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CONSUMER BEHAVIOUR OUTBREAK ON COVID-19 POST PANDEMIC.

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ABSTRACT

Consumer behaviour is a complex and dynamic field that investigates how individuals and groups make decisions when purchasing, using, or disposing of goods, services, ideas, or experiences. It is an interdisciplinary area of study, drawing insights from psychology, sociology, economics, and marketing to understand the motivations and influences behind consumer choices. By covid-19 pandemic the situation, environment has changed a lot, consumer's which prefer for going offline shopping directly contacting the seller after pandemic the things have totally changed, they prefer online shopping, ordering contactless and the guidelines which were given by Government impacts on consumer behaviour by shopping less and saving more and wasting less. In this chapter, the authors will discuss the consumer behaviour on pre and post pandemic Covid-19 Environment. You will know about the consumer behaviour how they deal with the dealer/seller at the time of post pandemic.

Key words: pandemic, covid, consumer behaviour

1. INTRODUCTION

The novel coronavirus (COVID-19) was found in Wuhan, China, in December 2019 (Lu H et al, 2020). Immediately the virus was spread all over the world, which results in this pandemic situation. Internationally, the governments imposed social distancing and home quarantine and other methods to stop the infectious disease (Gorbalenya, 2020). By this the situation and environment totally changed for consumer's, the pandemic (COVID-19) changes the life and buying behaviour based on their socio-economic backgrounds. COVID-19 has disrupted humankind in a manner not seen previously, infecting 6.5 million people while leaving millions unemployed (Hensher, 2020) while loss of many lives, occupation and their current situation are well-articulated impacts of COVID-19, the loss of routine and economic life. By this people were losing civic sense and many people started considering it like untouchability, but many people were helping each other in adverse situation. Government implemented guidelines, were the reasons which led to decrease the Crisis, by this consumer were somehow scared of using products or things because COVID-19 was the virus

in which it was affected and spread by contacting each other that's why the consumer behaviour was affected. In pre times the consumer used to go and shop and visit also but after the crisis consumers are preferring online suggesting more consumer to prefer online to go for safe contactless shopping, payments etc. In which by this pandemic cause many people are benefited by consumers and many people are bearing losses. COVID-19 played a pivotal role in developing technology and trusting online and making the algorithms of AI and website's more powerful. Due to it things are affected like customer relations, market trends the demand of offline products less the life of a street vendor's local shopkeepers and the people who are self-employed by very adverse conditions, service providers, tiffin providers and many more their lives are affected, and no one takes the responsibility of them. Where humanity exists there are some left, behaviours of consumer much affected the business environment. And the online Sharks are conquering in today's World.

2. REVIEW OF LITERATURE

Adaptations in peoples buying behaviour due to COVID-19 are reviewed in the existing literature we show changes in consumers' needs and demands induced by events that are environmental, social, biological, cognitive and behavioural in nature. In past years, many viruses such as flues, influenza were in the chain then also it didn't affect much in consumer's behaviour. Recently, adaptations in consumers' buying behaviour due to COVID- 19 have been studied under various themes (Kansiime et al., 2021; Laato et al., 2020; Pakravan-Charvadeh et al., 2021; Pantano et al., 2020; Rayburn et al., 2021). Gordon- Wilson (2021) noted that external influences such as COVID- 19 affected 'consumer's feelings for self- control' by changing their shopping behaviour, type of shopping and preference of store format, and consumption of unhealthy snacks and alcohol. Highlighted the influence of protection motivation in explaining consumers' commitment to hygienic behaviour, prioritization of local restaurants, and conscious consumption. Many of the consumers are not preferring till now also which has taken a scared place in their heart which is untreatable and unforgettable, many of them (affected people) are having lifetime trauma in which they have lost their loved ones and living a very simple life and therefore their relatives are also preferring what they are preferring. Consumer behaviour has evolved in times in e-commerce and offline business also which has a vast impact on market which can lead to higher demand of things contactless and online. Eroglu et al. (2022) revealed that the crowding in retail stores significantly affects the shopping satisfaction of consumers during COVID- 19, which is mediated by customer- employee rapport. They further argued that such relationships significantly differ based on consumers' perceptions about the appropriateness of retailer precautions, the severity of threats, and vulnerability to COVID- 19. By my Survey people who are able to prefer online are preferring online and the people who can't afford they are using the past lifestyle only following up the guidelines of COVID-19 due to it the Locals are focusing on the needed ones excepting the ones who were not in the flow of buying, suggesting offline, it helps the locals to make market trend up again by supporting them due to pandemic many of the things have stopped after the pandemic cause was over again the market is in flow but one benefit is done to e-commerce due to pandemic is many of the consumers prefer e-commerce, because it provides perfect deal with their consumers and have better customer care support. The present study also deals with the shifts in consumption behaviour and product substitution behaviour among consumers that were observed during COVID- 19. However, our study is quite different from the existing studies in the sense that we attribute such shifts in consumption and product substitution behaviour to how COVID- 19 has impacted the Consumers' way of life. Product substitution is also in the flow like someone is using different products but the same formulae due to the pandemic causes, during pandemic the people don't prefer outside things instead of buying something they are making or developing at home only. Many of the vendors, Locals are benefitted also due to the cause like the people who were not preferring and trusting their locals shopped at that time because of unavailability of things and now they are good consumers.

3. RESEARCH METHODOLOGY

The research design provides the conceptual framework that shapes the research process, acting as a blueprint for the collection, measurement, and analysis of data. This study is entirely theory-based, adopting a qualitative approach to systematically explore theoretical constructs in a structured manner.

It deals with the people who are changing their decisions after the post pandemic and adopting new lifestyle and preferring other items online or from any other places and people are converting to E-commerce after post pandemic and having new demands and needs. The data we have will cover the topics of post pandemic COVID-19.

4. CONSUMER BEHAVIOUR DURING COVID-19 PANDEMIC

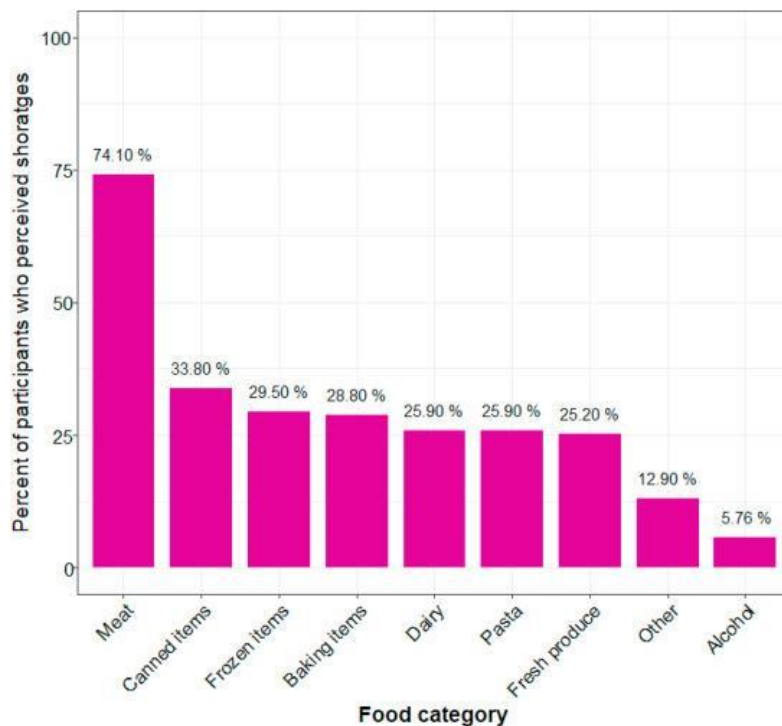


figure 4.1

As shown in the above (fig. 4.1) the consumer behaviour during the pandemic COVID-19 the needs and demands and change in their life, thinking etc.

The highest need product at pandemic was Meat by 74.10% which was a serious topic to discuss because the pandemic COVID-19 was driven or started by animals in China's market and then also people are preferring the meat how strange it is. It shows the adoption of the new lifestyle.

And the figure shows that the least used product at pandemic time was alcohol and through my surveys people say that alcohol treats your body to have strength for fighting with coronavirus and then also they are using less alcohol

It is very good to less the intake of alcohol but at that time the peoples were totally changed their brains were washes by some of the myths and they are performing like anything.

The unhygienic items were consumed more at the time of COVID-19 pandemic, and which was not a good sign of health affections. It is due to the people who are at the home only their minds were not working because they loss their routine and are addicted to unhygienic items. And you can analyse more by seeing the above given graph.

5. HOW IS COVID-19 IS CHANGING THE CONSUMER AND E-COMMERCE TRENDS?

As shown in figure 5.1 that the people were preferring more online buys and shopping because of the pandemic due to it the slogan 'spending less but buying more online than store' was true by 23.55%.

There are some people who deals with both online and offline stores as shown in fig 5.1 by 22.8% they are actually the smarter people who compares both online and offline.

Some people are there who don't use to spend anything, but they are preferring to buy online it is shown by 8.15% and some are also there who don't spend at all but prefer both online and offline by 4.55%.

And some of the consumers are still preferring to spend in stores because of their PR's (personal reviews) as given by 15.7%

And the consumers who are taking benefit on both online and offline stores are up by 17.5%.

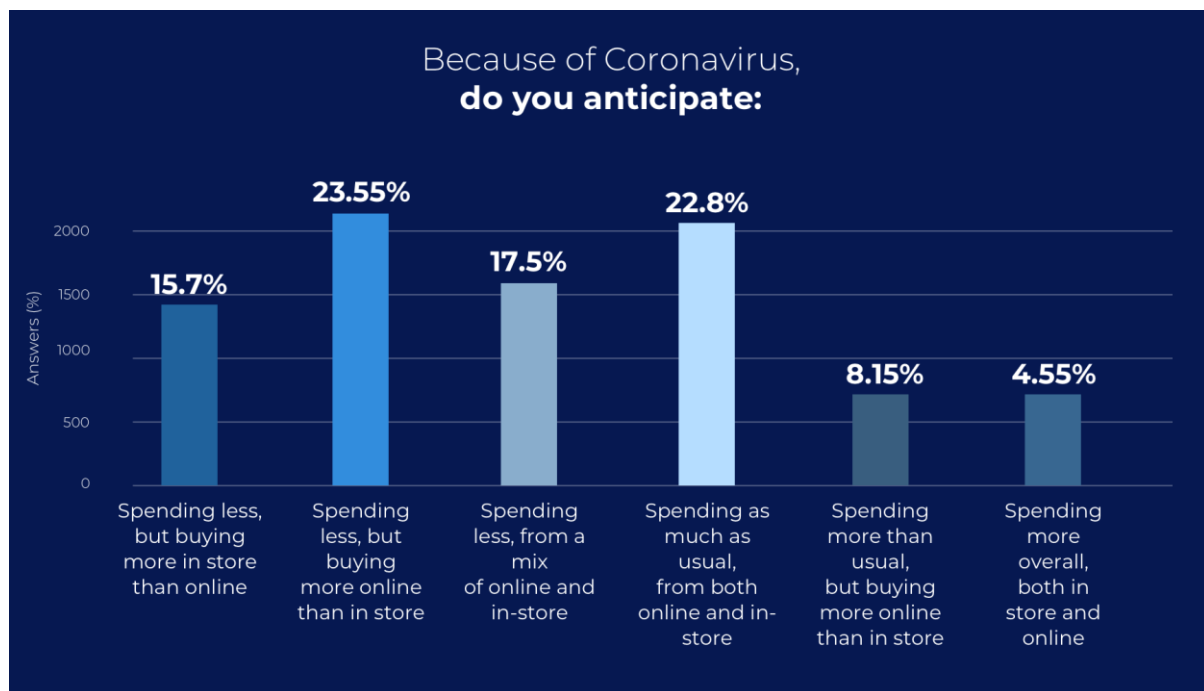


Figure 5.1

6. UNEMPLOYMENT RATE OF 2022 IN INDIA POST PANDEMIC COVID-19.

As shown in the figure 6.1 the unemployment rate of India during the covid-19 pandemic it was started at the 7.5% point and then stretched to 23.5% which was a great stretch in past years because of the pandemic many of the shops things, work were stopped for a long period of time. To overcome of this problem people started home business for employment and a specific income which can help in their growth. During this many of the people who is not aware by anything in the world and was unknown make employment by social media platforms and grow their career by reels, YouTube videos.

And after that the unemployment crisis also come to an end which give a big relief to people affected, by 2022 ending all the things were normal the time of 2019 march – 2022 September was very peak time of every crisis: unemployment, education, shopping meeting offline.

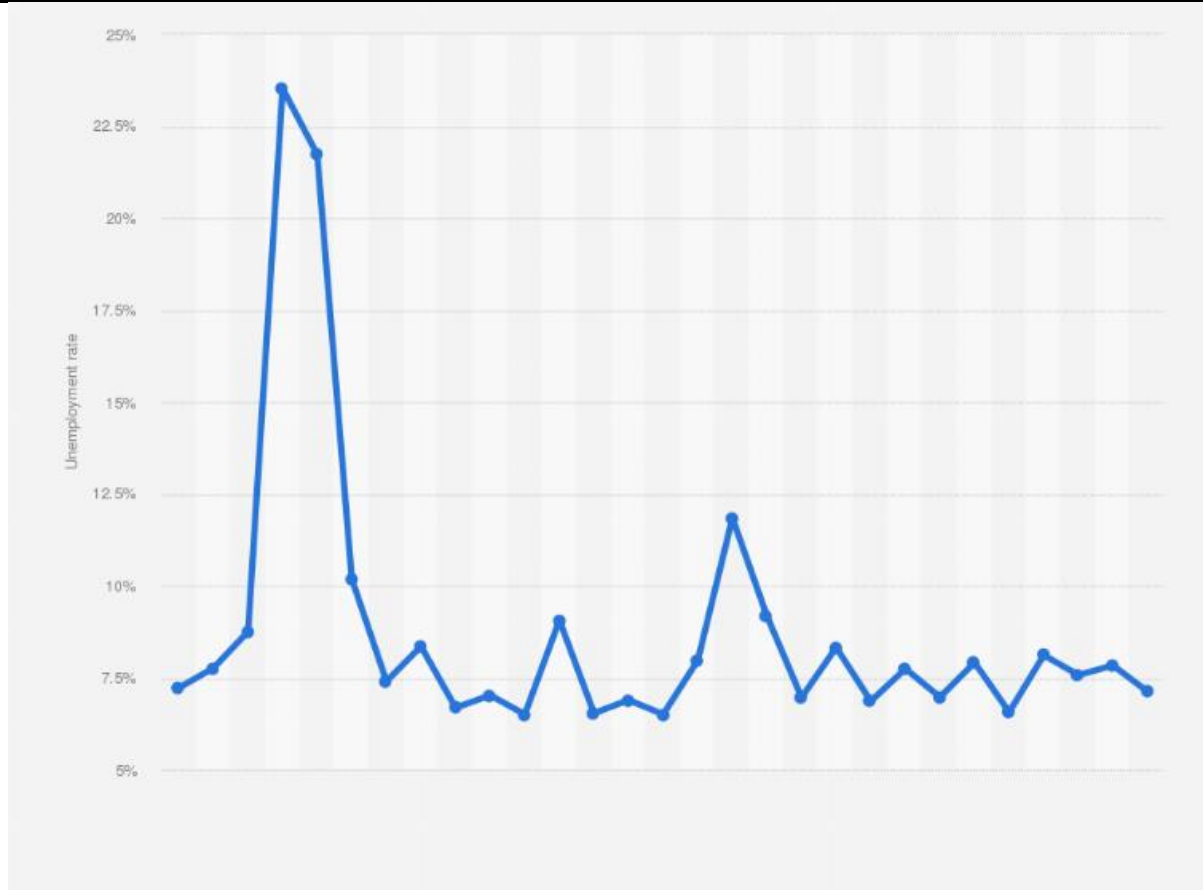


Figure 6.1

Due to pandemic people come to know about the life in adverse conditions how to manage WorkLife balance and many things which were not seen or faced before.

7. ONLINE VS STORE (OFFLINE) SHOPPING DURING PEAK TIME OF COVID-19 PANDEMIC.

As shown in the given figure 7.1

Retailing store except automotive fuel are:

In peak at store (offline) theme by 80% & 70% and in 2019 & 2020.

And in online it is very less in 2019 & 2020 by 20% & 30%.

- Predominantly food stores.
- Department stores.
- Textile, clothing and footwear stores.
- Household goods stores.
- Other stores.

All the above stores (offline) are in profit by consumers during pandemic and post pandemic. And the online stores are not much in trends.

But some Non-store retailing are in profit from online and the loss is showing in offline store because of some reasons like the payments and making contact shopping during the pandemic.

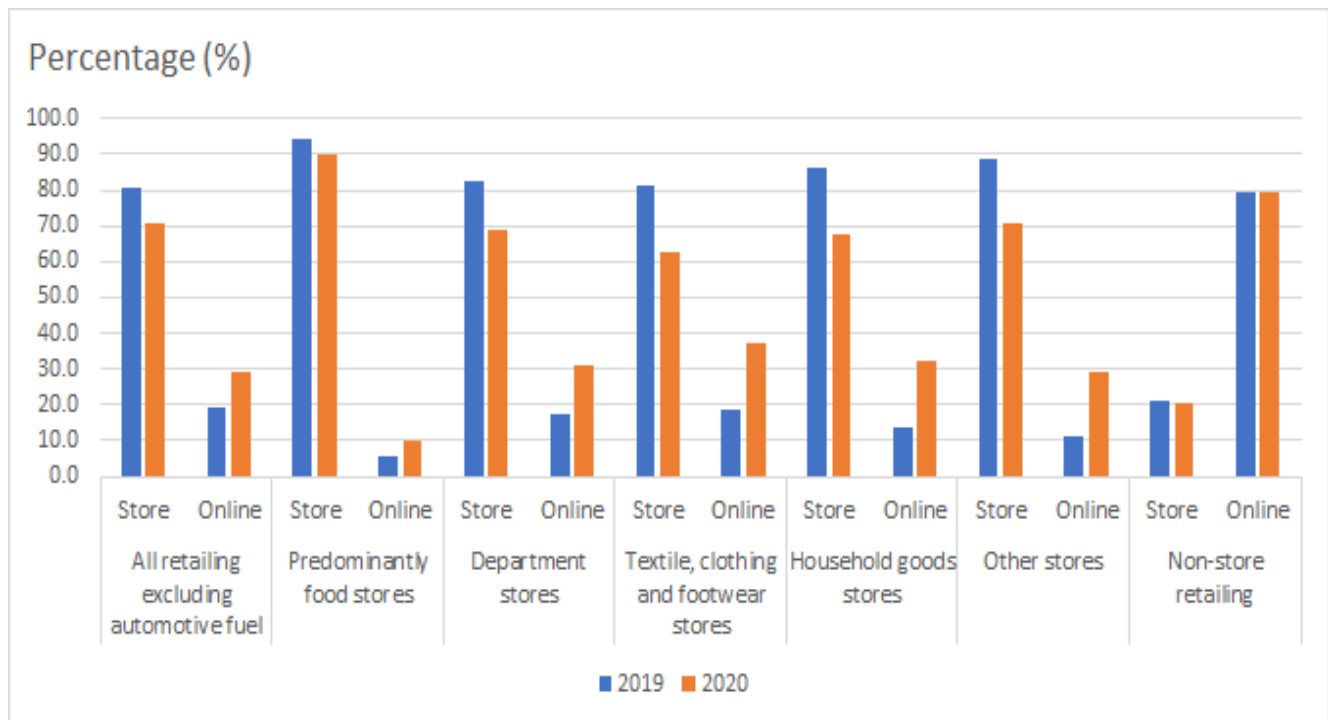


figure 7.1

CONCLUSION

Consumer behaviour is a dynamic and complex field that requires a multidisciplinary approach to understand the various factors influencing consumer decisions. By understanding the psychological, social, cultural, and economic influences on consumer behaviour, businesses can develop effective marketing strategies, create innovative products and services, and build lasting relationships with their customers. As consumer preferences and technologies continue to evolve, ongoing research and analysis of consumer behaviour are essential for businesses to remain competitive and meet the changing needs of their target audience. As the COVID-19 pandemic teaches us a lot by the consumer behaviour and market trends and how to deal with the adverse conditions and how to become a pillar for needed one and how to choose the perfect shopping, service and many more which affect our lifestyles. COVID-19 pandemic told us how people change adopting the environment and move On's quickly without reacting and thinking about the customer relations and spend, prefer good and more attractive things.

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