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**Impact Of Covid-19 Pandemic: Consumer Buying Behaviour Towards Food Items****Dr.Sundarameenasenthil<sup>1</sup>, M.Mahalakshmi<sup>2</sup>, M.Malathy<sup>3</sup>, P.Deepaa<sup>4</sup>**

Asst professor, Department of Commerce, SSS Jain College,T Nagar, Chennai 17

Asst professor, Department of Accounting, and finance, SSS Jain College, Chennai 17

Asst professor, Department of Commerce, SSS Jain College,T Nagar, Chennai 17

Asst professor, Department of commerce, SSS Jain College,T Nagar, Chennai 17

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**ABSTRACT**

Consumers are sincerely apprehensive about the impact of COVID-19, both from a health and economic viewpoint. The public are replying in a variety of behaviors and have opposing approaches, behaviors and purchasing habits. The people across the globe are afraid as they endeavor to adapt to a new normal. The COVID-19 pandemic and the lockdown and social distancing directives have disturbed the consumer habits of buying as well as shopping. The consumers are learning to create and learn new habits. The main objectives of the study analyse the consumer buying behaviour of food items. The study contains both primary and secondary data. The primary data composed from consumers through the questionnaire method via Google forms, the sample size is 100. A convenient sampling method was used for the study. The findings of the study Government of India has taken precautionary measures and news media lift the issue of awareness. The consumer buying behaviour absolutely stopped the Covid-19 situation. The international crisis of Covid-19 pandemic has ravaged the world economy and healthcare and uncertainty among billions of people. The buying behaviour features of the coronavirus outbreak. That pandemic situation the social media help to the people and buying behaviour of the food items to stores.

**Keywords:** Buying Process, Brand Image, Quantity, Quality, Price.

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**INTRODUCTION**

The COVID-19 pandemic has fundamentally changed the world as we know it. The people are living in another way, buying otherwise and in many ways, thinking differently. The supply chains have been tested. The retailers are closing doors. The customers across the world are looking at products and brands through a new lens.

The virus is reforming the consumer goods industry in real time, quickly quickening long-term primary trends in the space of ordinary weeks. The research designates that new habits formed now will sustain beyond this crisis, perpetually changing what we value, how and where we shop, and how we live and work. This predicament continues to evolve, by discovering the changes that are fashionable now, we can consider what consumer goods productions should do today to prepare for what's next.<sup>1</sup>

Consumers worried about the impact of COVID-19, both from a health and economic perception. The people are replying in a variability of ways and have differing purchasing habits. The people across the world are frightened as they attempt to adapt to a new normal. The panic is successively high as personalities consider what this crisis means for them, but more significantly, what it means for their families and friends, and society at large.

The consumers are rejoicing to the emergency in a diversity of ways. They feel anxious and worried, fueling panic-buying of staples and hygiene products. At the other risky, some buyers remain unconcerned to the pandemic and are remaining their business as usual, despite references from government and health professionals. The firms will need to understand how their own customers are reacting, and develop modified and adapted marketing strategies for each. The days of one-size-fits-all marketing are over.<sup>2</sup>

A precarious condition impels human behaviour towards changed directions with some aspects of behaviour being permanent. The COVID-19 pandemic is not a standard crisis, and to control the spread of disease various measures were taken including whole and then partial lockdown. Since all essentials of the economy are complexly consistent with public health measures and lockdown, this resulted in economic insecurities of the nation's hinting towards change in market dynamics. In every market, consumers are the drivers of the market competitiveness, growth and economic integration (Seema Mehta et.,al 2020).<sup>3</sup>

**1. REVIEW OF LITERATURE**

The COVID-19 pandemic and the lockdown and social distancing instructions have disrupted the consumer habits of buying as well as shopping. The consumers are learning to improvise and learn new habits (Sheth, J. (2020)). The changes generated by the COVID-19 crisis on the purchasing purpose of such products before and after the end of the particular crisis. The scientific analysis depends on identifying the methods by which these behavioral changes can influence the digital alteration of short food supply chains (Butu, A., 2020). In India at early stage of novel coronavirus infection cases was more reported by global travellers. The domestic travellers by air, train and bus caused to increase the confident test of patients of COVID-19 in India. The Indian market totally affected by novel coronavirus disease. The consumer behaviour has suddenly changed in lockdown situation. At early stage, consumers were not more serious about the situation created by COVID-19. Government of India has taken preventative measures and news media

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uplift the issue of awareness. At that time people are hesitated and confused and taking care. When national lockdown was declared the public went to the shop to purchase the important goods. The sellers were black-marketing of important goods, drugs, face masks, hand gloves and sanitizers. After assertion of lockdown consumers qualified fear and felt unsecured. The news from television channels and multimedia considerably prompted to change behaviour of people. The consumers expected the deficiency of essential goods and they rushed in the market for buying. The online marketing companies deferred their services to protect and care the life of customers and their staff during lockdown. In that period customers were not more conscious about specific brands of goods (Patil, B., & Patil, N. (2020). We offer some original examination on how Covid-19 pandemic can influence the development of CSR and marketing. We argue Covid-19 pandemic offers a great opportunity for dealings to shift towards more genuine and authentic CSR and contribute to address urgent global social and environmental challenges. We also deliberate some potential directions of how consumer ethical decision making will be lifted to due to the pandemic (He, H., & Harris, L. (2020). The departmental stores should renew and support their online retail stores wherein businesses can shop, purchase and get delivery of products even while they are isolated at home. Alongside, improving their marketing research that will help them appreciate the essential products and needs of consumers even during crisis period like COVID-19 (Acee-Eke, 2020). The impacts of the COVID-19 pandemic on consumer buying behaviour. The results document changes in consumer behaviour designs that came to control at the start of the next wave of the COVID-19 pandemic in the context of the Czech Republic (Eger, L., (2021). The coronavirus (COVID-19) has extent across the globe and dominated the news presents leading to essential changes in the health, social and political background, and an extraordinary negative impact on the current and future predictions of households, businesses and the macro-economy. The coronavirus (COVID-19) has spread across the globe and controlled the news headlines leading to essential changes in the health, social and political background, and an extraordinary negative impact on the current and future prospects of households, businesses and the macro-economy (Chronopoulos, D. K., 2020).

## 2. OBJECTIVE OF THE STUDY

- To analyse the Consumer Buying Behaviour of Food Items.

## 3. METHODOLOGY

The study consist of both primary and secondary data. The primary data collected form consumers through the questionnaire method via Google forms, the sample size is 100. A convenient sampling method was used for the study. The secondary data were also collected from various textbooks, journals, and the internet, which consisted supportive literature to make analysis and suggestions. The data were analysed by percentage analysis, Chi-Square, Correlation, ANOVA was used to analysis and interpret the required data.

## 4. DATA ANALYSIS AND DISCUSSION

**Table 1. Demographic profile of the Respondents**

Age (in years)	No. of respondents %	Monthly Income (Rs.)	No. of respondents%
Below 30	35	Up to 20,000	4
31- 40 years	58	Rs.20,000to Rs30,000	14
41-50 years	6	Rs. 30,000 to Rs. 40,000	16
Above 50	1	Rs. 40,000 to Rs. 50,000	31
		Above Rs. 50,000	35
<b>Total</b>	<b>100</b>	<b>Total</b>	<b>100</b>
Gender	No of respondents	Level of Education	No. of respondents%
Male	48	Uneducated	13
Female	52	Upto Higher secondary	9
		Graduate	44
		Professional degree	34
<b>Total</b>	<b>100</b>	<b>Total</b>	<b>100</b>

Source: Primary data

The above table 1 shown that 48% of the respondents are male, and 52% of the respondent is female, 59% of respondent aged between 31 and 40 years, 35 % of respondents are below 30 years. 35% of the respondents are above 50,000, 31% of respondents are between 40,000- and 50,000-income groups. Nearly 44% are graduates and 34% of them holding a professional degree.

**Correlation Matrix:**

**H0:** There is no relationship between impact of Covid-19 and consumer buying behaviour of food items.

**H1:** There is a relationship between impact of Covid-19 and consumer buying behaviour of food items.

**Table 2 Correlation Analysis**

		Easy Availability	Brand Loyalty	Quality Components	Taste perception	Brand improve	Good impression
Correlation	Easy Availability	1.000					
	Brand Loyalty	.678	1.000				
	Quality Components	.329	.523	1.000			
	Taste perception	.511	.371	.663	1.000		
	Brand improve	.586	.454	.648	.917	1.000	
	Good impression	.429	.293	.674	.840	.808	1.000

From the table 2 shows that a strong relationship between easy availability and brand loyalty (.678); quality components and brand loyalty (.523); taste perception and quality components (.674); Brand improve and taste perception (.917); good impression and brand improve (.808) the significance level was greater than .01.

**Chi-Square Test**

**H0:** There is no association between Gender and consumer buying behaviour of food items.

**H1:** There is association between Gender and consumer buying behaviour of food items.

**Table .3 Chi-Square Tests**

	Value	d f	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.678(a)	5	.018
Likelihood Ratio	14.717	5	.012
Linear-by-Linear Association	2.965	1	.085
No of Valid Cases	100		

As the *p*-values of personal factors are less than 0.05, it is concluded that there is association between personal factors of consumers and buying behaviour of food items. The null hypothesis is rejected.

**5. CONCLUSION**

Consumer behaviour has unexpectedly changed in lockdown situation. At initial stage, consumers were not more thoughtful about the situation fashioned by COVID-19. The Government of India has taken precautionary measures and news media uplift the issue of awareness. The consumer buying behaviour totally stopped the Covid-19 condition. The global crisis of Covid-19 pandemic has atrophied the world economy and healthcare and uncertainty among billions of people. The buying behaviour features of the coronavirus occurrence. That pandemic situation the social media help to the people and buying behaviour of the food items to stores

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