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Impact Of Covid-19 On Consumer Buying Behavior With Special Reference To FMCG Products In Gorakhpur City

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Abstract

This study aimed to examine the impact of covid 19 on consumer buying behavior. Covid has impacted everyone's lives as well as our economy. Tourism sector was badly affected due to lockdown and many people lost their jobs due to shut down of industries. FMCG sector was also affected due to supply chain disruption. This study showed that the majority of the respondent thinks that their buying behavior changed post covid pandemic as they preferred products that are according to the needs of the situation. During the covid, precaution was the only option available to the people so they shifted to the products which helped increase their immunity and boost their health like eating a nutritious diet and adding supplements like multivitamins and vitamin C available in the markets.

Keywords: Consumer behavior, preference, products, covid

Introduction

Fast Moving Consumer Goods (FMCG) are the products which have short life and they are fast moving in nature they move through the supply chain quickly because of their high demand. Some fast moving consumer goods are Initially the grocery retailers saw a spike in the demand of the products due to overstocking. People were afraid to visit grocery stores due to safety issues, they wanted a safe method where they get all the required products delivered at their doorsteps along with the safety protocols followed. People started buying online in bulk quantities. Due to the increase in the demand of the

products manufacturers started producing products and more emphasized on producing personal hygiene care products, sanitizers, disinfectants, masks and they also enhanced their supply chain to easily access to the customers. The ayurvedic brands like Patanjali, Himalaya, dabur have also seen a spike in their products like immunity booster kadha, chawanprash, giloy etc.

FMCG requires constant adaption and innovation as this sector is directly driven by people. The pandemic has made all the FMCG sector to reframe their market strategy to meet the market demands. The Customer Behavior were drastically changed during this course of time. So, It is very important for the FMCG sector to draw their attention to the changing Customer Behavior. Consumer behavior, often known as buyer behavior, refers to the decision-making process and behavior of those who purchase and consume things. Throughout our lives, we continue to buy and use a variety of different items and services. However, we all have different tastes that we appreciate and dislike, and we all accept different behavior designs while making purchasing decisions. Indian retailers must understand the need of the consumers for better market penetration of the products,

Review of literature

Satish Jadhav (2022) in his study ‘A study of retail industry in India after covid 19: challenges and opportunity’ analyzed that covid 19 has significantly impacted retail business and their recovery will depend on the nature of the sector.

Shruthi R (2021) in her paper “A study on impact of covid 19 on retail sector in India and its revival strategies” found that digital technologies, supply chain management, smooth flow of products and services to customers boost the retail sector

Yogesh D. Mahajan's (2020) in his research pointed that COVID-19 and shifting customer preferences are both having a significant impact on the FMCG business. There is a change where some industries will speed up and others will slow down. Companies that can adapt to changing demand dynamics and exhibit an adaptable approach will be able to overcome pandemics.

Mohammad Amzad and Mahfuzu Rahman (2017) in their article ‘Consumer’s Purchasing Decision Toward Fast Moving Consumer Goods’ highlighted that there are various factors like cost of the product, quality of the product, the promotional tools, ambience of the retail sector influences the purchasing decision of the consumers.

Objective of study

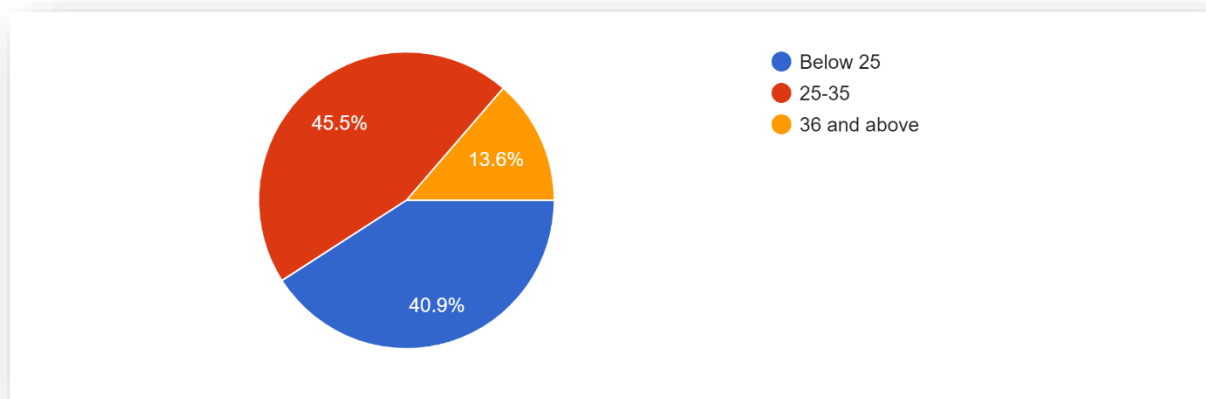
1. To analyze the impact of the COVID-19 pandemic on consumer buying behavior.
2. To analyze the preference and changes in their shopping habits.

Research Methodology

Primary data is used for the study of pattern change in consumer purchasing behaviour. The target population is people of all ages, gender, work status of Gorakhpur. Sample is selected through simple random sampling. 100 respondents have been taken as sample size. The data is collected through questionnaire via Google Form. The data collected was analysed statistically and simple percentage of respondents' answers were used to analyse the data. To represent the data, pie charts were used.

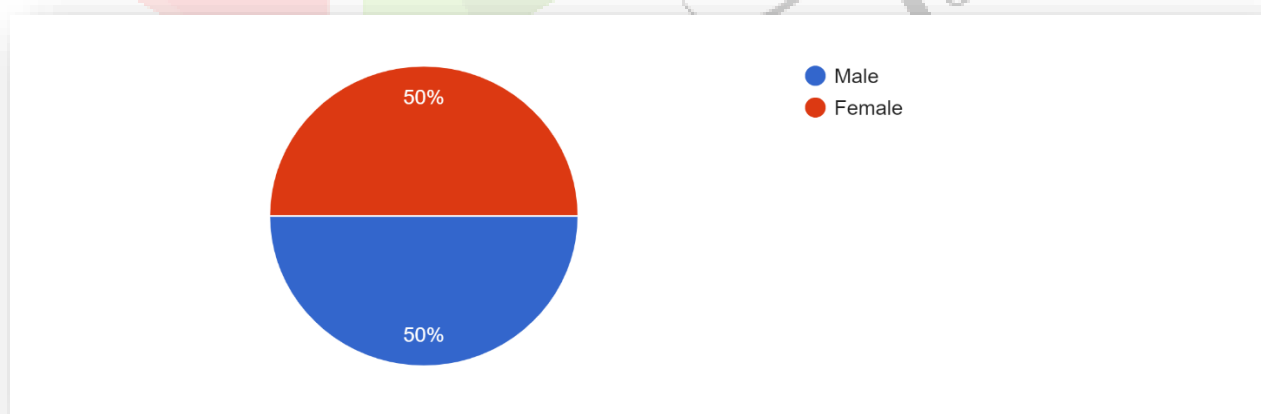
Data interpretation

Figure:1 Age of respondent



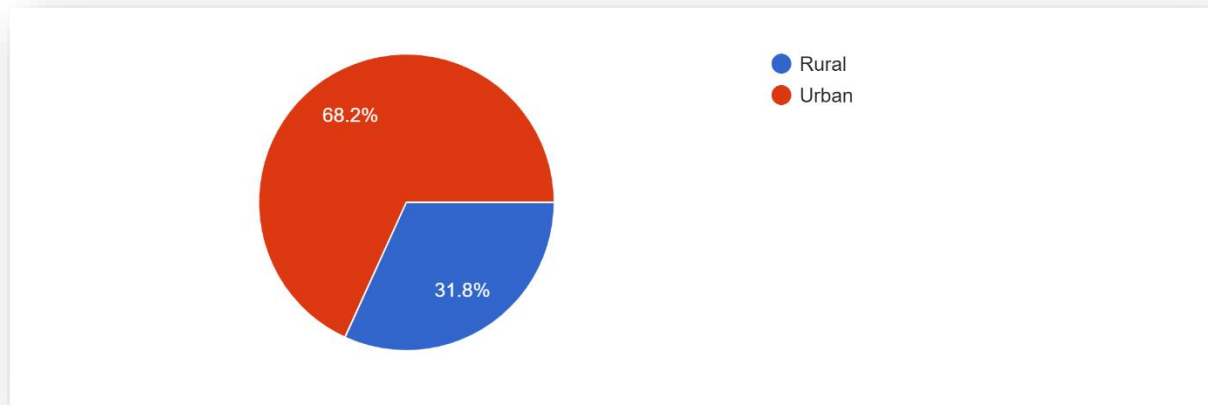
Out of 100 respondents (45.4%) majority of the respondents are between the age group of 25-35

Figure:2 Gender of the respondent



Out of 100 respondents, 50 respondents are male and 50 respondents are female

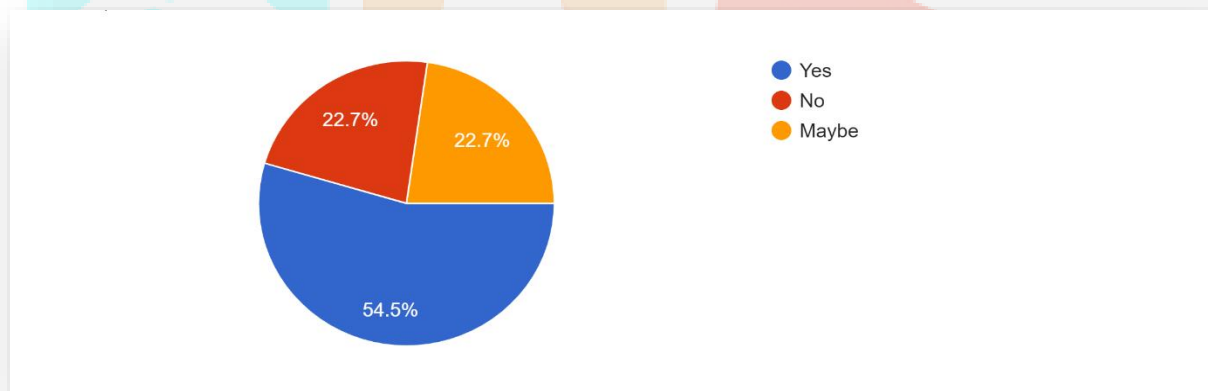
Figure:3 Location



68.2% of the respondent are from rural areas and 31.8% of the respondent are from the urban areas.

Figure:4

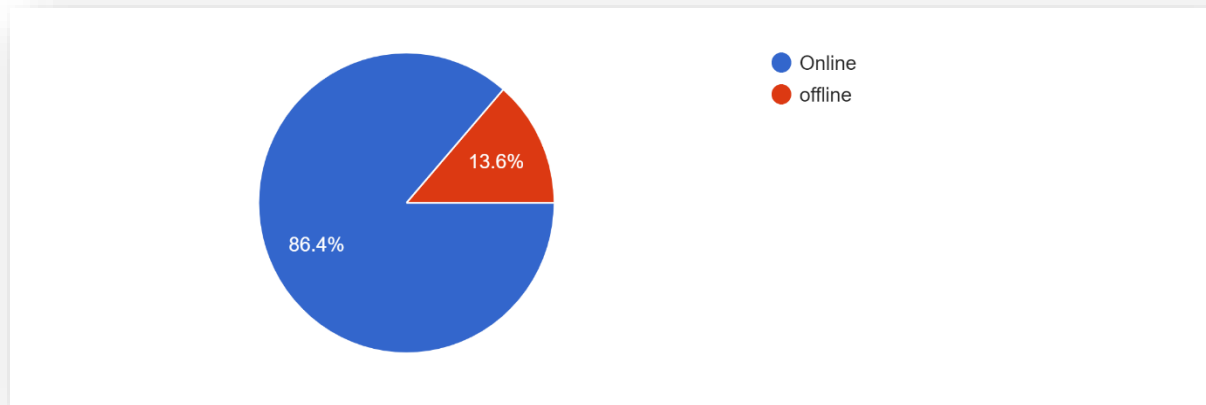
Do you think your buying pattern change after covid ?



The above graph shows that majority of people 54.5% believe that their buying pattern change after covid and remaining 22.7% people believe that covid did not affect their buying pattern.

Figure:5

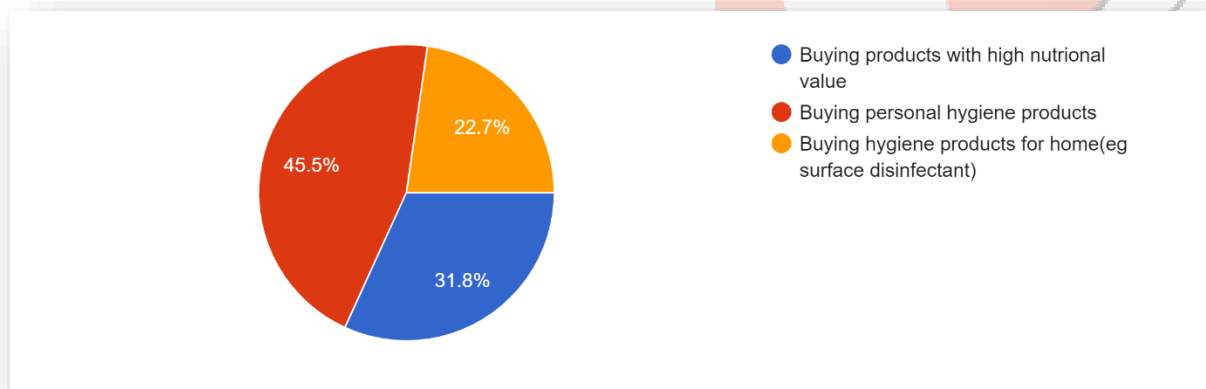
Which mode of shopping would you prefer post covid pandemic ?



From the above figure 5, the majority of the respondent 84.4% preferred online shopping and remaining 13.6% preferred offline shopping.

Figure:6

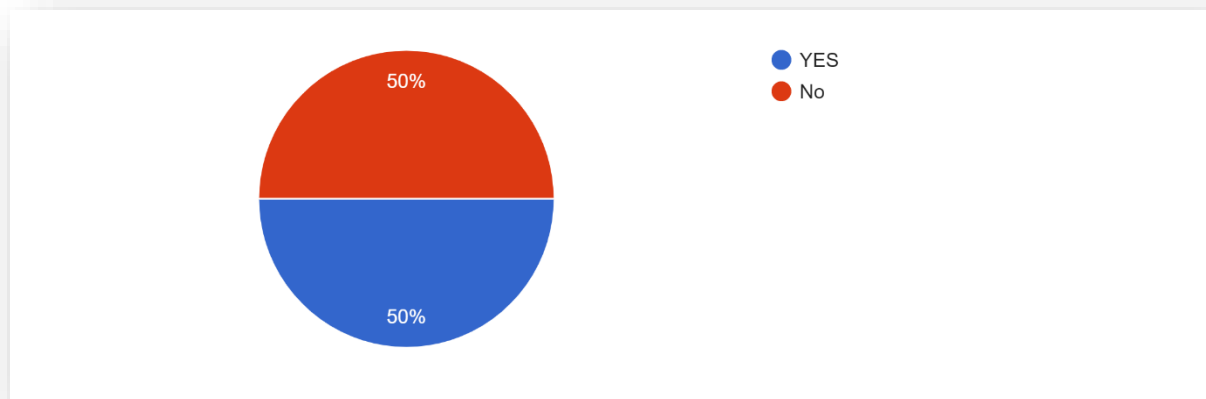
What additional measures have you taken while buying products during post-pandemic ?



The above figure shows that most of the respondent 45.5% preferred buying personal hygiene products during post pandemic and 31.8% respondent preferred buying products which are of high nutritional value to boost their immunity and remaining 22.7% respondent preferred buying hygiene products for home as a preventive safety measure against covid.

Figure:7

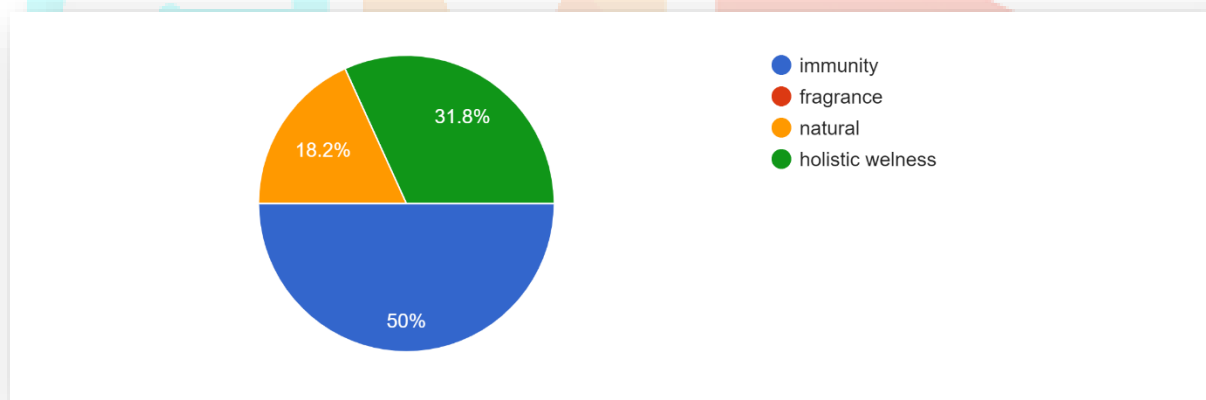
Have you switched to ayurvedic products during post covid pandemic ?



The above figure shows that 50% of the respondents switched to ayurvedic products .

Figure:8

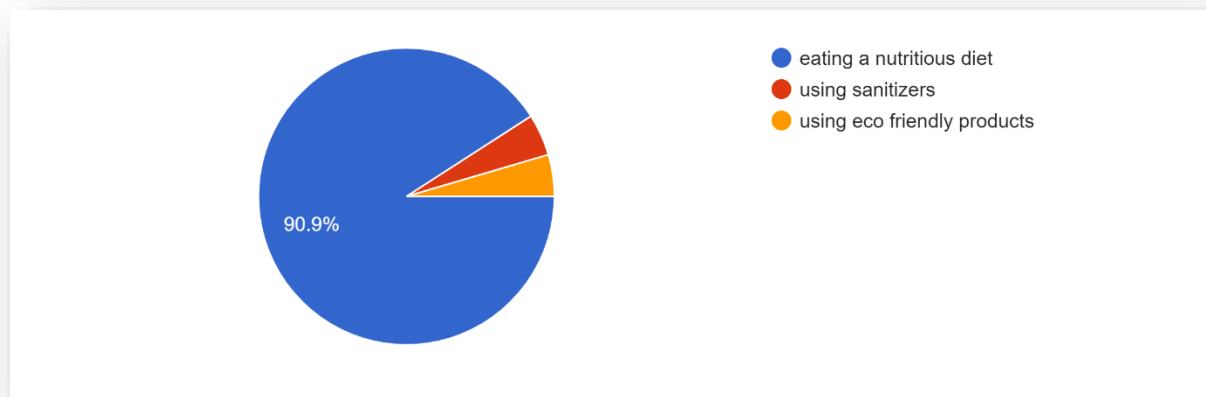
What you are looking for in personal care products post covid pandemic ?



The above graph shows that 50% of the respondent looking for immunity in personal care products and 31% of the respondent are looking for holistic wellness while purchasing products and 18.2% of the respondent are looking for natural products.

Figure:9

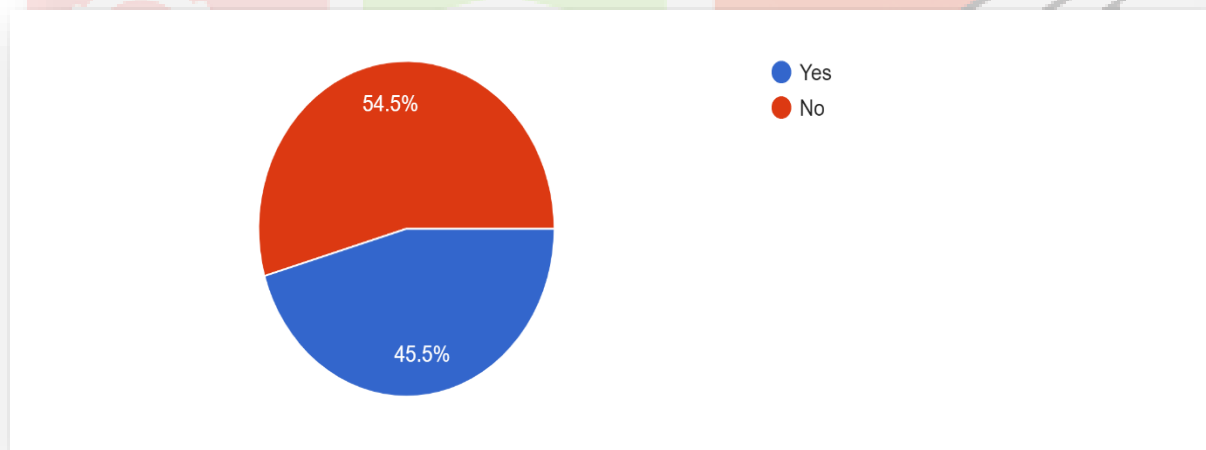
What additional measures have you taken to boost your health and immunity?



Most of the respondent preferred nutritious diet to boost their immunity and remaining respondent 4.9% used sanitizer to boost their health and immunity and remaining used eco friendly products for their health benefits and immunity.

Figure:10

Did you buy certain drugs for enhancing immunity such as vitamin C or multivitamin supplements post covid pandemic?



54.5% of the respondent bought Vitamin C or multivitamin supplements to enhance their immunity and 45.5% of the respondent did not include any additional supplement in their diet like vitamins.

4. FINDINGS OF THE STUDY

- Most of the respondent (45.5%) are from the age group of 25-35 and (40.9%) are below the age of 25 and remaining (13.6%) are from the age of 36 and above.
- Out of 100 respondent 50 respondent are male and 50 respondent are female.
- From the above study it is clear that the majority of the respondent thinks that their buying behaviour change post covid pandemic and 50% of the respondent switched to online mode of shopping due to easy availability of the products and door step services provided by the shops.
- If we talk about the additional measures taken by the consumers during post covid pandemic most of the respondent (45.5%) preferred to buy personal hygiene products for their personal safety and (31.8%) preferred to buy products with high nutritional value and remaining (22.7%) preferred to buy hygiene products for home like surface disinfectant .
- Customers have prioritized their health and focus on the products which are helpful to cope up with the pandemic. For the personal care products respondent looked for the products which helped in increase their immunity and preferred eating a nutritious diet to boost their health and immunity.

6. PRACTICAL IMPLICATION OF THE STUDY:

The present paper tries to discuss the changes in consumer buying behaviour during covid pandemic and what are the changes they made in their shopping habit and what additional measures they have taken. As we have seen from the above study that the customer have shifted their preference to the products which are according to the needs of the situation .So marketers should make products according to the needs of the market to meet the market demand. This study will help the marketers to prepare their market strategies as the customer respond differently in different situation.

Let's now talk about how consumers' evolving preferences have changed along with the paradigm. A dramatic shift in customer purchasing behaviour has driven FMCG companies to innovate their product offerings. Some of these changes are going to last forever and speak of how personal hygiene products, immunity boosters, and sanitizers will become the new normal. Personal hygiene goods have altered people, taking first priority while other discretionary products have temporarily lost ground. Retail industry is changing as a result of digital technology. Digital technology can be valuable in delivering safer treatment, as the current epidemic has demonstrated, but it must be applied carefully and created to address problems that are now a barrier to acceptance. . By targeting new markets and client demographics, online retailers should try to increase their customer base. The old method of purchasing items in person is no longer the only choice for consumers, who are now willing to investigate cutting-edge, secure online purchasing options. The retail sector could grab this opportunity by coming up with creative strategies to draw in new client groups, such as the baby boomers, who have the means to spend but have refrained from doing so. This might be accomplished by distributing alluring deals and discounts to improve stickiness while ensuring prompt, safe delivery. Brands must now use a variety of channels to satisfy consumer demand due to significant changes in consumer purchasing behaviour. In addition to e-commerce, models like buy Purchase online and pick up in-store (BOPIS) should be incorporated.

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