

A Study of Consumer Buying Behaviour during Covid-19 Pandemic Situation with Special Reference to Bhilai City

Dr. Ranjeeta Tiwari Mishra¹ Ms. Suman Sahu²

^{1,2}Assistant Professor

^{1,2}Department of Management

^{1,2}SRGI Rungta College of Science and Technology Bhilai, Chhattisgarh, India

Abstract— Consumer Buying Behaviour is one of the prime process of Marketing Management. It helps in decision making process of buying and selling and that focused on the choices of consumer to meets the objective of the markets. COVID-19 pandemic situation proven as transforming era of marketing, it creates a lot of challenges and opportunities to new options to go through. Both the segments of market i.e. buyer and sellers are affected by the COVID-19 situation; it totally changed the buying patterns of an individual. Many people lost their jobs, many business units' shuts down and most of the people faced crisis of money during this hazardous time. In other word; COVID-19 changed the economic environment of business; directly and indirectly. Consumer buying behaviour is a study of customer preferences, choices and responds toward particular buying option for an individual, groups and organisational level. This paper deals with the consumer buying patterns during the COVID-19 pandemic situation to understand the changes and emergence of marketing in Bhilai city of Chhattisgarh state.

Keywords: Consumer, Buying Behaviour, COVID-19, Transformation, Buying Decisions

I. INTRODUCTION

Marketing is platform which directly deals with the end users; these are called as 'Customers'. A customer is a king of marketing and the whole process of marketing associated to the customer's demand and focus. Every organisation need to plan according to need of the society or the end users. Organisation goals and strategies are made on the basis of the acceptance approach of the customer that reflects the behaviour of an individual. Environmental changes are the main challenging situation to execute the behaviour patterns of customer. From last few years market is facing the crucial behavioural changes due to COVID-19 pandemic. COVID-19 directly affected the soul of market as well as the economic framework of the country. It directs many Challenges and new opportunities to market as the products and services are concerned. During pandemic situation market performance and behaviour patterns jump up for the drastic change in every segment of market. COVID-19 changes the buying behaviour of and an individual in each and every sector of marketing i.e. Education, Retail, Banking and Finance, Real estate, FMCG market etc., also creates new innovative and advance tools to cope up with the critical situation.

This pandemic situation directly triggered the economic, regional, and behavioural attitude of an individual towards selection of particular product from market. "Consumer Behaviour is the study of how an individual, groups and organisations select, buy, use and dispose of good and services, ideas or experiences to satisfy their need and wants." The paper deals with consumer decision making process toward the selection and buying option during

COVID-19 situation. Target area of this work is Bhilai city; that place is located in Chhattisgarh state. Each and every person of the society faced the different challenges over time

Corona virus disease (COVID-19) is an infectious disease caused by the SARS-CoV-2 virus. Most of the people infected with the virus will experience mild to moderate respiratory illness and recover without requiring special treatment. However, some will become seriously ill and require medical attention. Older people and those with underlying medical conditions like cardiovascular disease, diabetes, chronic respiratory disease, or cancer are more likely to develop serious illness. Anyone can get sick with COVID-19 and become seriously ill or die at any age.

The best way to prevent and slow down transmission is to be well informed about the disease and how the virus spreads. Protect yourself and others from infection by staying at least 1 meter apart from others, wearing a properly fitted mask, and washing your hands or using an alcohol-based rub frequently. Get vaccinated when it's your turn and follow local guidance.

II. COVID-19 AND ITS IMPACT ON CONSUMER BEHAVIOUR

- 1) **Economic Change:** As the COVID-19 hampered the global economy; it also changes the trends of income and expenditure. Every segment of society has segregated their demand as per the price and availability of the products and services.
- 2) **Decision Making Approach:** COVID-19 proven a drastic change in the decision making approaches to each and every sector of market. It creates a lot of electronic opportunities that fulfil the basic need of the consumer.
- 3) **Choice Selection:** Based on the priorities COVID-19 pandemic changes the choices and its selection procedure toward particular item of any industry. Daily needs section (FMCG) products proven as highly demanded section of the market as per the consumers demands are concerned.
- 4) **Social Change:** Major population of the area restricted to home and not had any access to the outer market during lockdown period. They need to depend on the local vendors for daily needs. As the other factor of demand is concerns; major portion of the society majorly focused on health care, sanitation, masks, grocery, medicine and food items. Demand of these items and the individual approaches more inclined in the highest point of sales.

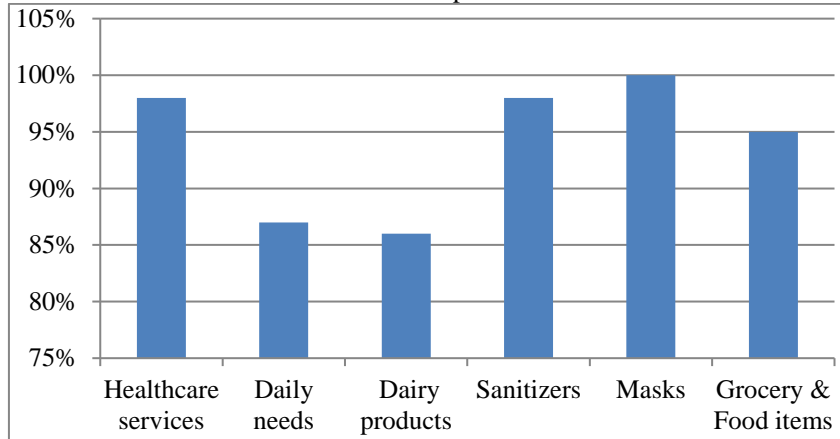
III. OBJECTIVES OF THE STUDY

- To Study the buying behavior of the consumers during COVID-19 Situation.
- To study the changes at market during COVID-19.
- To study the behavioral patterns of consumer during COVID-19 in Bhilai City.

IV. MATERIALS AND METHODS

The work is associated to Bhilai city; this city is located to Chhattisgarh state. The response on consumer buying behaviour was collected through online questionnaire. The main aim of the work was to analyse the status of consumer buying behaviour during COVID-19 situation especially in

Bhilai city. The response was divided into different choices and preferences of consumer during this crucial situation. Main segment of the choices were Healthcare services, Daily needs, Dairy products, Sanitizers, Masks and Grocery & Food items. The criteria was also specified the whole study into Economic and Behavioural approach toward selection of the products and services.



Consumers were more inclined toward the purchase of mask, healthcare products and sanitizers during COVID-19 Pandemic. Behaviour of consumers were focused on more to safeguard own family and in a cost effective manner.

Many people lost their sources of earning due to the economic crisis happened. The market limited with resources and also restricted with transportations and its timing along with extra charges was levied on the purchased or sales. So this sudden breakdown with the related to economy create a diversification over the whole market and industries. Many business units shuttered down and only the basic need options were supposed to fulfilled the social needs.

The COVID-19 pandemic has fundamentally changed the world as we know it. People are living differently, buying differently and in many ways, thinking differently. Supply chains have been tested. Retailers are closing doors. Consumers across the globe are looking at products and brands through a new lens.

The virus is reshaping the consumer goods industry in real time, rapidly accelerating long-term underlying trends in the space of mere weeks. Our research indicates that new habits formed now will endure beyond this crisis, permanently changing what we value, how and where we shop, and how we live and work.

Even as this crisis continues to evolve, by exploring the changes that are happening now, we can consider what consumer goods businesses should do today to prepare for what's next.

V. CONSUMER IN CRISIS POST COVID 19

Consumers are deeply concerned about the impact of COVID-19, both from a health and economic perspective. People are responding in a variety of ways and have differing attitudes, behavior and purchasing habits. People across the globe are afraid as they strive to adapt to a new normal. Fear is running high as individuals contemplate what this crisis means for them, but more significantly, what it means for their families and friends, and society at large.

Consumers are responding to the crisis in a variety of ways. Some feel anxious and worried, fueling panic-buying of staples and hygiene products. At the other extreme, some consumers remain indifferent to the pandemic and are continuing their business as usual, despite recommendations from government and health professionals. Companies will need to understand how their own consumers are reacting, and develop customized and personalized marketing strategies for each. The days of one-size-fits-all marketing are over.

VI. CONCLUSION

Every Consumer deals with COVID-19 and accepting its changes in culture of marketing. This crisis changed the priorities of consumers and also segmented the target market in a new way that approaches COVID-19 behaviour. Use of Sanitizers and Masks are the more in demand during and post COVID situation. As per as consumer behaviour and marketing place of Bhilai city is concern, it create a drastic parameters to opt for new and advance services from home to home. Education, Food delivery, Health care services and Grocery item are now on the high demand on Home Delivery options. Most of population offer new electronic and user friendly options the restricted the direct physical contact of any member.

As the buying behaviour of consumers during COVID-19 is concern; it directly improves the electronic communication medium. Thus, this research helps the understanding of the behavioural pattern of consumer buying behaviour and the decision buying making towards the products.

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