



ORIGINAL RESEARCH PAPER

Management

A STUDY OF THE INFLUENCE OF COVID-19 ON CONSUMER BUYING BEHAVIOR IN DELHI NCR

KEY WORDS: COVID-19, Consumer, Country, Market, shopping etc.

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ABSTRACT

The consumer is called the king of the market. In order to influence the buying decisions of the consumer, the study about their actions and methods becomes more important. Tells marketers about the daily lives of consumers and the changes that take place in their lifetime. Consumer behavior has been influenced by a variety of factors such as personal, social and cultural. The COVID-19 pandemic is having a very significant impact on everyday life as the country moves in and out of restrictions, and is faced with recurring illnesses from time to time. The COVID-19 pandemic has shifted the buying behavior of consumers in an unexpected direction. The objective of this paper is to study the impact of COVID-19 on consumer buying behavior with item finding and shopping list tops.

INTRODUCTION

The COVID-19 pandemic has affected many sectors of the economy, wreaking havoc on societies, economies and nations across the globe. It has permanently changed consumer behavior, squeezing all parts of our lives.

While for many of us, it has accelerated the adoption of existing powerful practices such as digitization in retail, banking and many other sectors. has had a significant impact on daily life.

With the unparalleled growth in e-commerce operations globally, the market has witnessed a spectacular change in consumer behavior. These developments were driven by various government policies, initiatives and limitations. Essential products and services have now been shifted to digital platforms.

The COVID-19 pandemic is likely to cause permanent changes in consumer behavior and permanent structural changes in the consumer goods and retail industries. According to a report by Accenture COVID-19 Consumer Pulse Research, demand for local goods and brands is on the rise as consumers are hesitant to step out of their safe haven and return to their old consumption pattern. The survey said that out of 45,000 respondents globally between March and June, 2,500 consumers are from India. The India portion of the survey found that 90 per cent of consumers are in the mood to make lasting changes to their lives, work and consumption patterns and will not return to the pre-pandemic world with consumer brands, the report said. are going. The survey found that the pandemic is prompting more people to buy groceries online. There is a growing demand for local products, digital commerce and omnical services like home delivery, chat features and virtual consulting, he added. These things are likely to persist even after this crisis. Consumers are now focusing on their most basic needs, while cutting down on non- essentials, the report said. 85 percent of consumers in India said they were consciously buying with more health concerns and more focused on limiting food waste. Whereas, 75 per cent consumers said that they are becoming more cost conscious when purchasing products and 71 per cent feel that quality, safety and trust are the most important factors in purchase decisions.

Revenge Behavior of Consumers:

1. Online buying:

91 percent of Indians modify their buying behavior after conducting weekly, bi-weekly and monthly surveys across 12 countries, according to recent McKinsey & Company research on the impact of COVID-19 on consumer attitudes and behavior. did. Many customers who are increasingly working from home and wary of overcrowded public places are

turning to the Internet for their shopping needs. If demonetisation prompted consumers to switch to cashless payments, COVID-19 forced them to switch to online shopping.

2. Shifting to Digital:

We all have seen a noticeable change in customer buying behavior as a result of the digital transition. Several surveys have shown that customers are turning to value-based shopping to get the most out of their money. Spending on essentials, travel and vacation are some of the shopping categories that have seen significant growth.

3. New Trends:

Some trends in consumer behavior include: more self-sustaining, and "do it yourself" prices, increased consumption of health and fitness supplements, community shopping through apps/websites.

Literature Review

Anupam Sharma and Deepika Jhamb (2020) envisioned to offer business leaders with a view of the kingdom of progress and the effect at the client. The fashion of on-line advertising and marketing and purchasing among clients is likewise inside the grip of this unsure epidemic. The researchers tested whether new demanding situations are compelled upon business devices as worldwide borders for the alternate of goods are closed, making it a tough challenge for lots to live to tell the tale.

Loxton et al. (2020) thru essential analysis of multiple crises, they find that the effects indeed suggest that client behaviors experienced at some stage in the COVID-19 pandemic are considerably higher than those experienced in the course of past crises and surprise activities. had been similar. the bounds have been imposed by retail providers as a way to reduce fee inflation and restriction panic-shopping for behavior around "vital" items.

Departmental shops ought to renovate and guide their online retail stores, where organizations can store, purchase and acquire merchandise transport, even even as keeping apart at home. additionally, enhancing their marketing studies as a way to assist them recognize essential products and desires of purchasers, even in instances of disaster like COVID-19 (Aisi-AK, 2020). impact of the COVID-19 pandemic on patron shopping for behavior. final results document adjustments in client conduct designs that got here beneath control at the beginning of the next wave of the COVID-19 pandemic in the context of the **Czech Republic (Eger, L., (2021)**. The coronavirus (COVID-19) has brought about an pressing want for fitness, social and political history. affords greater important information around the arena due to alternate, and

a very terrible effect at the modern and future predictions of families, agencies and the macro-financial system. important modifications in political historical past, and controls the headlines of predominant information for an exceedingly terrible impact on the existing and future potentialities of families, companies and the macro-financial system (Kronopoulos,DK,2020).

Research Objective

1. To study the changed consumer behavior in Delhi NCR.
2. Identifying new products added to consumers' shopping lists due to COVID-19.

Research Methodology

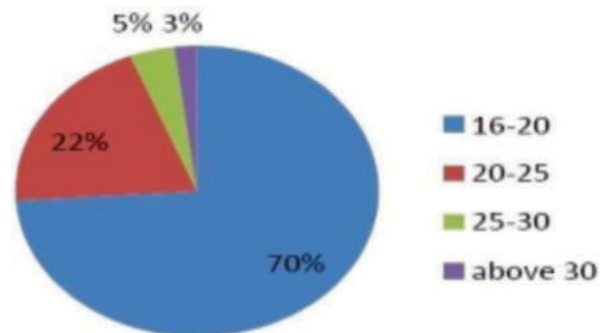
The data is collected through a structured questionnaire taken through various social media platforms and using probability feature sampling. A total of 200 respondents have been taken in this.

Scope of the study

The practice has been abolished to examine purchasing behavior which includes B2C models, other business models such as C2C and D2C can also be studied. This look can also be done by thinking of a specific product line. The paper aims to analyze customer behavior domestically, although a detailed inspection can be completed across the country and in favor of foreign customers.

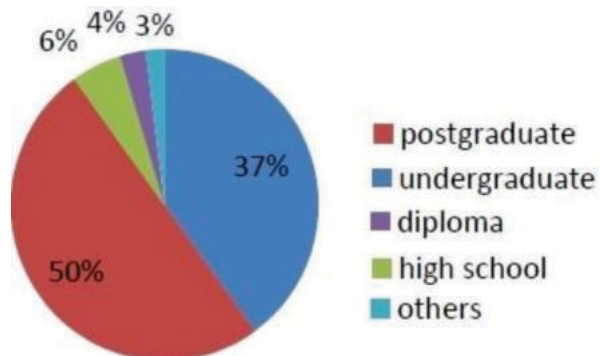
Result And Discussions Age group of Respondents

More than half 70% of the respondents are aged 16-20 years. The data includes 5% of respondents in all age groups between the ages of 25-30. 22% of the respondents are in the age group of 20-25. The remaining 3% are above 30 years of age.



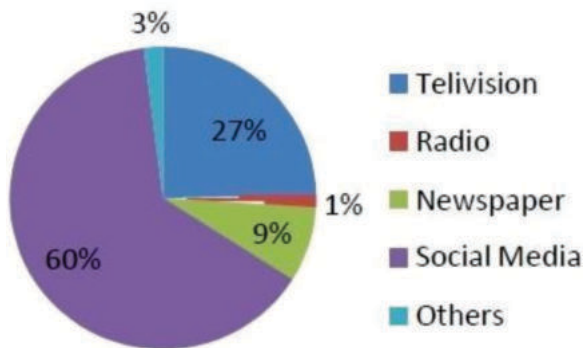
Educational Qualification of the Respondents

The number of respondents who are undergraduates and postgraduates overall is 90%, while some 6% have done their high school. 4% of the people contain also done diploma.



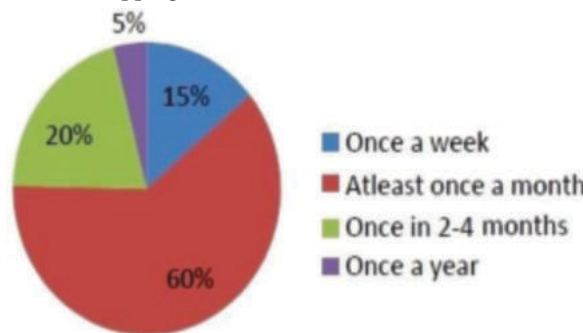
Awareness medium about COVID 19

Around 60% people spread awareness about COVID-19 through various social media platforms. Television and newspapers spread awareness among 27% and 9% of the respondents respectively. 3% of people used another medium to get updates on the corona virus.



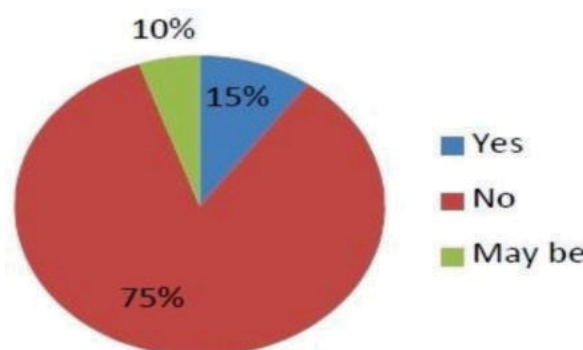
Online shopping frequency in COVID-19

60% of persons are using online mode of purchase at least once in a month. Only 15% are shopping once a week while 20% are shopping once in 3-5 months.



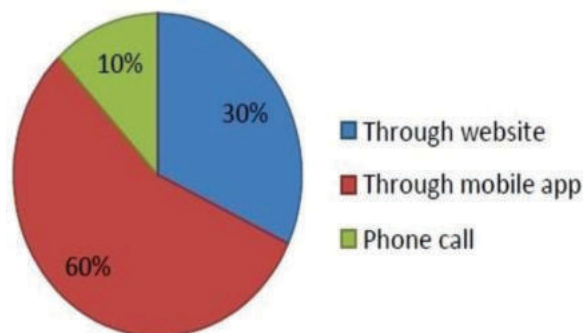
Keep brand value in mind while buying products in lockdown

75% of buyers are not brand conscious while buying a product during lockdown while 15% consider brand value important.



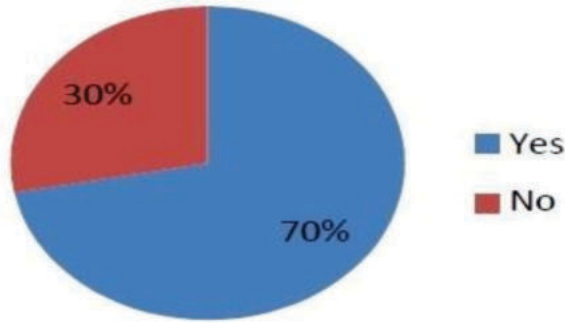
Online shopping method

When asked about the mode of online shopping, 60% of the people opt for the mobile app while 30% choose the website and the remaining 10% choose the phone to place the order.



Whether or not to continue shopping online

70% of people will continue shopping online even after the pandemic. 30% shift towards offline shopping.



CONCLUSION

Following these trends, businesses are preparing to redesign their consumer marketing strategy. There is an urgent need to meet the current and future demands of the customers, which have been changed as a result of the COVID-19 pandemic. While e-commerce is on the rise, other digital and contactless services, such as curbside pickup, delivery, and drive-thru services, are gaining popularity. The new habits developed today will persist after this crisis, irreversibly altering our values, how and where we buy from, and how we live and work. E-commerce live-streaming is projected to grow in popularity, with businesses using virtual reality to enhance the shopping experience. According to the consequences of the look at, it can be concluded that the shopping perception of the clients changed throughout the lockdown duration. When you consider that purchasers have enough awareness approximately coronavirus, they found out the significance of social distancing. Social media and television are emerging forces in

providing statistics to most of the people approximately the pandemic and lockdown guidelines. Human beings are afraid to step out of the residence and buy their routine care objects online. Consumers are worried about their fitness and like healthcare and cleaning gadgets amongst others. The demand for sanitizers, mask, and hand wash and so on. is excessive. all through the lockdown period, human beings aren't displaying loyalty to a specific emblem because of the frenzy on the goods. The flirtatious nature of the purchasers is nowhere to be seen. The majority are the use of cellular app to order their products. Many respondents need this COVID-19 to preserve because it requires hustle-loose efforts.

Limitation of study

1. Results may also be different if the research ends in a metropolitan city.
2. Information was received during the period of lockdown.
3. The time period for submission of facts gets slightly reduced.

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