



Emerging New Trends in Consumer Behaviour During The Covid-19 Pandemic in Uttarakhand

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Abstract

Consumer behavior has become the main subject of study in the present scenario of COVID-19 as consumers are the kings of the markets. No economic activity is possible without consumers. All activities of a business establishment are governed by consumers and consumer satisfaction. Marketing study is based on consumer buying behavior; Consumer buying behavior depends on the attitude of the consumer and the social situation and scenario. Consumer behavior has been an important aspect of marketing. What changes have youth made in their consumption habits to deal with the 2019 global pandemic crisis COVID-19, will they stick to these new habits or will they return to old habits? Used to characterize and isolate different perspectives on consumer research. The worldwide pandemic has changed the traditional view of consumer behavior to a great extent. The research effort aims to gain a better understanding of consumer behavior during the pandemic. This research paper mainly focuses on young customers and their purchases, a descriptive type of research design used in behavioral studies in Kotdwar city. The sample size is 100. Feature sampling technique has been used in the research. The information is collected through a structured questionnaire. The data has been analyzed using Excel and various. Statistical tools, conclusions drawn from data analysis.

Keywords: Covid-19 pandemic, consumer behavior, Embracing Digital Technology, social media, New Trends in Consumer Behaviour

Introduction:

Consumer behavior has always been of great interest to marketers. The buying behavior of a consumer is influenced by cultural, social, personal-psychological, and natural factors, most of these natural factors are uncontrollable and out of the hands of marketers but they should be considered and studied. The COVID-19 pandemic is a significant threat to the public health sector. In light of the dynamic growth of infections,

it has been decided to implement special safeguards to contain the spread of the virus. Apart from items of daily use, the reduction in the activity of shopping galleries, grocery stores, and gastronomy directly affected the change in consumer behavior. The COVID-19 pandemic has affected markets around the world and changed consumer shopping. The complexities of the market are increasing rapidly along with consumer preferences. This research is being presented in an attempt to understand the complex behavior of consumers. The presented paper provides a simple overview of consumer behavior. The COVID-19 pandemic has also disrupted consumer shopping habits and daily routines. Consumers are learning new habits by improving old habits. At present, it is not necessary to go to the shop, because now the shop comes only at home. New habits are also emerging in new ways to cope with the advancement of technology, changing demographics and the expansion of work by consumers, the blurring of the boundaries of leisure and education due to the pandemic. The landscape of how people use the product is changing during the COVID-19 pandemic. The pandemic has changed not only consumer tastes but also their taste and behavior. The research is related to the topic, "Consumer Behavior: A Study of Young Consumers in Decision Making." The study is based on today's scenario of processing and procurement of products. Technological change has led to changes in the pandemic. The study is based on the survey method. In this, a questionnaire is made to collect the information. To know the emerging new trends in consumer behavior, the questionnaire has been prepared mainly on the following basis points

Emerging New Trends in Consumer Behavior

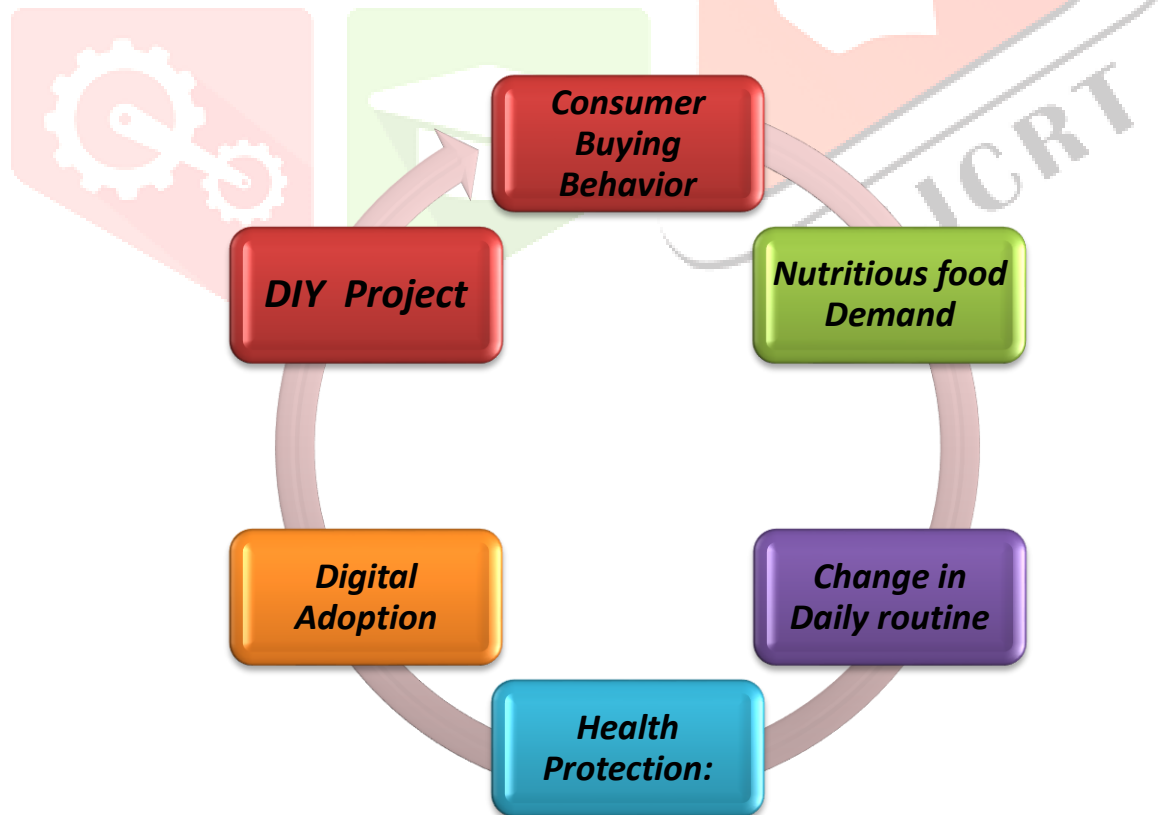


Figure 1

Consumer buying behavior: The behavior of consumers to spend has changed due to change in income. Consumers are spending most of their expenditure keeping in mind the priority order of essential goods. Along with basic necessity, other items are now becoming more important like medical and health care, transportation, communication, etc.

Nutritious food Demand: The demand and need for the supply of nutritious food has increased during Covid-19, and the pandemic has further increased public awareness of its benefits. The need for organic farming is growing globally, and innovative technologies are driving farmers to do the same, helping them grow more produce in less space. Not only farmers, currently the consumer class grows their vegetables in indoor spaces free from pesticides or herbicides according to their needs and conditions. A 2019 study reported that global urban farming is expected to reach \$288.71 billion by 2026.

Change in daily routine: The COVID-19 pandemic has set a new daily routine for everyone. In this challenging time, we need a new daily routine to deal with the situation better. However, applying some structure to our days can help us maintain our health, our productivity, and our social and emotional well-being. Have or establish healthy habits. Exercising regularly is included in healthy habits. If you were living a healthy lifestyle before getting hit by the corona virus, don't stop now! It's important to keep our bodies healthy and our immune systems strong - especially in the face of a pandemic. If your lifestyle wasn't the healthiest before, why not use some of this spare time to improve it now.

Health Protection: COVID-19 is having a detrimental effect on health. Public health and social measures to contain virus transmission are having widespread adverse consequences. Loss of employment and income has exacerbated food insecurity, partially or completely disrupted health services around the world, and adversely affected many measures in terms of mental and physical health. The negative health effects of COVID-19 are being felt disproportionately by populations living in vulnerable conditions, exacerbating existing health inequalities. While introducing measures to reduce the impact of the pandemic has been instrumental in improving health to prevent a global crisis, it has a positive impact on measures to reduce the impact of the pandemic.

Digital adoption: The COVID-19 crisis has reinforced the importance of communication infrastructure and services, with more and more people going digital post the COVID-19 crisis, a complete skill set in terms of literacy, numeracy and problem solving in a digital and technology-rich India is moving forward with In the era of COVID-19, there are increasing efforts to carry out more sophisticated activities, using digital tools more efficiently. Consumers are now making use of better options online and digital.

DIY Project: There has been an increase in the number of consumers adopting a DIY (Do It Yourself) approach during COVID-19, with people trying to do more work themselves rather than getting others to

do it. This can include trying to do as many tasks at home as possible, going to the market less, working out more at home and spending less time in the gym.

Literature Review:

Akshay Kaushal (2021) in their research paper examines the impact of government-imposed restrictions and when it comes to technology and online, an attempt has been made to understand customer buying behavior change as a modification. This is the only way to affect all Social Security, a change in consumer behavior can be seen even when conditions return to normal.

Bharat Patil and Nerita Patil (2020), In the study an attempt has been made to understand the increasing trend of black marketing in the markets during the pandemic and the new problems of profiteering in the disaster. In this study, an attempt has been made to understand the disruptive factors influencing the buying behavior of the consumer and to suggest the consumers be ready for preventive measures.

Jadish Sheath 2020, the researcher studied the significant disruption on consumer behavior in the covid-19 lockdown and social distancing. All consumption is time-bound and time-bound. With the flexibility of time but the rigidity of space, consumers have learned to improvise in creative and innovative ways. , they are exploring the possibility of adopting new technologies that facilitate work, study, and consumption more conveniently. With the adoption of digital technology, the possibility of change in existing habits can be seen. As a result of all this, change in consumer behavior is paramount.

Elias Thais Macao and Nita Suede 2018, This study has proved that consumer preferences change with different durable goods. There is little balance between the cost value of durable and reliable (quality). Consumer buying decisions of durables are influenced by product quality, features, and cost price. Consumers value quality as their top priority. The durability and reliability of the item. The quality is not only limited to durability and reliability but also after-sales, the consumer is ready to get the quality of Vast at any cost.

V Enogen and T Subhaskaran 2015, in their research, have studied several determinants of consumer buying behavior, listing some of the factors that influence culture, social, psychological, personal, and others, consumer preferences are determined by several aspects. such as certain alleged products, alleged prices, alleged locations, and these include alleged promotions.

AC Pandey & MK Pandey (2013) Studying the influence of brands in influencing lifestyle, the researcher concluded buyer behavior as one of the major factors affecting purchases. They concluded that there was a significant association between gender and age in buyer behavior. The second was that there was no significant correlation between gender and location of consumer durables on each purchase by consumers.

Objective:-

- a) To study the positive and negative attitudes of consumer behavior in the present context
- b) To study the various real factors influencing consumer buying behavior during the period of the COVID-19 pandemic
- c) To study new rational aspects of youth consumer behavior and study their attitudes

Research Methodology:

A systematic approach of acquiring relevant data and interpreting the data in a structured and organized manner is essential to perform successful research, which covers the methods for gathering relevant data, analyzing data, and interpreting the data to make relevant decisions. The current research was carried out among young customers aged 15 to 29 in the Pauri District, Uttarakhand. For the study, a total of 100 people were surveyed. The relevant data were collected using a convenient sampling method. Since the study is based on primary data, a self-designed questionnaire was used. In addition to primary data, secondary data was obtained from journals, magazines, textbooks, and the internet. The data was analyzed using tables, percentages, and pie charts. Also, the Likert Scale has been used.

Data Analysis:**Table -1: Demographic Profile of Respondents**

	Category	No of Respondents	Percentage
Gender	Female	65	65.0%
	Male	35	35.0%
	Total	100	100%
Age	18-21	46	46%
	21-30	25	25%
	30-40	29	29%
	Total	100	100%
Educational Qualification	U.G	42	42%
	P.G	21	21%
	Professional	15	15%
	Other	22	22%
Occupation	Private Job	11	11%
	Government Job	07	07%
	Entrepreneur	13	13%
	Other	15	15%
	Student	54	54%

Table No. 1-Above shows the demographic characteristics of the respondents:

As per the table, the total respondents include 35 male and 65 female respondents. The percentage of total female respondents is 65 which is much higher than that of total male respondents. The percentage of respondents between the age group of 18-21 years is 46%, as per the age group, 25% among the age groups of 21-30 years, 29% among the age group of 30-40 years. The table shows that 42% of the respondents are graduates, 21% are postgraduates, 15% of the respondents have vocational education/professionals and 22% have other qualifications. As per the data, 11% of the respondents are engaged in the private sector, 07% are involved in government service, 15% of the respondents are in other professions and 54% of the respondents are students.

Table No. 2- Classification of Impact of COVID-19 on Respondent Behavior:

Category	No. of Respondents	Percentage of Respondents
Yes	85	85%
No	15	15%
Total	100	100%

Source primary Data

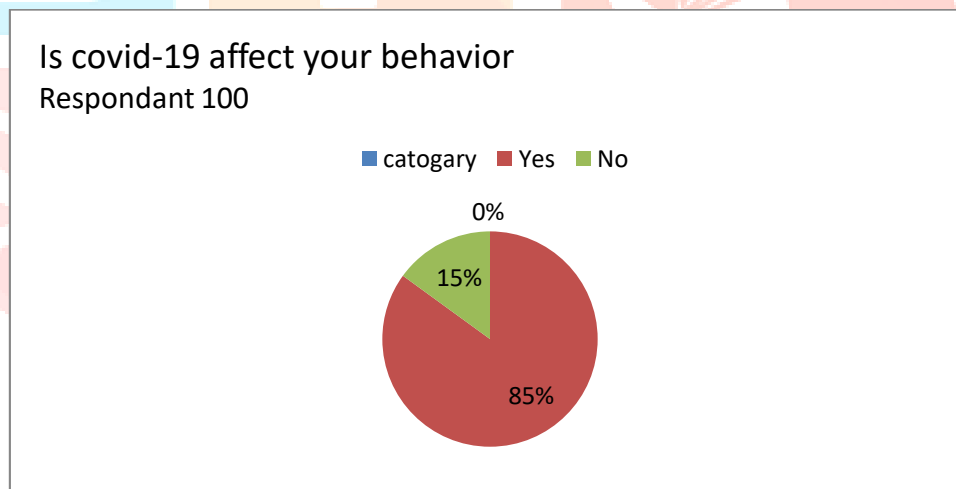


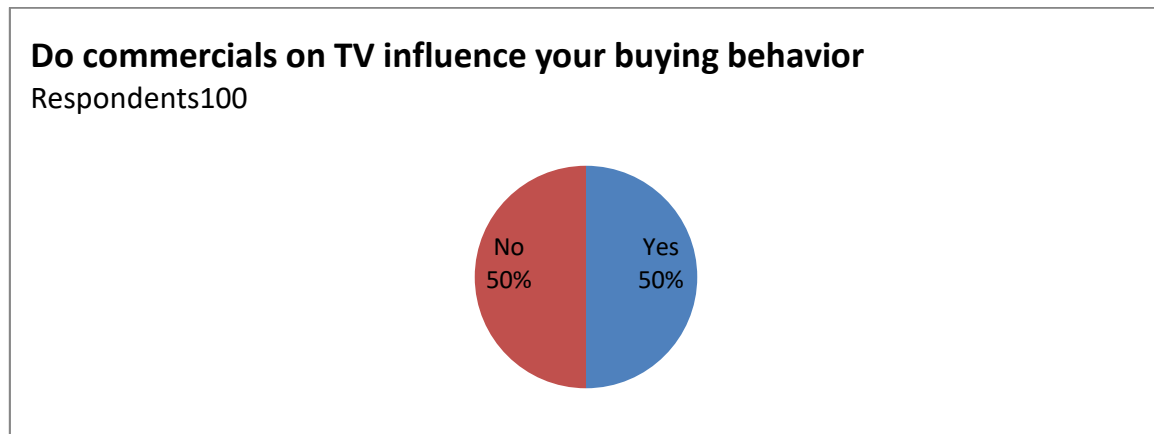
Table-02

According to the survey, 85% of the respondents agree that consumer behavior and their buying decisions have been impacted by the COVID-19 pandemic. On the other hand, according to 15% of the respondents, the COVID-19 pandemic did not affect their behavior at all. According to the data obtained from the survey, due to the high number of respondents adopting the change in behavior during Covid-19, it can be said that there has been a change in consumer behavior due to Covid-19.

Table No. 3- Classification of respondents according to the influence of TV commercials over purchase decisions

Category	No. of Respondents	Percentage of Respondents
Yes	50	50%
No	50	50%
Total	100	100%

Source- Primary Data

**Figure 03**

According to the survey, 50% of respondents agree that advertising on television influences their purchasing decisions. On the other hand, television advertising does not affect the purchasing decisions of 50% of the respondents. According to the data obtained, it can be concluded that television advertising alone did not influence consumer behavior 100%.

Table No. 4- Consumer habits changed by the Covid-19 pandemic

Category	No. of Respondents	Percentage of Respondents
Change in Food Purchase and Eating	05	05%
Change in Daily routine	22	22%
Safety measures influence	18	18%
Freshness and healthiness	15	15%
Quality and cost consciousness	11	11%
Entertainment	06	06%
Behavioral use of Digital & Technological	09	09%
Educational Change	14	14%
Total	100	100%

Source- Primary Data

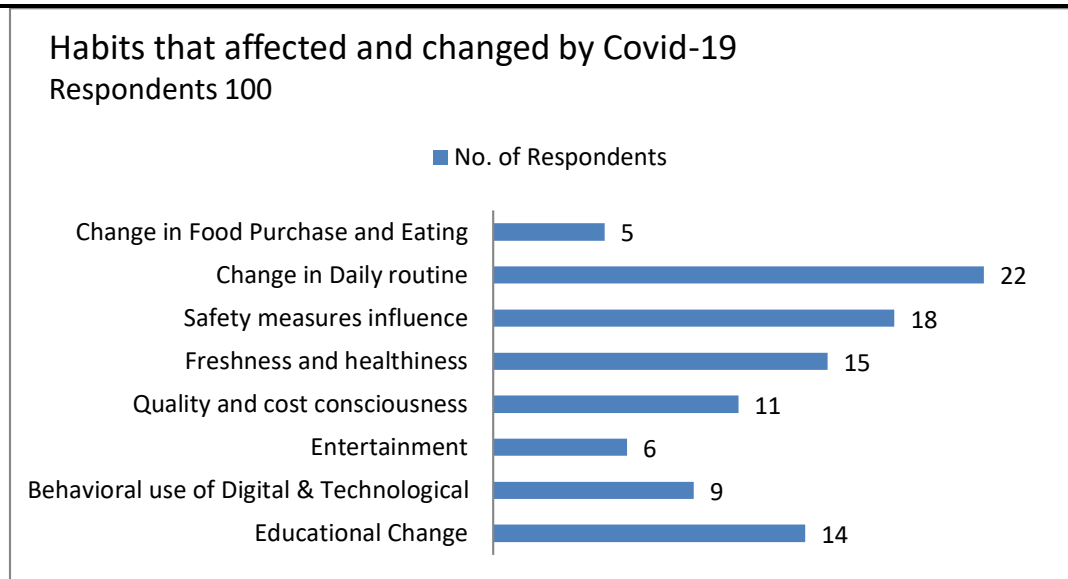


Figure 04

The consumer habits that have been affected and changed by covid-19 are shown in variable table number 4, according to the survey results, covid-19 must have affected one or the other habits of 100% of the respondents. To get information about which consumer behavior habits have changed during the Kovid-19 epidemic, an attempt was made to know eight main consumer-related habits in the research paper quiz. According to the data obtained from the survey, 05% of the 100 respondents accepted the change in behavior towards food purchase and change in eating habits, 22% changed the daily routine, 18% of the respondents increased awareness of safety measures, 15% reported an increase in freshness and health habits, 06% reported a change in their entertainment behavior during the pandemic and, 09% of respondents adopted an increase in their practical use of digital and technology, 14% of students Accordingly, there has been a change in their academic study habits. According to the survey, it is concluded that there has been a change in the behavior of all the respondents according to age, situation, and condition.

Table No. 5- Classification of factors influencing consumer behavior during the COVID-19 pandemic according to respondents

Category	No. of Respondents	Percentage of Respondents
Social Factors	31	31%
Economical Factors	31	31%
Psychological Factors	12	12%
Health Factors	26	26%

Source- Primary Data

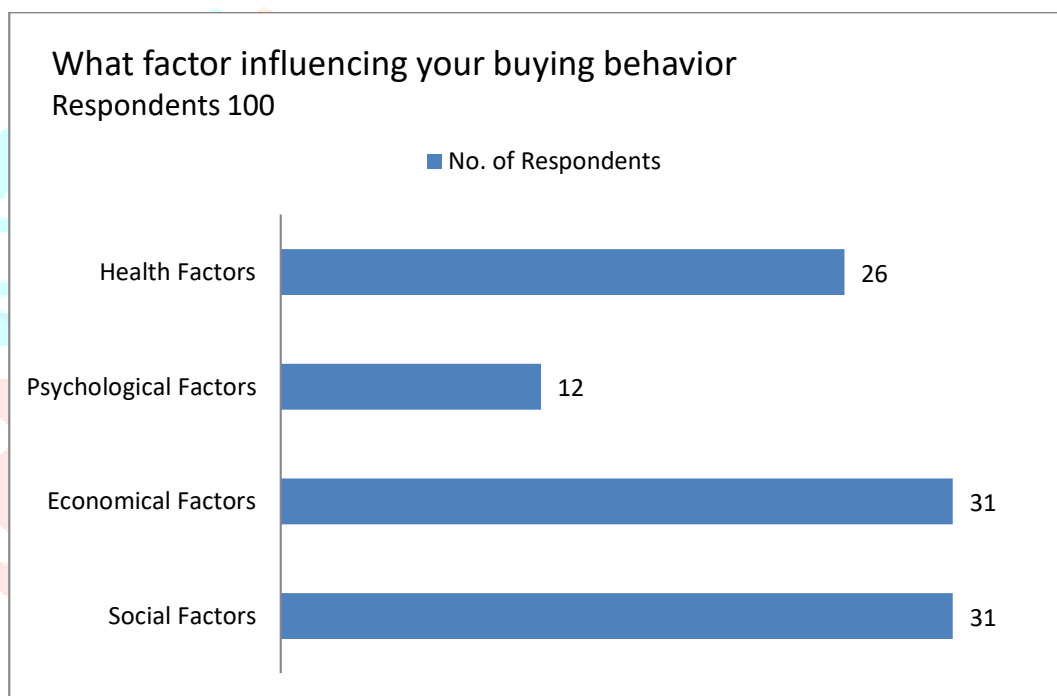


Figure 05

Consumer behavior during Covid-19 has been influenced by various factors. According to the survey results, social situation factors influenced the behavior of 31 percent of the respondents during the time of the Covid-19 pandemic. Economic factors influenced the behavior of 31% of the respondents, psychological factors influenced 12% of the respondents, and health factors affected the remaining 26% of the respondents.

Table No. 6- Classification of the respondents how much they agreed with certain statements. (Out of 100)

Statements	Number of Respondents	
	Response	Count
Covid-19 has made consumer behavior stagnant forever.	Strongly Agree	42
	Agree	36
	Neutral	15
	Disagree	11
	Strongly Disagree	02
Digital adoption has increased due to covid-19	Strongly Agree	35
	Agree	47
	Neutral	15
	Disagree	05
	Strongly Disagree	02
Awareness about health and well-being has increased than ever before	Strongly Agree	35
	Agree	40
	Neutral	19
	Disagree	13
	Strongly Disagree	05

Source- Primary Data

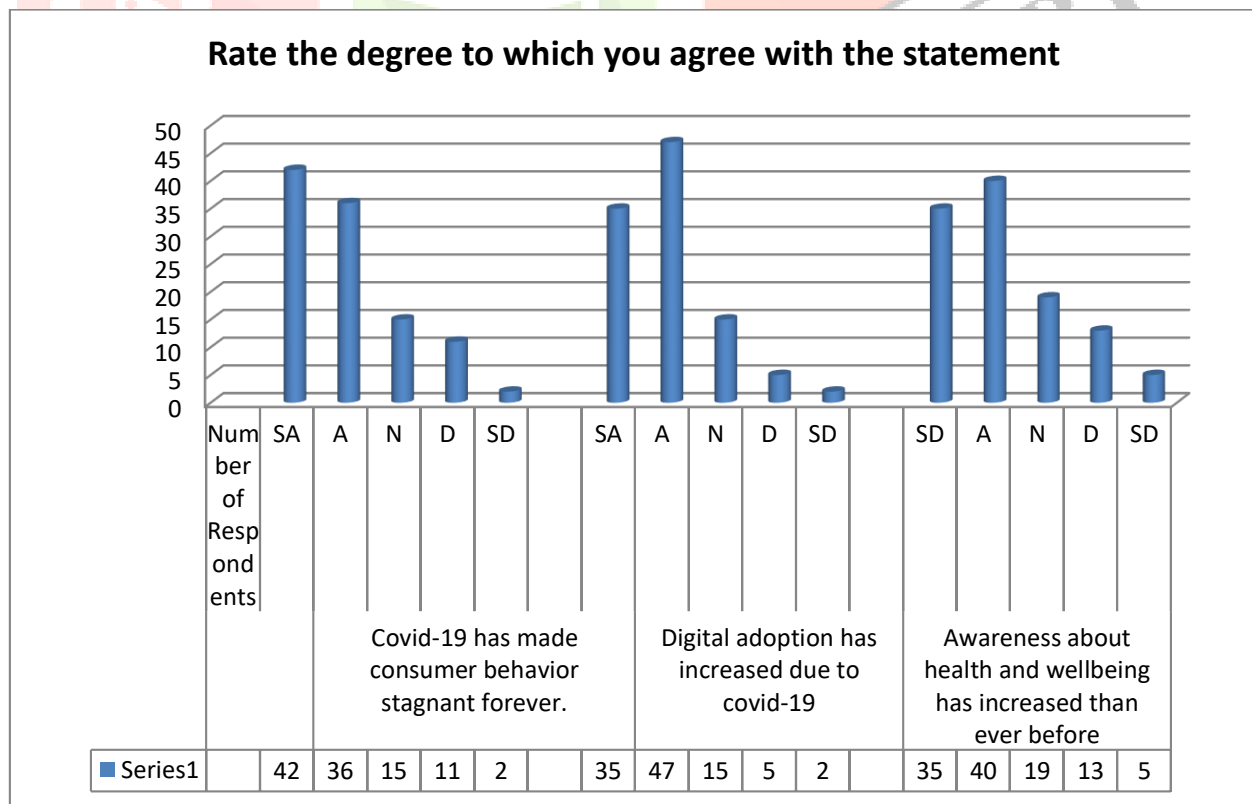


Figure 06

As shown in the above table and graph, 36 % of the respondents agree that COVID-19 has permanently stabilized consumer behavior; however, 11% of the respondents disagreed with this statement. 11% of the respondents are neutral to the statement, 42% strongly agree and 02% strongly disagree that consumers are unstable towards changing behavior due to Covid.

According to 40% of respondents, digital adoption has increased due to COVID-19, 19% of respondents are neutral, 35% strongly agree, and only 5% strongly disagree that digital usage increased during the pandemic.

According to 40% of the respondents, awareness of health and well-being in covid-19 has increased more than ever, 19% of the respondents are neutral to the statement that awareness about health and well being has increased more than ever. 35% strongly agree, and only 5% of respondents strongly disagree with the statement.

Limitations of the study:

- 1) Geographical Area of Research The scope of the study was up to Kotdwar city only.
- 2) The respondent's reluctance to answer the questionnaire.
- 3) Research was not conducted across the state due to time and economic reasons
- 4) The functional scope includes consumer buying behavior among young customers

Conclusion:-

The COVID-19 pandemic has led to a significant change in consumer behavior. Consumers have learned to employ creative and innovative digital methods. Since the consumer is not able to go to the store for daily purchases, the consumer has to go through other options. As the pandemic situation has escalated, consumers have become accustomed to adopting the habits of performing their tasks without leaving the home for long periods of time; they are more likely to adopt new technologies. Who work, study and consume in a more convenient way. Digital technology has the potential to change the current situation. Changes that provide positive experiences through COVID-19 are likely to be long-lasting, particularly driven by convenience and wellness, such as increased digital adoption, value-based shopping and health awareness. Changes in consumer behavior will require consumer decisions to be rapidly adapted to the situation. The study said the pandemic has prompted consumers to address the challenges, using digital to learn and play, as well as work from home and enjoy doing so.

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