



IMPACT OF COVID 19 ON BUYER BEHAVIOUR -A STUDY ON SELECTED CONSUMER PRODUCTS IN HYDERABAD, TELANGANA

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ABSTRACT

In present covid-19 the buyer behavior will be changing day by day. The buyer behavior will change in the Covid period on regular buyer buying behavior. The associated changes need to bring in our seller's partners serving the marketplaces online. Will the changing buyer habits will have an impact on the way online and offline business .The study covers the impact of buyer behavior on fast moving buyer goods in Hyderabad in Telangana State. The study reveals the impact of buyer behavior during the covid-19 on online and offline market.

Keywords: Covid-19, Technology, Costumer Behavior, Online and Offline Market.

Introduction:

Buyer behavior: there is a lean ship in the buyer demand and not only limited to grocery but also is lifestyle products we need to be sharp enough to pick the products. The new trends in FMCG are vegetables, Sanitizers, body sanitizers and surface sanitizers etc. The buyer changes the shopping habits in the pandemic situation due to the mandatory mask products have gone to down and other maintenance products sales have raised. The customers looking to invest more in products and services that provide comfort at home and thus leading to enhance the luxury products.

Internet shopping is to buy things online. Online shopping is economical, convenient and also safe just as you shop from a store. Online shopping is done from the online stores which are called e-store. You can buy products and services from here without going out and without wasting any time. Customers need not to roam about in the markets or shopping malls. Customers can buy both the product and services with the help of online shopping. Online shopping is used for various transactions which can be done through the application of ecommerce or electronic commerce. There are many e-shops on the internet from where you can shop online to fulfill the needs and desires. Some of the popular e-shops are myntra.com; ebay.com etc. customers can browse through the website and can choose the item of your choice. You can buy products and services from e-stores and at any time as internet is available 24*7. Online shopping behavior also called as Internet shopping buying behavior refers to the process of purchasing products or services via the Internet. (Liang and Lai, 2000).



The growth of online shopping is increasing at a rapid rate in Hyderabad by replacing traditional store shopping habit of the substantial number of buyers. Google search engine said that last year most players saw over 350% growth in daily sales and the festival saw participation from all over India with 50% buyers making online purchase for the first time. Rajan Anandan, managing director, Google India, had this to say about the GOSF: "With over 200 million internet users in the country, more and more users are opting to shop interenet and fuelling the growth of both large multinational and domestic companies. India's e-commerce market grew at a staggering 88% in 2013 to \$16 billion, riding on booming online retail trends and defying slower economic growth and spiralling inflation, according to a survey by industry body Assocham. "The increasing internet penetration and availability of more payment options boosted the e-commerce industry in 2013 in world," Assocham secretary general DS Rawat said. "Besides electronics gadgets, home and kitchen appliances, apparel and jewellery etc.,

Technology: in the post covid-19 travel will be restricted thus routine sales and account management meets and face to face (F2F) interaction will be a outmoded. We have to prepare the ecosystem for an on-call support. We also need to think laterally and educate our seller partners on the benefits of online. This is the time to learn technology for our own survival.

Buyer ordering pattern: over the years ordering of products the customers have shifted to online, but covid-19 period we expect a further spike an in this transition. Many people returned from metro to their home places in India and ordering the products their family on the convenience of online shipping. in this trouble time online marketing will help leading online companies differentiate themselves form their competitors based on the experience that they deliver to their customers to serve better. The study was covered the buying decision factors effecting on buyer form online and offline.

Literature Review:

Badorf & Hoberg, (2020). The weather is another crucial factor affecting buyers' choice of choosing brick and-mortar retail over online shopping , Sales can significantly increase or decrease, depending on the forecast. In their report, stressed that the turnover could fluctuate up to 25.9 percent based on the weather. Online shops, on the other hand, are not dependent on the weather.

Sarkas & Das, (2019). Since brick-and-mortar stores underlay ongoing running costs such as water and electricity, the overall operating costs are significantly higher than online stores and make it more challenging to compete with online retailers' extreme sales actions.

Ahmed et al. (2020) suggest that high service quality increases the buyers' purchase intention to buy on the desired website. Moreover, the study highlights that high service quality can directly affect the buyer's choice of revisiting the online shop

(Jiang, Yang and Jun, 2018) Online stores have implemented several new features to improve the shopping experience. New presentation features such as easy product description



or buyer review systems help buyers easily find their best personal fit. Short product descriptions and a review section can help fasten the information search and achieve a higher shopping convenience. Additionally, online shops maximize their customers' convenience by implementing easy and known payment methods. If the provided payment methods are too complicated, the online store reduces buyers' shopping convenience and risks shopping cart abandonment.

Objectives of the study:

1. To study the buying behavior of buyer during the covid-19 pandemic period
2. To study the factors influencing the online/offline(Physical) during the covid-19 pandemic period

Research Methodology:

Methods of data Collection:

Descriptive Research design was selected for the research work. The research design with studies and describes the characteristics of the population. The descriptive design was used in this research to the factors influencing buyer buying behavior. For the study of survey method was adopted and gathered through the structured questionnaire.

Primary data:

The data was collected through the questionnaire form different buyers in Hyderabad city.

Secondary data:

The secondary data was collected already published and analyzed by different publishers in different research papers, journals, articles and websites.

Sample size:

The questionnaire was sent to the 140 buyers and 100 were collected and recorded.

Sampling method:

Convenience sampling: convenience sampling is a form of non-probability sampling involving the sample taken from that part of the population.

Testing of the hypothesis is carried out through percentage and chi square test.

The approaches to the respondents were through personal contact and family contact sent the questionnaire mail goggle form and WhatsApp due to the covid-19.

Data Analysis and Interpretation

Table-1

Frequency Table					
Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	68	68.0	68.0	68.0
	Female	32	32.0	32.0	100.0
	Total	100	100.0	100.0	
Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30 Yrs	48	48.0	48.0	48.0
	31-49 Yrs	49	49.0	49.0	97.0
	50-65Yrs	3	3.0	3.0	100.0
	Total	100	100.0	100.0	
Education Qualification		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SSC	6	6.0	6.0	6.0
	Intermediate	70	70.0	70.0	76.0
	Degree	18	18.0	18.0	94.0
	Post Graduate	6	6.0	6.0	100.0
	Total	100	100.0	100.0	
Occupation		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	11	11.0	11.0	11.0
	Intermediate	8	8.0	8.0	19.0
	Private Employee	9	9.0	9.0	28.0
	Self employed	37	37.0	37.0	65.0
	Business	35	35.0	35.0	100.0
	Total	100	100.0	100.0	
Income Level		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10,000-20,000	9	9.0	9.0	9.0
	20,000-30,000	6	6.0	6.0	15.0
	30,000-40,000	6	6.0	6.0	21.0
	40,000-50,000	38	38.0	38.0	59.0
	Above 50,000	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

Form the above table -1 it is observed that the no of respondents of gender out of 100 male respondents are 60%, and female respondents are 32%. . The respondents age group 18-30 Yrs are 48%, age group 31-49 Yrs are 49%, 50-66Yrs are 3%.. the respondents educational qualification SSC are 6%, intermediate respondents are 70%, Degree respondents are 18%, and postgraduate respondents are 6%.. income level of respondents 10,000-20,000 are 9%, 20,000-30,000 respondents are 6%, 30,000-40,000 respondents are 6%, 40,000-50,000 respondents are 38% and Above 50,000 respondents are 41%.

Table-2

Preferred shopping mode in pandemic		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Both	5	5.0	5.0	5.0
	Offline	31	31.0	31.0	36.0
	Online	64	64.0	64.0	100.0
	Total	100	100.0	100.0	
Frequency of online/ offline (Physical) shopping		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sometimes	4	4.0	4.0	4.0
	Daily	8	8.0	8.0	12.0
	Weekly	3	3.0	3.0	15.0
	Monthly	36	36.0	36.0	51.0
	Whenever needs	49	49.0	49.0	100.0
	Total	100	100.0	100.0	
Purchasing the products online shopping		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Groceries	9	9.0	9.0	9.0
	Gifts/Fashion	6	6.0	6.0	15.0
	Health care products	34	34.0	34.0	49.0
	Electronics/ Electrical goods	25	25.0	25.0	74.0
	Accessories/Fitness	26	26.0	26.0	100.0
	Total	100	100.0	100.0	
Purchasing the products offline (Physical) shopping		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Groceries	34	34.0	34.0	49.0
	Gifts/Fashion	6	6.0	6.0	15.0
	Health care products	9	9.0	9.0	9.0
	Electronics/ Electrical goods	25	25.0	25.0	74.0
	Accessories/Fitness	26	26.0	26.0	100.0
	Total	100	100.0	100.0	
The factors influencing to purchase the products online/off line		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Time to acquire the product	8	8.0	8.0	8.0
	Product price	12	12.0	12.0	20.0
	Trust in the seller	39	39.0	39.0	59.0
	Product Quality	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

Form the above tale -2 it is observed that the respondents out of 100 preferred shopping mode online 64%, the respondents offline 31%, and the respondents both are 5%. The frequency of



19Yrs age group responds and Above 50,000 income level are satisfied with online /offline shopping.

FINDINGS:

- From the study it is observed that the no of respondents of gender out of 100 male respondents are 60%, and female respondents are 32%. Maximum respondents were male
- From the study is observed the respondent's age group 18-30 Yrs are 48%, age group 31-49 Yrs are 49%, 50-66Yrs are 3%. Maximum respondents are group are 31-49 Yrs are 49%.
- From the study is observed the respondent's educational qualification SSC are 6%, intermediate respondents are 70%, Degree respondents are 18%, and postgraduate respondents are 6%.. Maximum respondents are intermediate 70%.
- From the study is observed the respondent's income level of respondents 10,000-20,000 are 9%, 20,000-30,000 respondents are 6%, 30,000-40,000 respondents are 6%, 40,000-50,000 respondents are 38% and Above 50,000 respondents are 41%..Maximum respondents are Above 50,000.
- From the study is observed the respondent's the respondent's preferred shopping mode online 64%, the respondent's offline 31%, and the respondents both are 5%.
- From the study is observed the respondent's of purchasing online and offline shopping sometimes respondents are 4%, the responders daily are 8%, the respondents weekly are 3%, the respondents monthly are 36% and the respondents whenever needs are 49%.
- From the study is observed the respondent's purchasing the products form online are 9% Groceries, the respondents are 6% are gifts/fashion, the respondents are 34% Health care products, the respondents are 25% electronics/electrical goods and the respondents accessories/fitness products are 26%.
- From the study is observed the respondent's Purchasing the products form offline are 34% Groceries, the respondents are 6% are gifts/fashion, the respondents are 9% Health care products, the respondents are 25% electronics/electrical goods and the respondents accessories/fitness products are 26%.
- From the study is observed the respondent's the factors influencing to purchase the products respondents are time to acquire the product 8%, respondents are product price 12%, respondents Trust in the seller are 39%, respondents are Product qualify 41%.

The study reveals that there is no impact of Gender, Age, and Income Levels on preferred shopping mode in pandemic covid-19.

The study reveals that there is no impact of Gender, Age, and Income Levels on The factors influencing to purchase the products online/off line in pandemic covid-19.

CONCLUSION:



By observing the analysis it is clear that the most of the respondents purchasing products online and offline. Overall the findings of the study suggest a strong and optimistic of it effects on the buyer preferences offline grocery products and online health products. The measures of buyers preferences assume that customers recall of the brand automatically translation to buying of the products online in pandemic. The purchasing behavior of the respondents are observed that Trust in the seller and Product qualify. The research would like to suggest undertaking research on the impact of buyer behavior on the online stores in pandemic situations.

Covid-19 has influenced our everyday life significantly. The rapid shift will be needed form offline activities to online activities. The study highlighted that buyers strongly value the high level of convenience of online and offline shipping. Such that the factors effecting easiness, see the discounts and prices and greater availability of products.

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