



# Impact of COVID-19 on Customer Shopping Experience: A Critical Study with Special Reference to Bhagalpur District

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## Abstract

Consumers are deeply worried about the effect of COVID-19, each from a fitness and financial perspective. People are responding in a range of approaches and have differing attitudes, behaviours and buying habits. People throughout the globe are afraid as they try to adapt to a new normal. Fear is going for walks excessive as humans ponder what this disaster skill for them, however greater significantly, what it capacity for their households and friends, and society at large. The outbreak has pushed buyers out of their ordinary routines. Consumers are adapting new habits and behaviours that many assume will proceed in the lengthy term. The cause of this lookup paper is to study the effect of Covid-19 pandemic on customer conduct and businesses.

In order to fulfil this reason principal and secondary information has been accumulated and the predominant information is primarily based on a questionnaire amassed the respondents belonging to Bhagalpur district of Bihar and the lookup is descriptive in nature and based totally on the findings the researcher has recommended few measures for the Companies.

**Keywords:** Consumers, Households, Disaster, Attitude, Buying Habits.

## Introduction

The purchaser conduct makes the clients figure out on how, when, what, where, and why the customer buys a unique product. The knowledgeable customers show the alternate in conduct with the interaction of macro and micro factors. The current state of affairs of Covid-19 is no exception for the brands. Most of the manufacturers are displaying the versions in their advertising and marketing conversation to have an impact on purchaser choice. The post-lockdown state of affairs can also trade the state of affairs of markets. Online buying will enlarge and bodily shopping for will go down.

The coronavirus concern has penetrated the consumer's thought and psychology which may additionally have an effect on purchaser shopping for behaviour. The new technological

know-how and techniques may also open new avenues to the manufacturers and they may also be in a position to affect patron behavior. The centre of attention of this paper is to study each the instantaneous as nicely as the long-term influence of Covid-19 on consumption and client behavior.

On a societal level, we appear to be definitely unprepared for largescale of outbreaks as we matter on the importing of essential products, such as food, energy, and scientific gear etc. The COVID-19 pandemic outbreak has compelled many organizations to close, main to an unheard of disruption of commerce in most enterprise sectors. Retailers and manufacturers face many momentary challenges, such as these associated to the furnish chain, money flow, purchaser demand and marketing. However, efficiently navigating these challenges will no longer warranty a promising future at all. This is due to the fact as soon as we get thru this pandemic, we will emerge in a very different world in contrast to the one earlier than the outbreak.

## Research Objectives

The research objectives are mentioned below:-

- To analyze the impact of Covid-19 on Market and businesses
- To understand it impact on the consumer buying pattern
- To suggest few strategies for the various stakeholders

## Research Methodology

The data for the research paper has been collected through primary and secondary sources. Primary data has been collected through survey which is restricted to urban and rural area of Bhagalpur district only. The Sample size of the survey is 100 and the data has been collected through a structured questionnaire. The study has taken into consideration consumers of various FMCG products used by the consumers for fulfill their day to day needs.

On the other have Secondary data has been collected through selected research articles only. The primary data has been analyzed with the help of statistical tools. The research paper is based on the hypothesis which is mentioned below.

## Hypothesis

**Null hypothesis:** There is no relationship between the Covid-19 and Consumer shopping behavior.

**Alternate hypothesis:** There is significant relationship between the Covid-19 and Consumer shopping behavior.

## Impact of Covid-19 on Market& Businesses

The COVID-19 outbreak is probably to reason financial ruin for many well-established manufacturers in many industries as customers remain at domestic industries like the car,

truck, and electronics industries have unexpectedly closed. There are a limitless range of questions we ought to ask ourselves in connection to this alternatively abrupt close-down. One of the international locations that appear to be the usage of the scenario is China that is shopping for European based totally infrastructure and technology. While corporations are struggling, some corporations are thriving. This is proper for a wide variety of Internet-based businesses, such as these associated to on line entertainment, meals delivery, on-line shopping, on-line education, and options for far off work. People have additionally modified their consumption patterns, growing the demand for takeout, snacks, and alcohol as nicely as cleansing merchandise as we spend greater time in our homes. Typically, when reading markets, it is assumed that they are static, a herbal conclusion because they have a tendency to exchange slowly. Furthermore, a market is now not simply a firm; it is a community of factors. The COVID-19 outbreak poses a special probability to find out about how markets are created and how they disappear inside a very restrained time span.

### **Forecasting the post Covid-19 Scenario**

Based on previous experiences, we have emerge as greater conservative and shielding after a pandemic outbreak. We retailer assets in order to be organized if the unthinkable takes place again. Consequently, it is very in all likelihood that this pandemic will make these firms rethink their grant chains. Furthermore, authorities have implied that different people from different nations are risky as they may also raise the virus. A closed border implies that the danger is from the outside. In addition, global flights are no longer in all likelihood to be a choice for many in the coming years. Together, these occasions imply that international locations may additionally come to be greater nationalistic and much less globalized. This may additionally be a risky development, as long-term safety from the penalties of a pandemic outbreak is possibly to require world effort and sharing of resources.

There are many extra darker effects of the pandemic which will probably have an effect on client behavior, each in the course of the pandemic and after. Consumers may also additionally revel in extra entertainment time in the future if they are in a position to decrease commuting instances through working remotely.

### **Data Analysis and Interpretation**

Based on the structured questionnaire the primary data has been analysed and interpreted below:-

**Table 1: Respondents Classification by Sex**

<b>Gender</b>	<b>In %</b>
Male	51.4%
Female	48.6%
Total	100.0%

**Interpretation:** From the above table it can be concluded that among the sample size of 100 respondents 50.4% were male and 48.6% were female respondents. It means that the majority of the sample units consists of male respondents.

**Table 2: Respondents Classification by Qualification**

Qualification	In %
Up to Higher secondary	10.4%
Graduate	53.4%
Postgraduate	25.4%
Professional	9.0%
Illiterate	1.8%
Total	100.0%

**Interpretation:** It can be observed from the above table that majority of the respondents are graduate followed by post-graduate. It means that the sample collected consists of literate people. Only 1.8% of the respondents is illiterate which is not significant in size. It is significant to understand the opinion of the consumers who are educated and marketers should be closely try to interpret the research findings from the marketing point of view and make proper strategies accordingly, During such a crisis marketers should try to gain consumers insights as much as possible.

**Table 3: Respondents Classification Area-Wise**

Area-Wise	In %
Urban	66.3%
Rural	33.7%
Total	100.0%

**Interpretation:** It can be clearly observed from the table that the respondents consist of the urban consumers. Around 66.3 % of the data have been collected from the urban consumers and only 33.7% of the data have been collected from the rural areas.

**Table 4: Worried About Own Health While Shopping**

Opinion	In %
Yes	64%
No	36%
Total	100.0%

**Interpretation:** The above table highlights the opinion regarding their concern about others health while shopping. It can be seen that around 64% of the respondents are worried about others health.

**Table 5: Worried about Other's Health While Shopping**

Opinion	In %
Yes	84%
No	16%
Total	100.0%

**Interpretation:** The above table highlights the opinion regarding their concern about their own health while shopping. It can be seen that around 84% of the respondents are worried about their own health.

**Table 6: How Sure that the Products Purchased by you is Safe**

Opinion	In %
Yes	21%
No	79%
Total	100.0%

**Interpretation:** The above table highlights the opinion regarding their concern about the products purchased. It can be seen that only 21% of the respondents feel that the products purchased by them it safe/hygienic and majority of the respondents feel that they are not purchasing safe products.

**Table 7: Do you Feel Cashless is a Better Option in Such Scenario**

Opinion	In %
Yes	74%
No	26%
Total	100.0%

**Interpretation:** The above table highlights the opinion regarding their mode of payment while shopping. It can be seen that only 74% of the respondents feel that cashless is better option as compared making transaction by cash. It means they understand very well if they make the payment by cash they might get infected or there is a possibility of getting infected due to it.

**Table 8: Relationship between Covid-19 and Their Shopping Behavior**

	Do you feel that covid-19 will not impact the consumer shopping pattern		Total	Chi- square Value	Df	p-value
Gender	Yes	No		3.837	1	.049
Male	22	29	51			
Female	18	31	49			
<b>Total</b>	<b>40</b>	<b>60</b>	<b>100</b>			

**Interpretation:** Since p-value is less than that of 0.05, one can concluded h at there is a strong association between covid-19 and consumer shopping pattern.

Therefore, it can be concluded that the null hypothesis is rejected and alternate hypothesis is accepted which states that the covid-19 will have deeply affect the consumer shopping behavior.

**Table 9: Spending on Shopping in Post-Covid-19**

<b>Opinion</b>	<b>In %</b>
Increased	14%
Decreased	77%
Can't Say	19%
Total	100.0%

**Interpretation:** The above table highlights the opinion regarding their spending in the post covid scenario. It can be seen that only 77% of the respondents feel that they reduced their spending on shopping in the post covid scenario. It means that either this is due to reduction in the income or they are taking precaution while going out for shopping.

**Table 10: Preferred Method of Shopping Post-Covid-19**

<b>Opinion</b>	<b>In %</b>
Physical Shopping	24%
Online Shopping	68%
Can't Say	8%
Total	100.0%

**Interpretation:** The above table highlights the opinion regarding their preferred method of shopping. It can be seen that only 68% of the respondents feel that online shopping is a better option as compared doing shopping physically. Only 24% of preferred to shop physically which drastic change in the shopping pattern of the consumers.

**Table 11: Boycotting Chinese Products Post-Covid-19**

<b>Opinion</b>	<b>In %</b>
Yes	88%
No	9%
Can't Say	03%
Total	100.0%

**Interpretation:** The above table highlights the opinion regarding boycotting Chinese products in the post-covid scenario. It can be seen that only 88% of the respondents feel that Chinese products should be boycotted in the post- covid scenario and 9% respondents supported that they will Chinese products in the post-covid scenario.

## **Conclusion and Suggestions**

The past world records has proven that instances of disaster regularly end result in fundamental transformations at some point of society. In this research, we have documented some of the patron conduct patterns attribute of at some point of and put up COVID-19 pandemic. Taking an environmentally-imposed constraints perspective, we have offered insights primarily based on concept to assist recognize these behaviours in order to inform future lookup and advertising practice. Challenging as these instances are, we hope that ultimately, records will word them much less for tragedy and trauma, and greater as a

testimony to human creativity, adaptability and resilience in the face of inescapable disruption.

The researcher would like to recommend that the marketers should not panic in such a scenario and try to convert this threat into an opportunity.

For the Indian companies it is wonderful opportunity to capture the global market and the entire world is moving away from china.

The marketer should try to sell their products through online mode as much as possible. The marketers should also try to make use online websites to advertise their products/services.

The marketers should try to convince the consumers that how their product is relevant under such a scenario. For ex highlighting the hygiene aspects of product packaging.

The Indian companies should try to look out Indian suppliers to complete their supply chain because in such it not possible to import the raw materials from china or any other country.

It is therefore a wonderful opportunity for MSME and at the same govt. is also providing support capital to MSME.

The marketers should develop personalized/customized marketing strategies for their respective target audience/consumers.

The marketers should develop enhanced bonding with their target consumers and try to get maximum sales leads from their existing customers and use them as their brand ambassadors during this crisis period.

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