). Food products will see an increase in demand, while non-edible products will see a little increase, resulting in lower demand for homecare, cosmetics, and personal care products, according to the survey. During the corona virus crisis in India, McKinsey polled Indian consumers from May 1 to 4, 2020. According to the data, 76 percent of the customers polled strongly agreed that they should spend their money wisely and limit their purchases.

**Himmigiri Chaudhary 2020** The most essential components of these consumers who have never sold anything before have showed participation in shopping for FMCG items online, according to the research. These figures merely show that an increasing number of new clients are using on-line techniques to buy fast-moving consumer items (FMCG). Not only has the number of new consumers increased, but so has the degree of customer happiness. This is attributable to a number of variables, including the individual's fear of purchasing stuff offline as a result of the COVID-19 virus. As a result, individuals place a larger value on E-commerce than on purchasing items from kirana stores. The lockdown has been in effect for two months, and the number of new clients has skyrocketed. According to one source, the demand for FMCG items was once so strong that E-Commerce companies struggled to keep up with it. This survey gives us the idea that a growing number of clients are continuing to register and become members of the online E-commerce platform. Many of them feel that traditional methods of shopping, such as through brick-and-mortar stores, will eventually be supplanted by E-commerce. This obviously suggests that many people will purchase (FMCG) goods over networking sites rather than visiting a store.

**E-Commerce and Covid-19** As per Bhatti et al. (2020), the Corona virus has an impact on the global online industry. The nature of business has changed as a result of the epidemic. According to the study, more than half of buyers love to shop online rather than going to crowded places.

**Charumathi and RANI (2017)** The internet has been discovered to play an important part in digital commercial activity, which provides a wide variety of facilities. The form of the offerings refers to the activities

of conversation, deals, and distribution of commodities and offerings. In order to spread awareness of a variety of products and services, mobile applications and websites play a major role in developing excellent advertising and marketing strategies or policies. The process of purchasing goods and services over the Internet is known as on-line shopping. Customers' purchasing patterns are changing as a result of increased Internet use, as per Saravanan and Devi (2015), and their desire for E-shopping is expanding by the day. On-line purchasers' recall has skyrocketed as a factor of the changing pattern in buying and selling products and services. Digital shopping has grown in popularity as a result of the deadly corona virus. Fear has permeated people's life in a variety of ways, including work, shopping, communication, purchasing patterns, behaviour, and desire for products. You may acquire conduct online in India.

Saravanan and Devi (2015) concluded that as the Internet has expanded, an online shopping technology has grown. It is a handy way to buy goods and services that lets clients to select from a large variety of options. When surfing websites or applications, customers' internet purchase behaviour focuses on how people look for, select, and buy goods and services to meet their needs and desires.

## **OBJECTIVES**

1. To gain a better understanding of the factors that influence consumer purchase behaviour during the pandemic.
2. Despite the pandemic, decide which item is the most popular.
3. To look into the factors that influence people's inclination to buy.
4. Examine why people purchased items during the pandemic.
5. To look at the elements that influence E-purchases following the COVID-19 epidemic.
6. To discover about more popular items customers are purchasing on the internet following the COVID19 pandemic.

## **RESEARCH METHODOLOGY**

The process of obtaining data and statistics in order to make business decisions. Guide analysis, interviewing, surveys, and various lookup tactics, along with all existing and historical data, could all be part of the strategy.

To better explain consumer buying behavior in terms of COVID-19 sickness, the authors of the study used an explanatory lookup design. The existing research is mostly focused on buying behaviour in the case of a pandemic.

## **OBJECTIVES**

THE MAIN OBJECTIVE OF THE STUDY IS TO DETERMINE HOW Buying Behaviour CHANGES IN THE EVENT OF A PANDEMIC.

Other objectives include:

1. To find out what factors impact a person's propensity to purchase something.
2. To learn why consumers purchased items during the pandemic.

The information was acquired from a range of reputable and secondary sources. Primary data was collected through questionnaires. Secondary data was acquired from a variety of sources, including the net, journals, and e-books.

## **DESCRIPTIVE RESEARCH DESIGN:**

Because it is founded on a theoretical foundation, this study is a descriptive. I acquired data, analysed it, organised it, and afterwards delivered it in an understandable way.

## **SAMPLE DESIGN:**

An empirical study was done utilising a Google Form for sample selection, and questions were posed of the samples collected. A non-probability convenience sampling strategy was used in this experiment. There were 62 respondents in the previous study. The study was completed through personal and professional relationships. The research was carried out among the 26th of August and the 5th of September.

## **DATA ANALYSIS**

On the 25th of March, 2020, the central authorities imposed a 21-day lockdown, and customer behaviour dramatically shifted. When first lockdown was announced, customers swarmed to all retail locations selling essential supplies. The merchant was having trouble keeping control of the enormous masses that had assembled to buy necessities. People were under pressure to bring up with fresh ideas due to a lack of goods on the market. And for quite some time, the populace was exposed in an unexpected way. The focus of consumers

has shifted to the adoption of precautionary measures software. The government has took initiatives and efforts to fight COVID-19. When buyers came in to pick up supplies, they were instructed to observe the laws and regulations. The vast majority of consumers currently purchase the majority of their online products. Facemasks, sanitizers, and pharmaceuticals were all considered significant leaps forward. Financial, non-financial, psychological, sociological, and cultural factors, among others, influenced customers' shopping behaviour throughout the lockdown time. Household income, future salaries, deposit amenities, buyer saving habits, and government health insurance programmes are all financial instruments used to alter the costs of products and services.

Non-financial items include consuming culture, culture and family, and job, as well as surroundings such as rural-urban, trends, technology advancement, advertising, and the physical structure of the consumer. All psychological factors include desire to buy, perceptions, learning, beliefs, and attitude. Social and cultural dimensions include consumer culture, social background, and reference corporations.

Aside from that, the country's monetary growth, the revolutionary in transport and communication equipment, imported insurance, and the development of client movement in the country are all factors that affect buyer behaviour. Supply chain used to be hindered by the nationwide closure. The state and federal governments made the right decision to shutdown at the appropriate time, which was crucial in the combat against COVID-19 and public health. The option of a shutdown helps to prevent COVID-19 from spreading across the country. Researchers used great statistical strategies for data analysis and interpretation. The responders were split into groups during the lockdown period based on criteria that influenced their purchasing decisions.

The aim of this poll is to understand more about how consumer behaviour changed during the COVID-19 epidemic lockdown, especially in terms of ecommerce. The recorded responses of a maximum of sixty-two E-Commerce customers who purchased FMCG products on-line before and during the online platform lockout. This study examines how client behaviour has changed when it comes to purchasing goods in person or online. The questionnaire currently contains 16 questions, which encompass what income level people are shifting to, whether they previously shopped online, and whether they are a first-time client of e-commerce who simply joined up during the lockdown phase.

We may also find out how content they are with online shopping thanks to the survey. Whether buyers anticipate that e-commerce will eventually displace traditional retail, and whether they are pleased with their critical goods purchases made online. Based on their behaviour, respondents must choose one of two possibilities. The second section of the questionnaire focuses on demographic information such as gender, profession, and income level. It will be replaced by e-commerce.

## **FINDINGS AND CONCLUSIONS**



Customers who may have never bought anything (FMCG) before have shown interest in buying FMCG goods online, according to the research. The poll's participants are were between the ages of 20 and 30, with 95.2 percent being between the ages of 20 and 30. The service industry employs the vast majority of people. Many of the new clients are turning to online platforms to purchase (FMCG) products, according to the participants who were asked about their shopping platform during the epidemic. The period of time Covid-19 spends shopping online has increased.

During the pandemic, food was the most regularly purchased item, with 79 percent of those surveyed buying food products. 66.1 percent of respondents said they bought groceries or other fast-moving consumer goods. The bulk of mankind is currently consuming sanitary products as a result of Covid-19. 82.3 percent of participants (51 out of 62) buy health-related products. Is indeed that the pandemic impacted their purchasing habits. For 43.5 percent of customers, their shopping tastes have changed, 30.4 percent disagree, and 26.1 percent say maybe. Customers' satisfaction levels are rising on a regular basis as they shift their buying patterns to online platforms. 51.6 percent are happy with their purchases from online stores vs. traditional shops, 30.6 percent are moderate, & 14.5 percent are highly happy. Many of them believe that traditional shopping techniques like brick-and-mortar stores would eventually be replaced by E-commerce businesses. Customers feel that conventional stores will soon replace online stores, with 24.2 percent believing that it will be replaced, and 43.5 percent believing that it may be replaced. 82.3 percent of participants (51 out of 62) buy health-related products. Is indeed that the pandemic impacted their purchasing habits. For 43.5 percent of customers, their shopping tastes have changed, 30.4 percent disagree, and 26.1 percent say maybe. Customers' satisfaction levels are rising on a regular basis as they shift their buying patterns to online platforms. 51.6 percent are happy with their purchases from online stores vs. traditional shops, 30.6 percent are moderate, & 14.5 percent are highly happy.

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## **LIMITATIONS**

1. The research was limited to COVID-19 diseases and consumer purchasing habits during the lockdown. Other factors like as market dynamics, product demand and supply, transport of products, legal issues of lockdown, and the socioeconomic effect of disease would have provided more detailed results if they had been considered in the study.
2. I had been unable to meet the consumers considering the current conditions in the region, therefore I relied only on the responses to complete the questionnaire.

3. Caused by a lack of extensive literature relationship on COVID-19 and consumer buying behavior, in-depth reviews were not possible.

## RECOMMENDATIONS

Because the lot of consumers prefer to shop online, businesses should concentrate on digital sites and develop their customer base as their interests shift to e-commerce.

Companies can use a number of social media sites to engage with their clients.

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