

# CONSUMER'S ONLINE BUYING BEHAVIOUR DURING COVID 19

**NEHA RANI**

Research scholar

Commerce department

Singhania University, Pachheri Bari, Jhunjhunu, Rajasthan

**Dr. Ritesh Verma**

Guide

Head Department of commerce

Govt. Degree college Rewalsar

Mandi, H.P-175023

**DECLARATION:** I AS AN AUTHOR OF THIS PAPER / ARTICLE, HERE BY DECLARE THAT THE PAPER SUBMITTED BY ME FOR PUBLICATION IN THE JOURNAL IS COMPLETELY MY OWN GENUINE PAPER. IF ANY ISSUE REGARDING COPYRIGHT/PATENT/OTHER REAL AUTHOR ARISES, THE PUBLISHER WILL NOT BE LEGALLY RESPONSIBLE. IF ANY OF SUCH MATTERS OCCUR PUBLISHER MAY REMOVE MY CONTENT FROM THE JOURNAL WEBSITE. FOR THE REASON OF CONTENT AMENDMENT/OR ANY TECHNICAL ISSUE WITH NO VISIBILITY ON WEBSITE/UPDATES, I HAVE RESUBMITTED THIS PAPER FOR THE PUBLICATION. FOR ANY PUBLICATION MATTERS OR ANY INFORMATION INTENTIONALLY HIDDEN BY ME OR OTHERWISE, I SHALL BE LEGALLY RESPONSIBLE. (COMPLETED DECLARATION OF THE AUTHOR AT THE LAST PAGE OF THIS PAPER/ARTICLE)

## Abstract

*The Covid-19 Epidemic has caused a fundamental shift in consumers' purchasing habits. It is in charge of shattering the market trend's stereotype. This essay aims to comprehend the shift in consumer purchasing habits during the Covid-19 pandemic lockdown. Online buying has supplanted consumers' conventional offline shopping behaviours. Also, consumers tended to favour buying necessities like food, eco-friendly food, hygiene, and medications. Everything else was viewed as being of secondary value. Also, it was observed that consumers' typical attraction to product discounts and promotional offers had little bearing on how they made purchasing decisions. Because of the Corona Virus Disease of 2019 (COVID-19), which affected every aspect of our existence, 2020 will be remembered in history. The economy won't ever be the same as it was before to COVID-19. As of March 23rd, our nation was in total lockdown. The first day of the lockdown, March 23, saw the suspension of practically all services and factories. Offline buying is now dangerous and complicated. It will entice consumers to take use of internet technologies by conducting their shopping online.*

**Keywords:** Consumer's, Covid 19, Buying, Behaviour, Lockdown, Online, Offline

## 1. INTRODUCTION

Knowing your audience and what they want from you will help you market your items more successfully. The owners of many businesses, however, are unable to effectively market their goods. Such proprietors in this situation must pay close attention to electronic advertising during the COVID 19 epidemic. This is due to the fact that during the COVID 19 outbreak, buyers bought things online rather than in person.

The COVID-19 pandemic had an impact on peoples' consumption patterns. It is explained by a decline in income. It is credited to the use of controls to stop the COVID 19 virus from propagating. It is said to be caused by having worries and fears.

The globe experienced a catastrophe in March 2019 as a result of the novel corona virus (Dr. Chandan Thakur, et al. 2020). The government imposed a lockdown across the nation because the sickness was spreading quickly and needed to be contained. They had to stay inside during the lockdown and adhere to social conventions if they went outside. From March 23 forward, 2019, complete lockdown was declared in India, and as a result, the majority of businesses, trade, and industries were shut down (Gaurav Shetty, et.al. 2020). Many were working from home during this lockdown situation. As a result, consumers were unable to purchase goods whenever and wherever they needed to. This significantly altered the purchasing habits of consumers. People were driven to favour online shopping over standing in huge lines at the grocery store and risking their lives due to a lack of vaccines and shifting social norms.

But, in order to survive in this emergency circumstance, customers began to acquire what they needed and began stockpiling items in large quantities out of fear. Panic buying is the practise of stockpiling necessities in large amounts to prevent future shortages. Shadiqi et a study, 's "Panic buying behaviour of customers as a response to the stress induced by crises" (2020). Customers saw the COVID-19 pandemic as a worrying condition as it persisted, and panic buying became clear phenomena.

Although Covid-19 had already given ecommerce a boost, the pandemic gave it an even bigger boost by increasing online sales (digital commerce 360).

This study investigates how consumer behaviour changed during the lockdown. Additionally, it provides information about the kinds of things that consumers ordered as well as the rise in

online purchasing brought on by the effects of COVID-19. Based on an assessment of the changes in consumer behaviour brought on by the Covid-19 epidemic, the study's findings are described.

### 1.1 Objectives

- To comprehend the shift in customer purchasing habits from offline to online during the Covid-19 pandemic-related shutdown.
- To determine the most popular items purchased during the Covid-19 lockout

## 2. REVIEW OF LITREATURE

The implications of this epidemic on consumer purchasing patterns for durable electronic goods in Iraq were examined by Bayad 2020. To gather information, he looked over the pertinent literature. He acquired secondary information from the Samsung Corporation. He came to the conclusion that the pandemic had compelled Iraqi consumers to embrace technology and modify their lifestyles to fit the imposed constraints and the current situation.

Gustav & Alexandra 2020 looked at how this epidemic affected consumer purchase patterns. They looked into the consequences of these effects on the purchase of meat, fruits, and vegetables. They used a quantitative strategy. Consumers in Sweden and Austria were given survey questionnaires. The 169 forms that were found were examined. The findings imply that the pandemic has an impact on consumer shopping behaviour, including their propensity to buy meat, fruits, and vegetables.

Sharma & Jhamb 2020 looked into how this pandemic affected consumers' buying patterns. They focused on a range of viewpoints and problems. They clarified difficulties pertaining to web marketing. They also say that the amount of sales will have an impact on the entire world. When it came to buying toilet paper, baby gear, and pet food, they looked into how the epidemic affected consumer shopping habits. They discovered that a lot of businesses sold their services and goods online and via social media. According to 46% of respondents, social media is crucial for knowledge exchange and decision-making. The study discovered that this pandemic significantly damaged the economy. They discovered that once the pandemic is over, consumers will switch to in-person purchasing.

Pham et al 2020.'s investigation looked on how this epidemic affected internet shoppers' behaviour. Data from 427 internet buyers was collected. It was gathered throughout the pandemic. Data collected was examined. The later researchers discovered that the pandemic has a little impact on consumers' utility awareness. Customers prefer to shop online as a result of this versus in-person purchasing. The researchers discovered that the marketing strategies have little impact on consumers' internet purchase habits. They discovered that being aware of this epidemic has no impact on consumers' online shopping habits. The latter researchers' findings aid in developing a deeper knowledge of customer behaviour.

In Chennai, Vijai & Nivetha 2020 looked into how people bought things throughout the pandemic. The latter researcher used a standardised questionnaire to collect the primary data, which was then analysed. A total of 256 respondents provided it.

Male responders make up the majority (52.3%). The majority of responders (58.6%), according to the study, are employed by the private sector. Via SPSS, the data that was gathered was examined. The chisquare test was used to examine the association between various variables. The latter study discovered that the COVID 19 epidemic had dramatically affected consumer purchasing habits. They discovered that during the latter epidemic, consumers spent more money on cleanliness and medical supplies. They discovered that the latter pandemic has an impact on brand choice, shopping behaviour, and purchase decisions.

### 3. RESEARCH METHODOLOGY

**3.1 Type of Research:** A descriptive analysis of consumer purchasing patterns was conducted using a variety of questionnaires and fact-finding inquiries.

**3.2 Data collection:** To analyse local respondents' purchasing patterns during lockdown, the primary data is gathered using a random survey based on a specially crafted questionnaire that was completed by local respondents of the Pune Municipal Corporation. Data were gathered using a stratified random sampling technique.

**3.3 Secondary data:** was gathered from both published and unpublished consumer behaviour literature. Also, the most recent references from journals, newspapers, research publications, magazines, historical data, and other pertinent web sources are all available.

**3.4 Questionnaire – Design and implementation:** was gathered from both published and unpublished consumer behaviour literature. Also, the most recent references from journals, newspapers, research publications, magazines, historical data, and other pertinent web sources are all available.

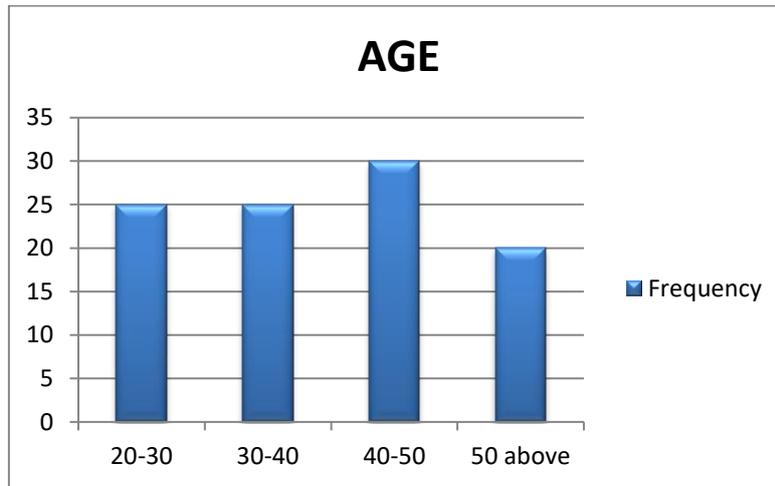
**3.5 Sampling Techniques:** To meet the minimal criteria of 100 samples for this study, a total of 120 questionnaires were given, and 100 were returned. Respondents were chosen for this study from a variety of age groups and geographic areas within Pune City.

#### 4. DATA ANALYSIS AND INTERPRETATION

Basic and sophisticated analytical tools were used to analyse the data that was collected. The data analysis was done with the intention of achieving the predetermined goals. The analysis is described below and is shown graphically and in tabular form for easier interpretation. After the study's analysis, the obtained data was interpreted by making deductions from the facts that had been gathered.

Age	Frequency	Percentage
20-30	25	25%
30-40	25	25%
40-50	30	30%
50 above	20	20%

**Table: 1** Age of Respondent



**Figure: 1** Age of Respondent

**Observation:** According to the aforementioned chart, the majority of respondents, or 51%, were found to be between the ages of 20 and 30 years, while 25% were between the ages of 30 and 40, 25% were between the ages of 40 and 50, and 30% were over the age of 50

Variable	Frequency	Percentage
Online	40	40%
Offline	35	35%
Both	25	25%

**Table: 2** Preferences for shopping during a shutdown



**Figure: 2** Preferences for shopping during a shutdown

**Observation:** According to the aforementioned graph, the majority of respondents, or 42%, were found to be making purchases online, 40% of the respondents were discovered to be making purchases the conventional offline way, and 35% preferred both alternatives.

Variable	Frequency	Percentage
<b>YES</b>	50	50%
<b>NO</b>	20	20%
<b>MAY BE</b>	30	30%

**Table: 3** Influence of Promotional offers on consumer buying



**Figure: 3** Influence of Promotional offers on consumer buying

**Observation:** According to the above graph, 27% of respondents do feel that promotional offers had an impact on consumers' purchasing decisions, 45% of respondents denied this fact, and 28% of respondents were unsure of the statement.

Variable	Frequency	Percentage
<b>YES</b>	<b>50</b>	<b>50%</b>
<b>NO</b>	<b>35</b>	<b>35%</b>
<b>MAY BE</b>	<b>25</b>	<b>25%</b>

**Table: 4** Effects of the discounts provided by internet retailers

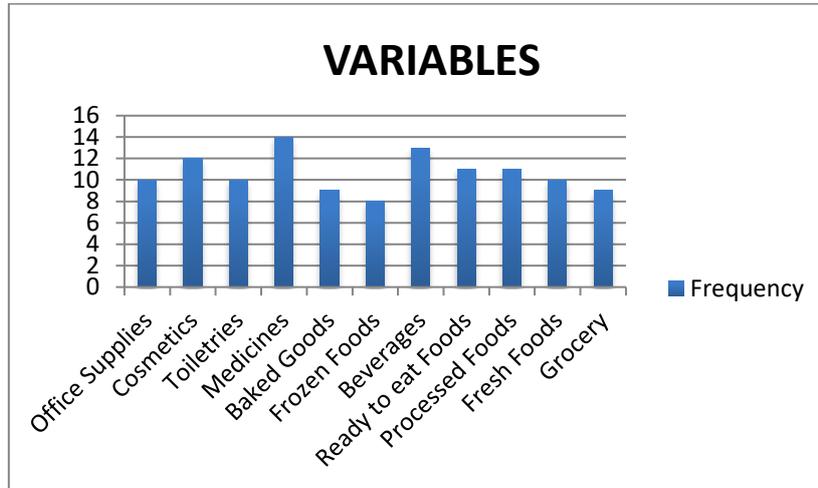


**Figure: 4** Effects of the discounts provided by internet retailers

**Observation:** The majority of respondents, or 50%, were found to be of the opinion that the discounts offered by the web sites did not have any influence on their purchasing behaviour. Another 27% of respondents agreed with this finding, and 16% of respondents were unsure of their response.

Variable	Frequency	Percentage
Office Supplies	10	10%
Cosmetics	12	12%
Toiletries	10	10%
Medicines	14	14%
Baked Goods	09	09%
Frozen Foods	08	08%
Beverages	13	13%
Ready to eat Foods	11	11%
Processed Foods	11	11%
Fresh Foods	10	10%
Grocery	09	09%

**Table: 5** Segment-wise analyses of products that was purchased during the lockdown



**Figure: 5** Segment-wise analyses of products that was purchased during the lockdown

According to the aforementioned chart, groceries (i.e., 90%) were found to be the most frequently purchased items during the pandemic as they are a basic necessity, followed by fresh foods (i.e., 66% fresh fruits and vegetables) as they are a basic daily requirement, 43% of the purchases were made towards processed and ready-to-eat foods (i.e., noodles, pastas, chips, biscuits, any packed snack, etc.), 23% of the purchasing occurred for various types Among the respondents, 53% had bought medications, 58% had bought toiletries, such as cleaning products, toothpaste, soaps, and sanitizers, while just 13% had bought cosmetics, and 14% had bought office supplies, which were the items sold the least during lockdown.

## 5. FINDINGS

The Covid-19 Epidemic has significantly altered consumer purchasing habits. Customers' purchasing habits have changed as a result of the numerous limits placed by the government on market hours, the availability of items for necessities, and social distance norms.

Many consumers have switched from the traditional offline purchasing mode to the internet one as a result of these government laws. Also, many enjoyed it since it was simple to buy, convenient, and safe. Due to the lack of a discernible shift in consumer buying behaviour, according to the investigation, promotional offers were unable to stimulate a greater buying tendency among customers. Similar to how the discounts provided by the vendors had little effect on consumer purchasing decisions. Because to the fact that these items were essential necessities during the pandemic, products including groceries, fresh foods, medicines, and

toiletries were determined to be the most popular. Yet, it was shown that during the epidemic, purchases of processed, frozen, and ready-to-eat meals were only slightly higher than usual. Consumers were found to buy fewer items including bakery goods, beverages, cosmetics, and office supplies.

## 6. CONCLUSION

The decision-makers in business organisations will be better able to meet the demands and wants of customers during the pandemic as a result of achieving such achievements. Additionally, achieving such findings will give public agency policy makers the tools they need to create plans and policies that can effectively cater to consumer expectations and needs throughout the pandemic. It will make it possible for decision-makers in government organisations to develop efficient plans and strategies for boosting the country's economy. A study of web traffic during the corona virus outbreak revealed an increase in people visiting online supermarkets. This result demonstrated how dedicated daily internet buyers are. Hence, the pandemic encouraged online customers to exhibit consistent purchasing behaviour. The correlation research showed a growing correlation between online buying behaviour and reflexive consumer characteristics. Moreover, there was a tendency for the association between the parameters under investigation to strengthen.

Consumer Awareness, Experience, and Introversion initially influenced online purchase behaviour, and other factors had little effect. Yet when the COVID-19 pandemic spread, the circumstances changed. Its influence grew along with consumer knowledge, experience, and decision-making speed. On the other side, introversion lost its significance.

## REFERENCES

1. Abid, A.; Jie, S. *Impact of COVID-19 on agricultural food: A Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis. Food Front. 2021, in press.*
2. Afonasyova, M.A.; Panfilova, E.E.; Galichkina, M.A.; Ślusarczyk, B. *Digitalization in economy and innovation: The effect on social and economic processes. Pol. J. Manag. Stud. 2019, 19, 22–32.*

3. Alessa, A.A.; Alotaibie, T.M.; Elmoez, Z.; Alhamad, H.E. *Impact of COVID-19 on entrepreneurship and consumer behaviour: A case study in Saudi Arabia. J. Asian Financ. Econ. Bus.* 2021, 8, 201–210.
4. Ali, B.J. *Impact of consumer animosity, boycott participation, boycott motivation, and product judgment on purchase readiness or aversion of Kurdish consumers in Iraq. J. Consum. Aff.* 2021, 55, 504–523.
5. Borodin, A.; Shash, N.; Panaedova, G.; Frumina, S.; Kairbekuly, A.; Mityushina, I. *The impact of the publication of non-financial statements on the financial performance of companies with the identification of intersectoral features. Entrep. Sustain. Issues* 2019, 7, 1654–1665.
6. Dannenberg, P.; Fuchs, M.; Riedler, T.; Wiedemann, C. *Digital transition by COVID-19 pandemic? The German food online retail. Tijdschr. Econ. Soc. Geogr.* 2020, 111, 543–560.
7. Fletcher, R.; Park, S. *The impact of trust in the news media on online news consumption and participation. Digit. J.* 2017, 5, 1281–1299.
8. Guthrie, C.; Fosso-Wamba, S.; Arnaud, J.B. *Online consumer resilience during a pandemic: An exploratory study of e-commerce behavior before, during and after a COVID-19 lockdown. J. Retail. Consum. Serv.* 2021, 61, 102570.
9. Im, J.; Kim, H.; Miao, L. *CEO letters: Hospitality corporate narratives during the COVID-19 pandemic. Int. J. Hosp. Manag.* 2021, 92, 102701. ]
10. Leach, M.; MacGregor, H.; Scoones, I.; Wilkinson, A. *Post-pandemic transformations: How and why COVID-19 requires us to rethink development. World Dev.* 2021, 138, 105233.
11. Shvidanenko, O.; Sica, E.; Busarieva, T. *Creativity as a new production factor of the world economy. Manag. Theory Studi. Rural Bus. Infrastruct. Dev.* 2019, 41, 127–134.
12. Sohn, S. *A contextual perspective on consumers' perceived usefulness: The case of mobile online shopping. J. Retail. Consum. Serv.* 2017, 38, 22–33.]
13. Tran, L.T.T. *Managing the effectiveness of e-commerce platforms in a pandemic. J. Retail. Consum. Serv.* 2021, 58, 102287.
14. Wanasida, A.S.; Bernarto, I.; Sudibjo, N.; Purwanto, A. *The role of business capabilities in supporting organization agility and performance during the COVID-19 pandemic: An empirical study in Indonesia. J. Asian Financ. Econ. Bus.* 2021, 8, 897–911.
15. Xayrullaevna, S.N.; Pakhritdinovna, K.D.; Anvarovna, B.G. *Digitalization of the economy during a pandemic: Accelerating the pace of development. JCR* 2020, 7, 2491–2498.

**Author's Declaration**

I as an author of the above research paper/article, here by, declare that the content of this paper is prepared by mean if any person having copyright issue or patent or anything other wise related to the content, I shall always be legally responsible for any issue. For the reason of invisibility of my research paper on the website/amendments/updates, I have resubmitted my paper for publication on the same date. If any data or information given by me is not correct I shall always be legally responsible. With my whole responsibility legally and formally I have intimated the publisher (Publisher) that my paper has been checked by my guide (if any) or expert to make it sure that paper is technically right and there is no unaccepted plagiarism and the entire content is genuinely mine. If any issue arise related to Plagiarism / Guide Name / Educational Qualification / Designation/Address of my university/college/institution/ Structure or Formatting/ Resubmission / Submission / Copyright / Patent/ Submission for any higher degree or Job/ Primary Data/ Secondary Data Issues, I will be solely/entirely responsible for any legal issues. I informed that the most of the data from the website is invisible or shuffled or vanished from the data base due to some technical fault or hacking and therefore the process of resubmission is there for the scholars/students who finds trouble in getting their paper on the website. At the time of resubmission of my paper I take all the legal and formal responsibilities, If I hide or do not submit the copy of my original documents (Aadhar/Driving License/Any Identity Proof and Address Proof and Photo) in spite of demand from the publisher then my paper maybe rejected or removed I website anytime and may not be consider for verification. I accept the fact that as the content of this paper and the resubmission legal responsibilities and reasons are only mine then the Publisher (Airo International Journal/Airo National Research Journal) is never responsible. I also declare that if publisher finds any complication or error or anything hidden or implemented otherwise, my paper may be removed from the website or the watermark of remark/actuality may be mentioned on my paper. Even if anything is found illegal publisher may also take legal action against me

**NEHA RANI**  
**Dr. Ritesh Verma**