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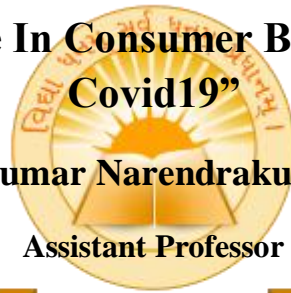
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**“A Study Of Change In Consumer Buying Behaviour Post
Covid19”**

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ABSTRACT:

The main purpose of the study is to examine the change in consumer buying pattern post covid19. The study focuses on how consumers will shift their buying mode from old brick and mortar shopping to online. A sample of 100 consumers is collected through self administrated questionnaire in Porbandar district. The data is analyzed using pie chart analysis and the result is examined on the basis of demographic information & descriptive analysis. The study examines that consumer habits that have already begun to change will more quickly become the standard due to covid19.

KEYWORDS:

Covid19, Buying habits, E-commerce



INTRODUCTION:

The consumer buying behaviour is always dynamic which a marketer has to monitor continuously to keep a pace with changing trend and scenario. At present so much is changing so quickly and on such a broad scale which indicates long term wide scale changes in consumer behaviour. In a sense the covid19 pandemic has changed the way we work, shop and communicate with people drastically. As more people start working from home, they are sticking to basics, stepping outside only to buy essential products. People would still be apprehensive to visit crowded areas like malls and super markets.

As the people move beyond the survival mode, the digital adoption momentum is likely to carry forward and ultimately become permanent. Market landscape and consumer behaviour have altered beyond recognition and there is clear indication that online buying preference will grow faster.



LITERATURE REVIEW

Close and Kinney (2010) confirmed that many shoppers who use their virtual carts indeed intend to make an online purchase at that time. Online retailers should make the purchase process as simple and hassle-free as possible. This will prevent customer flight to a competitor's site, retail store, or an alternative channel. However, in order to convert visitor into buyer, online stores should focus on creating fast website with functional design. This will improve their website by offering customer a comfortable, logical, interesting and hassle-free process and easy language.

Results of Kim (2011) indicated that navigation functionality and perceived security had a significantly positive effect on trust. But that transaction cost had no effect on trust. Satisfaction was found to positively impact trust which, in turn, influenced customer loyalty. Their findings indicated that customer satisfaction influences trust, which plays a key role as an antecedent of customer loyalty.

Becerra and Korgaonkar (2011) found that brand trust beliefs affect online intentions, and may be needed to increase online sales. The influence of vendor trust beliefs on online intentions varies with brand trust, beliefs for products and for services is increased by brand trust beliefs.

Chang (2011) noticed an improvement in participants' attitudes toward online store when the products were sorted into more subcategories (9 as opposed to 3), such that more subcategory options appeared in the selection menu because participants perceived that the website offered a greater variety of products and experienced greater ease of navigation and shopping pleasure.

Khan (2015) investigated the perceived factors affecting customer satisfaction leading to repurchase intention in e-stores and suggested that seven constructs i.e. price, convenience, product information, return policy, financial risk, product risk and delivery risk are significant in defining customer satisfaction and decision to repurchase in e-stores.



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Kalia(2016) established that, while searching for product information before shopping or buying products online, customers mostly rely on search engines, review and company websites. Online retailer website, social networking sites, blogs and newspapers are not very popular source of information. Source of information has statistical significant relationship with demographic variables like city, age, occupation, family income, gender and marital status. While comparing various online service quality scales.

Kalia (2017) observed that security, website design, information, reliability, privacy, responsiveness, access, ease of use, customer service and personalization are the consistently cited dimensions.

RESEARCH OBJECTIVES:

To analyse the change in buying behaviour of consumers post covid19.

To examine the change in their spending pattern



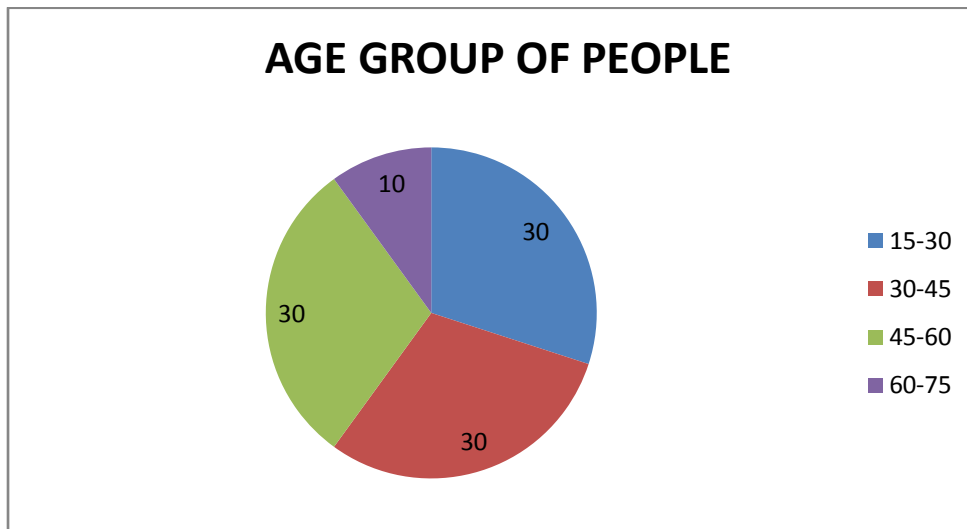
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SCOPE OF THE STUDY:

Research design	: Descriptive research
Research area	: Porbandar city
Data type	: Primary data
Analytical tool	: Pie chart

DATA ANALYSIS & INTERPRETATION:

Q.1 WHAT IS THE AGE GROUP OF PEOPLE UNDER SURVEY?

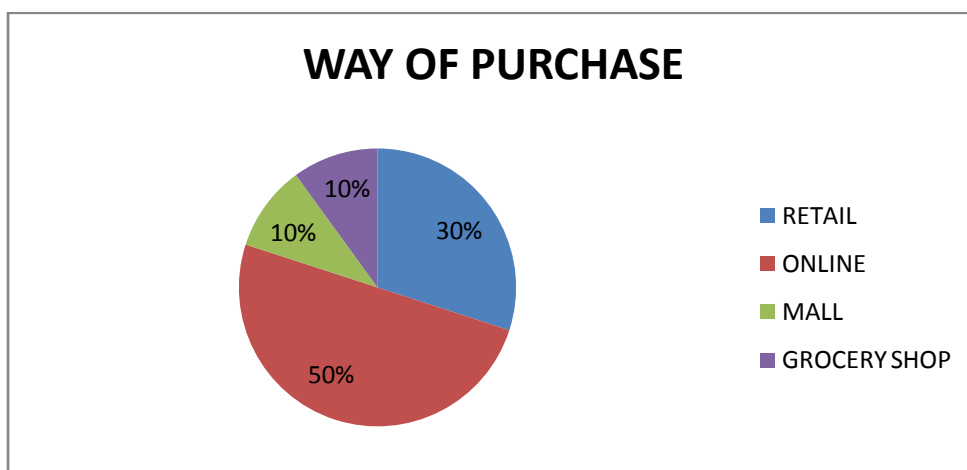


INTERPRETATION:

For this survey, I selected various age groups of people which include age from 15 to 75 years.



Q.2 WHAT WAY DO YOU SELECT FOR MAKING PURCHASE OF BASIC NECESSITY ITEMS?



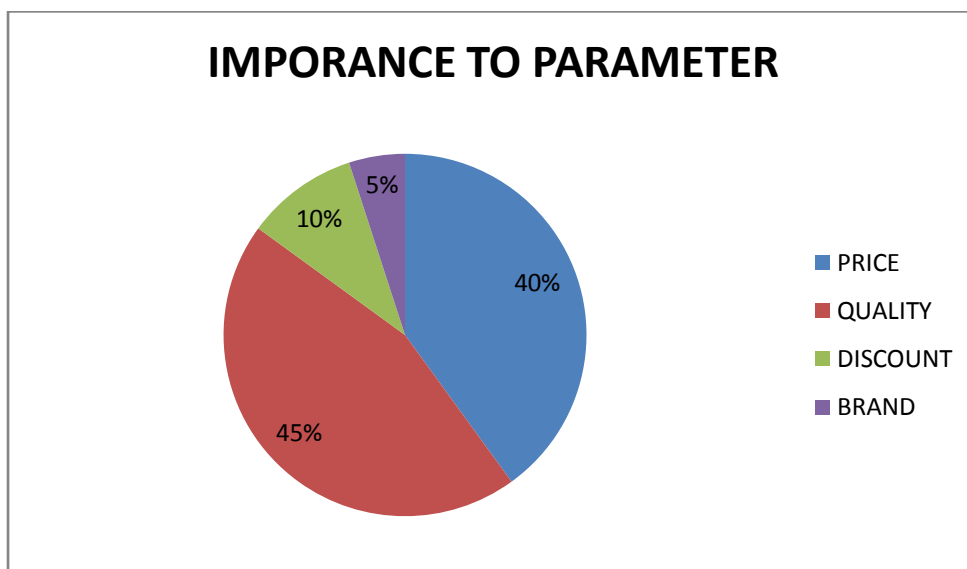


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INTERPRETATION:

From above pie chart it can be concluded that out of total 100 persons, 30% people prefer retail way, 50% people prefer online, 10% people prefer mall shopping and 10% people prefer grocery shop for making purchase.

Q.3. WHICH PARAMETERS WOULD YOU GIVE MORE IMPORTANCE WHILE PURCHASING AFTER COVID19?



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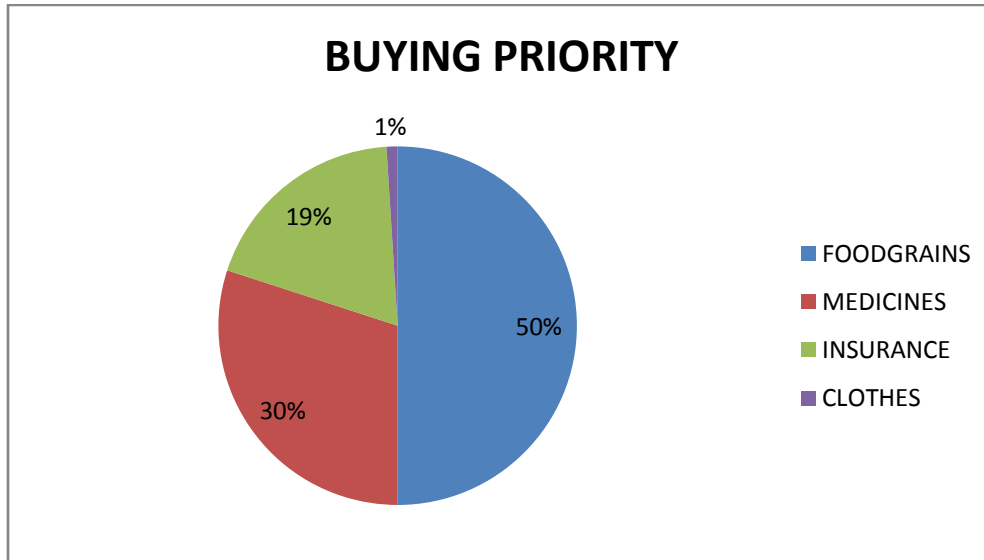
INTERPRETATION:

From the above pie chart it can be concluded that 45% people prefer to give importance to quality, 40% people prefer to give importance to price, 10% people prefer to give importance to discount and 5% people prefer to give importance to brand while they will purchase.



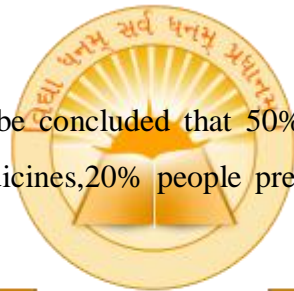
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Q.4 WHAT WILL BE YOUR BUYING PRIORITY AFTER COVID 19?



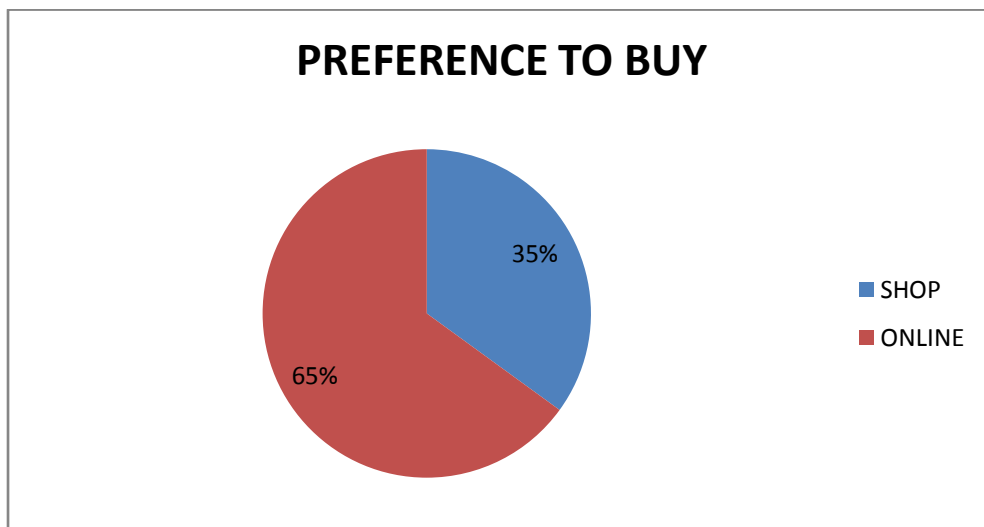
INTERPRETATION:

From the above pie chart it can be concluded that 50% people will give priority to food grains, 30% people will buy medicines, 20% people prefer to buy insurance and only 1% people prefer to buy clothes.



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Q.5.FROM WHERE DOYOU PREFER TO BUY, IF PRODUCTS ARE AVAILABLE AT THE SAME PRICE?



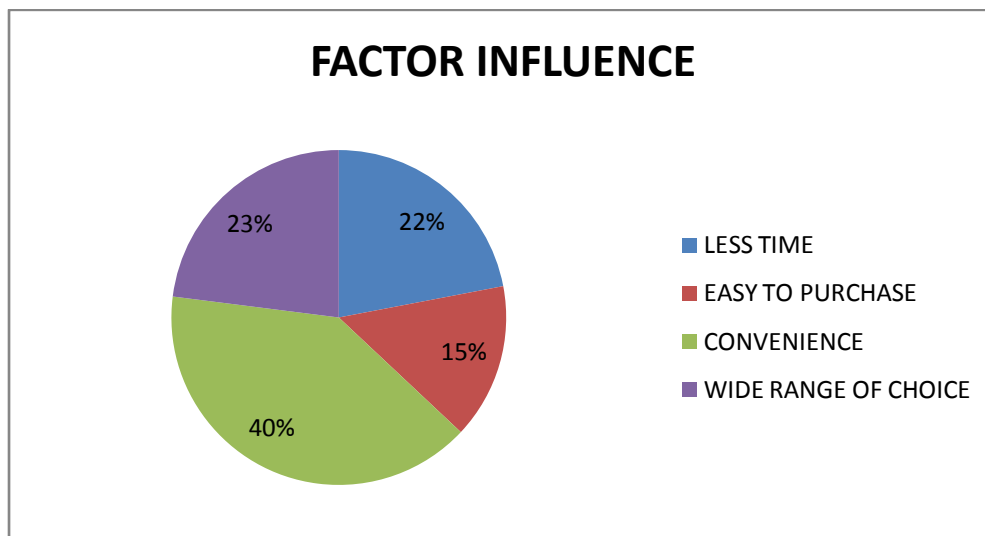


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INTERPRETATION:

From the above pie chart it can be concluded that 65% people prefer online shopping while 35% people prefer shop purchasing.

Q.6 WHICH FACTOR INFLUENCE THE MOST YOU TO BUY ON LINE?



INTERPRETATION:

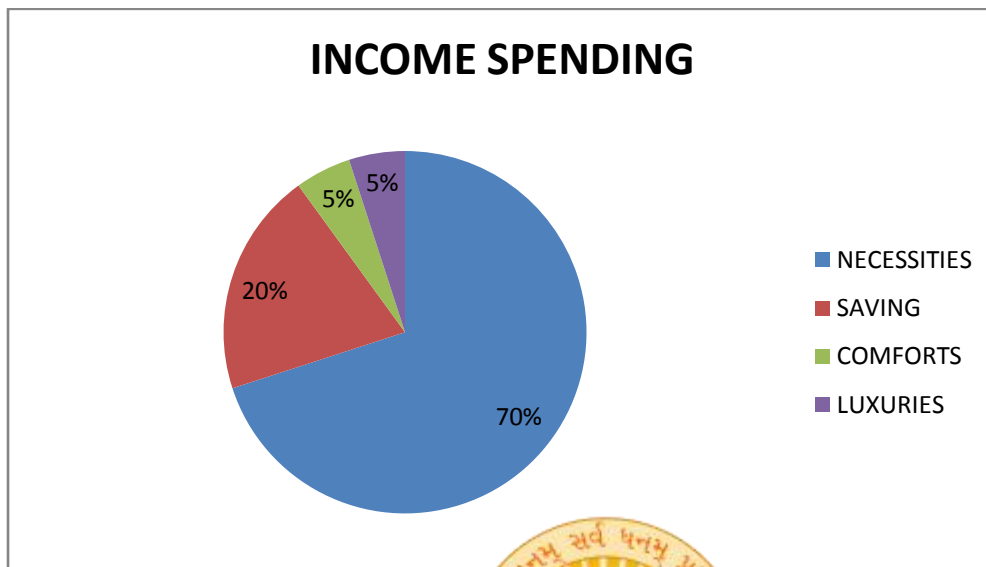


From the above pie chart it can be concluded that 40% people prefer buy online because of convenience, 23% people because of wide range of choice, 22% people due to less time required and 15% people because of easiness to purchase.



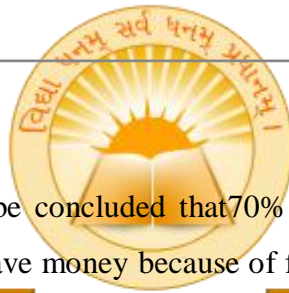
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Q.7 HOW WOULD YOU LIKE TO SPEND YOUR INCOME AFTER COVID19?



INTERPRETATION:

From the above pie chart it can be concluded that 70% people prefer to spend income on necessities, 20% people prefer to save money because of future uncertainty, 5% people prefer will spend on comforts and 5% people will spend on luxuries.

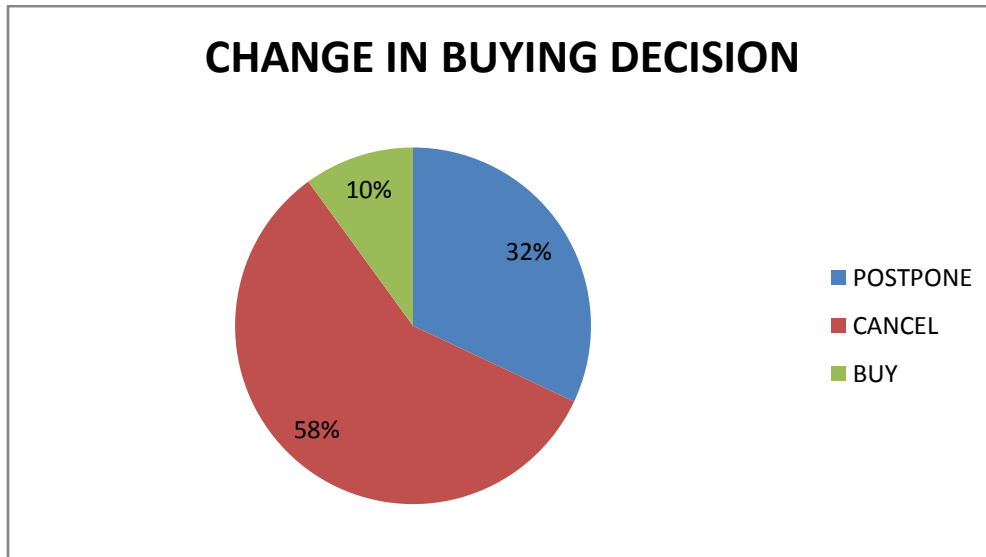


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Q.8 IF YOU HAD A PLAN TO PURCHASE LUXURIOUS PRODUCT BEFORE COVID19, HOW WOULD YOU CHANGE NOW?



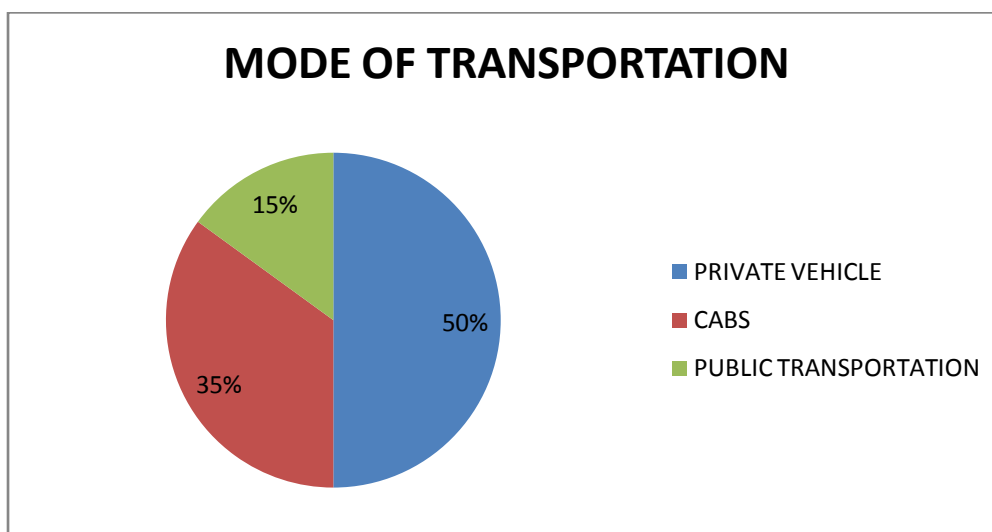
INTERPRETATION:

From the above pie chart it can be concluded that 58% people will postpone to buy luxurious goods, 32% people would cancel to buy luxurious goods and only 10% people would buy luxurious goods after COVID-19.



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Q.9 WHICH MODE OF TRANSPORTATION WILL YOU PREFER POST COVID19?



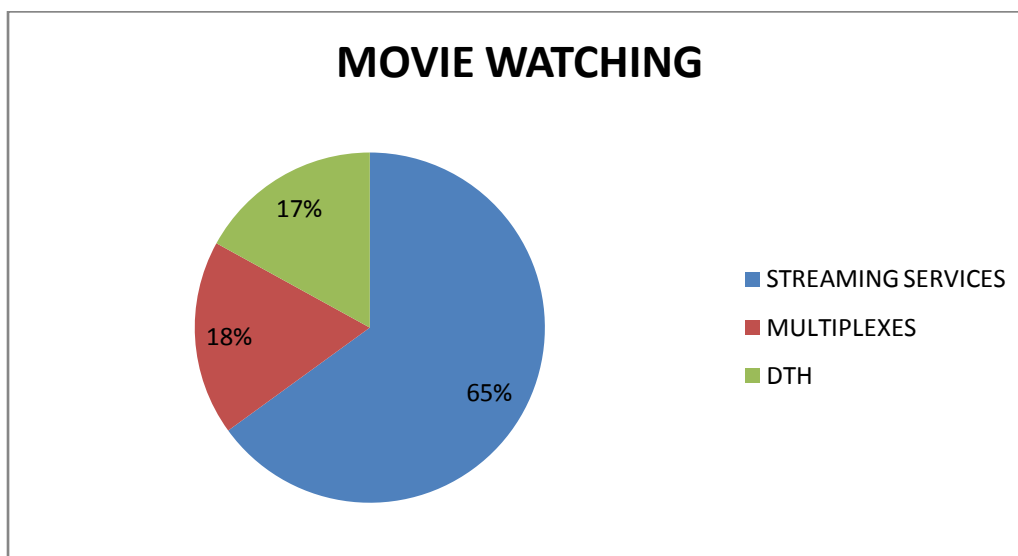


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INTERPRETATION:

From the above pie chart it can be concluded that 50% people will prefer to travel by their own vehicles, 35% people prefer to travel by cabs or autos and 15% people will prefer to travel by public transportation.

Q.10 HOW WILL YOU WATCH MOVIES AND ENTERTAINMENT POST COVID19?



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INTERPRETATION:

From the above pie chart it can be concluded that 65% people would prefer to watch movies on streaming services like Netflix, Amazon Prime, Hot star etc. as they are providing good and deeper contents day by day, 18% people would prefer to go to multiplexes and only 17% would prefer to watch movies on DTH(direct to home).

FINDINGS:

POST COVID19,

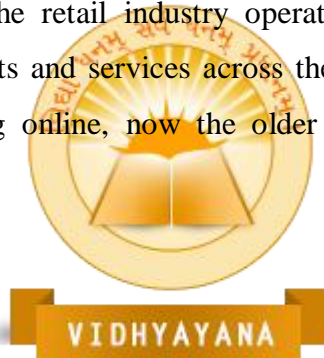
- ❖ Consumers will spend more on health care and hygiene products.
- ❖ Consumers would prefer to spend more on necessities and less on comforts and luxurious products.



- ❖ If the products are available at the same rate, consumers would prefer to buy online
- ❖ Majority of consumers will either cancel or postpone purchasing luxury products.
- ❖ Consumers would prefer to watch movies on streaming services like Netflix, Amazon Prime, Hot star etc. as they are providing good contents.
- ❖ Majority of customers will prefer to travel by their own vehicles and by cabs or auto services because of hygiene issues.

CONCLUSION:

Hence from this research work it can be concluded that E-commerce industry is at an inflection point and this is the start of a “A NEW WORLD ORDER” in terms of how consumers shop and the way the retail industry operates. Structural shift of consumers towards digital channels, products and services across the category is experienced. Earlier, younger generation were buying online, now the older generation will accelerate online purchasing.



REFERENCES:

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