



“Impact of COVID 19 Crisis on Consumer Buying Behaviour with reference to Mumbai Region”

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Abstract: The COVID 19 Pandemic it's a unique challenge faced by world. During pandemic situation disruption in the lifestyle and buying pattern of a consumer and adversely impact the global economy. To control such virus government has taken certain corrective measures like wearing the mask, social distancing and lockdown. Due to some strict restrictions entire economic activity become blocked and their results individuals losses their jobs, income and their impact consumers change their buying behaviour. The present study is an attempt to analyse the consumer buying behaviour during the COVID 19 with reference to Mumbai region. The primary data were collected through structured questionnaire form 100 respondents using Google form and secondary data collected from different Journals, books and government records. The finding of the study helpful to identify lockdown sentiments and sustainable buying (LSSB) and also analysed the willingness to buy local brand goods (LBG) Verses foreign brand goods (FBG).

Key Words: COVID 19, Consumer Behaviour, lockdown sentiments and sustainable buying, local brand goods, foreign brand goods

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Introduction:

On 11th March 2020 the world health organization declared COVID -19 a global pandemic. In India first case of Novel coronavirus or COVID – 19 was found confirmed on 30 January 2020 in Thrissur, Kerala, which was further infected by many peoples. To control this deadly infectious Novel coronavirus government took some strict corrective measures like wearing mask, social distancing and lockdown. Due to some strict restriction like lockdown economic activities got blocked and their side effects unemployment increases, saving reduced and peoples standards of living also adversely affected.

COVID -19 has not only affected economic condition but also change the psychologically thinking which has broken and they never become normality. During the pandemic situation peoples are living differently, and their change the buying behaviour. The crisis are affecting change the perception towards different brands and category preferences. Moreover consumers have adopted the digital way of living therefore increases the digital preferences. Majority of people choosing online shopping and online payment therefore online shopping and digital marketing companies like flip kart, Jiomart, Amazon, Myntra, Meesho etc. turnover increases.

Mumbai is densely populated city and financial capital of the country. Most of the countries headquarters are located in and around major stock exchanges also available in the city. Therefore millions of people migrated in city to search employment. During lockdown majority of the people left city and their result adversely affected production and consumers they change their buying behaviour.

Moreover most of the people losing their jobs due to the economic slowdown. A feeling of nationalism was observed across many countries globally. People stated discussion about importance of being self-reliant and reducing dependency on foreign goods especially chines goods.

During the pandemic situation consumer changes in the choice of purchase destination. Consequently there is a need to understand the new consumer behaviour in terms of marketing strategies and purchasing power and any other factors that influencing consumer buying behaviour pre COVID 19 and during COVID 19 situation.

The current study focus on three important variables they are as follow:

A) During Pandemic economic activity: In this context we need to analysed during pandemic situation how think should be contribute to the revival of the economy.

B) During Pandemic economic Impact: In this context we should understand the consumers continue to their impulse buying or shift towards others.

C) During Pandemic Environment and sustainable living: In this context we should analysed who consumer are fulfil their needs and willingness to pay local goods and foreign goods.

Review of Literature:

Meghna Verma and B.R. Naveen 2021 in this study COVID -19 impact on buying behaviour observed that the world faced unique socio- economic and psychological challenges due to COVID -19 pandemic. In this study author finding different indicators like economic nationalism, lockdown sentiments and sustainable approach and product-specific ethnocentric behaviour tendency significantly influence the willingness to buy country's own brands and products. Using 367 responses with objectives to understand if the stay-at-home mandate has resulted in any change in consumer buying behaviour due to the COVID -19 crisis and factors that would influence purchase decisions post lockdown. Data was collected online using a structured questionnaire under unique environment during the lockdown and find the conclusion that India is promoting the production and purchase of Indian made goods and services. And further they conclude that due to lockdown has triggered economic nationalism among Indian consumers and there is an increased willingness to buy Indian brands.

Dr.P.Rajeswari & Dr. C.Vijai 2020 in this paper entitled The Impact of COVID-19 on Consumers behaviour in India observed that The COVID-19 pandemic has fundamentally changed the world. The author identify the consumer buying behaviour during COVID -19 with reference to Coimbatore city. They collected primary data through structured questionnaire from 315 respondents using online Google form and analysed with the help of SPSS. Researcher also use some statistical tools such as percentage, mean, chi-square test and T test and investigate the significance level. They also frame objective such as to study the awareness and knowledge of consumers towards COVID -19 and to analyse the consumer's attitude towards COVID -19 impact on the buying behaviour. After analysis found that majority of the consumers in India they shopping more health – conscious and are focusing more on limiting foods waste.

Dr. Bayad jamal ali 2020 studied that Impact of COVID – 19 on consumer buying behaviour toward online shopping in Iraq observed that during the pandemic majority of the people using online shopping. The present study investigate that there is possible correlation of COVID 19 to consumer buying behaviour of electric durable goods in Iraq. Researcher using different literature review, citing sources form credible journal articles, books and other content and investigate. After using different literature review they found that COVID -19 pandemic affected consumer behaviour worldwide, imparting local and global economies and many companies starts innovated products and adapted new circumstances.

Scope of the Study:

This study would be undertaken to analyse the consumer buying behaviour during COVID 19 in Mumbai region. Moreover it would also help us to understand the consumer choice and buying decision about local goods and foreign goods. And also analyse different platform of buying products. Thus present study aims to understand different factors that influence consumers buying behaviour during COVID 19.

Research Methodology

Problems of the study: The study is on the consumers buying behaviour and what are the problems face by consumers to buy goods in this unprecedented crisis

Research objective:

- 1) To study the consumers buying behaviour during COVID 19
- 2) To study the different pattern of buying during COVID 19
- 3) To analysed consumers buying behaviours towards local goods and foreign goods

Hypotheses

In Light of the discussion in preceding sections, the following hypotheses are proposed:

H0: There is no significant amount of differences in consumers buying behaviours towards local goods and foreign goods during COVID 19 outbreak

H1: There is significant amount of differences in consumers buying behaviours towards local goods and foreign goods during COVID 19 outbreak

Research Design:

This current study is based on both primary and secondary data. The primary data were collected through structured questionnaire form 100 respondents using Google form and secondary data collected from different Journals, books and government records. The collected samples using a convenient sampling methods were validated and taken for further analysis. This collected data were analysed with the different statistical tools like correlation and T test. Secondary data collected from different Journals, books and government records.

Area of the Study:

The sample data are randomly collected form Mumbai city and its suburban areas

Research Approach:

The questionnaire methods survey is used for collecting primary data from Mumbai region. We requested all respondents to fill the open and closed ended questionnaire. Questionnaires we frame in the structured form which are very easy to understand at a glance.

Sample Technique:

A convenient sample (Probability sampling method) of 100 consumer in Mumbai region shared their information to the study and was requested to complete the questionnaire on a voluntary basis. The study was done in November and December 2021.

Data usage:

The analyses and interpretation is done on the basis of random collected primary data. However for conclusion and recommendation both primary and secondary data is used along with the verbal suggestion and information from respondents. The data collected from these sources were analysed using various tools like correlation and t -test methods.

Table - 1**Age, Gender, occupation and Income wise Demographic Pattern of Consumer Buying Behaviour**

Demographic Category of investor	Parameters	Number of Representatives	
		Total (100)	Percentage
Gender	Male	56	56%
	Female	44	44%
Age	up to 25 years	35	35%
	26 to 35 years	25	25%
	36 to 45 years	15	15%
	46 to 60 years	15	15%
	61 years and above	10	10%
Occupations (Employment)	Self-employed Professional	30	30%
	Entrepreneurs	10	10%
	Salaried employees	35	35%
	Student	25	25%
Annual Income	Up to 3 Lakhs P.A	40	40%
	Rs. 3 Lakhs to 6 Lakhs P.A.	33	33%
	Rs 7 Lakhs to 10 Lakhs P.A	15	15%
	10 Lakhs and above	8	8%

Interpretation:

Table 1 shows, 100 numbers of respondents, 44% of the respondents are female, 56% of the respondents are male. 35% of the respondents up to 25 years, 25% of the respondents 26-35 years age group, 15% of the respondents 36-45 years and 15% of the respondents 46 – 60 years , above 61 years age group 10% respondents

30% of the respondents are Self-employed Professional, 10% of the respondents are Entrepreneurs, 35% and 25% of the respondents are salaried employees and students

t-Test: Two-Sample Assuming Unequal Variances

	Local goods buying during COVID 19	Foreign goods buying during COVID 19
Mean	20530	12898
Variance	452973938.4	201652623.2
Observations	100	100
Hypothesized Mean Difference	0	
df	178	
t Stat	2.982919617	
P(T<=t) one-tail	0.001633862	
t Critical one-tail	1.653709194	
P(T<=t) two-tail	0.003267723	
t Critical two-tail	1.973771437	

The p value for local goods buying behaviour and foreign goods buying behaviour during the COVID – 19 were less than 0.05 therefore our null hypothesis rejected and alternative hypothesis accepted. It may also said that there is significance amount of differences in consumers buying behaviours towards local goods and foreign goods during COVID 19 outbreak.

Conclusion: The COVID-19 pandemic has brought unprecedented challenges not only affected economic condition but also change the psychologically thinking which has broken and they never become normality. It is believed that during COVID-19 demand for foreign goods drastically reduced because of many reason such as lack of purchasing power and majority of the people thinking about revival of the economy. Most of the people shift their buying behaviour towards local goods especially

lower middle class and middle class family. Even now consumers are aware about domestic power and domestic strength therefore majority of the people purchasing 'Made in India' goods.

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