

## A STUDY ON THE IMPACT OF PANDEMIC ON CONSUMER PURCHASING DECISIONS TOWARDS FOOD AND GROCERY ITEMS IN BENGALURU CITY

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### Abstract

*Covid-19 pandemic which affected the world economy did affect many of the major industries around the world. However, if we try to find out some industries which had a positive impact from the lockdown caused by the pandemic, we can say food and grocery industry was one amongst them. Here in this research study titled "THE IMPACT OF PANDEMIC ON CONSUMER PURCHASING DECISIONS TOWARDS FOOD AND GROCERY ITEMS*

*IN BENGALURU CITY" we are analysing what impact did COVID-19 do on the purchase decision of food and grocery item, impact of the panic buying on the purchase decision of food and grocery item, and factors that influences the customers on purchase volume during pandemic. Also, in this study we will try to find the major factors that influence the customers on purchase volume during pandemic with the help of survey forms. And also find out how the consumers purchase various food items from super market and local corner shops in Bengaluru city.*

### Introduction

The COVID-19 pandemic has modified the arena forever. As an end result of fashion, it become essential to extrude client attitudes and shopping for patterns. Growing issues approximately aid shortage or hoarding protection and fitness and financial problems including contactless bills have pressured customers to rethink their destiny shopping selections and traders to rebuild their corporations in actual time. The cutting-edge fad may be visible as a destructive temper that makes positive human beings susceptible or resilient and affects their shopping for selections. Vulnerabilities refer now no longer to the individual themselves, however to the instances wherein they discover themselves. This method that human beings are uncovered at any time all through an epidemic, consisting of shopping.

Individuals may also reveal terrible coping techniques and a low feeling of self-efficacy while faced with traumatic situations, ensuing in elevated susceptibility. Individuals with extra self- efficacy in coping are much less susceptible. Self-efficacy is a similar perception that may be implemented to resilience; folks who are extra self-efficacious are visible to be extra robust.

A feeling of powerlessness because of an imbalance in marketplace contacts or the intake of advertising and marketing messages and merchandise is called client vulnerability. It happens while an individual's manage is taken away, ensuing in a reliance on outside variables to make sure marketplace fairness. Consumer vulnerability inspires emotions of powerlessness or a loss of manage over the client experience, main to a better reliance on I/3 events including marketers.

The consumer is the only who recognizes the wishes and wants, buys it and discards it on the quilt of the intake system. A regular consumer's application is described via way of means of the purchases of agricultural and commercial merchandise, services, housing, and money. They aren't identical, as they may be prompted via way of means of the diverse inner and outside elements that form every purchaser's conduct.

Consumer conduct refers back to the system of finding, using, reviewing, and deleting items and services. Societal problems and the person elements that form macro-customer conduct are being studied to find micro-customer conduct elements. Consumers insist that they are attempting to maximize their usability, happiness and pleasure via way of means of shopping customer items.

There are 3 forms of approaches to give an explanation for customer conduct. A financial technique primarily based totally at the simple information of microeconomics wherein clients outline their wishes. An intellectual technique primarily based totally on the connection among the thoughts and conduct of the customer. A sociological technique devoted to how clients' reactions or behaviors in extraordinary conditions are prompted via way of means of extraordinary social possibilities and social leaders. A financial technique devoted to how clients' reactions or behaviors in extraordinary contexts are prompted via way of means of extraordinary social possibilities and social leaders. After that, it's far traded within side the marketplace dealing with customer interests. In a globalized international borderless following the liberalization of India, such strategies accounted for customer conduct styles, destroyed person identities, and gave beginning to collective identities via emblem culture.

The occasional waves of 'Swadeshi' and 'returned to basics' promoted via way of means of social figures including Baba Ramdev or Gandhi's easy life-style have additionally arisen as a behavioral technique. The prosperous magnificence adopts a sociological view to behavior as an herbal completeness to self-actualization, which is likewise harvested. Under the financial technique to customer conduct, many decrease socioeconomic rung clients succumbed to elitist temptations of cloth symbols on the way to showcase themselves in better rungs. According to their research, humans aren't all identical and now no longer all have the equal influence approximately conditions that entail the effect of financial crises and different crises. In instances of disaster, new intake styles emerge. Risk attitudes and chance belief are the maximum essential traits that version customer conduct in disaster. A customer's chance mind-set displays the customer's judgment approximately the content material of the chance and what sort of they dislike it.

Risk recognition displays clients' recognition of the chance of publicity to chance materials. These traits consist of the unstable evening, that is aware about the values and cloth traits.

Consumer conduct adjustments in the course of the disaster in line with preceding studies, which results in a sizeable extrade with in the deliver pattern. Flattering and Willmott (2009) have diagnosed a few new traits with in the disaster, inclusive of call for because of the confined possibilities with in the disaster to simplify care after all people to increase had been simpler to shop for High Value. Even the wealthy those who after the have a look at spoke after the disaster on dissatisfaction with immoderate intake and centered on recycling and coaching their kids easy and conventional values.

In their have a look at, Flatters and Willmott (2009) observed that recessions have a sizeable effect on customer attitudes and behaviors. Some trends had been pushed via way of means of the recession, at the same time as others had been slowed or halted.

Two of the maximum essential traits with in the disaster are easy wishes, suggesting that clients do now no longer are seeking for complicated merchandise and services, simplify their lives and simplify themselves to the problem of the company, this indicates that clients are characterized via way of means of unlawful conduct and conduct of Unethical conduct are indignant agencies. The authors have been curious about the behavior of customers who extrade with in the disaster; So you decided to remember it in COVID19.

This pandemic has a sizeable effect at the financial system, display adjustments to marketplace motivation. People who plunder food cancel the maximum essential activities with in the international and the responsibilities of transient pointless agencies to keep away from the unfold of illnesses are recorded with in the record titled "Market Trends and D2C opportunities in COVID19. People spend much less earnings for Products which are pointless or in pandemic (e.g. clothing, shoes, makeup, jewelry, video games and electronics).

According to POS data, advanced international locations also are transferring to strong buy submit stockpiles in the course of COVID19. According to forecasts, call for fit to be eaten merchandise will boom, at the same time as call for non-fit to be eaten merchandise will boom moderately, and call for domestic care, cosmetics and private care merchandise will decrease.

According to analysis, customers who study the impact of COVID 19 on the Indian currency device will pay additional preferences in terms of price, product launch location and application based solely on consumption or consumption levels. Discount in the course of preceding epidemics, and clients He confirmed greater hobby in price, product starting place and application base. Consumption or decreased intake, in the course of preceding epidemics including SARS, MERS, and different herbal disasters, clients have proven financial resilience with in the shape of rapid, reliable, or sluggish marketplace recovery. Some of those behaviors will make a sizeable distinction with inside the manner we live, paintings and keep within the lengthy run. According to Accenture's Consumer Survey (2020), which happened from April second to 6th, the Corona 19 state of affairs raised customer anxiety, that specialize in customer necessities, which can be the maximum simple customer priorities. The wishes of neighborhood buying clients are pondered in what they purchase and the way they purchase to help their neighborhood business, which we see as a greater sustainable alternative.

### OBJECTIVES OF THE STUDY

- To analyze the purchasing decision of consumers towards food and grocery items during pandemic.
- To study the Impact of panic buying on purchasing decisions with reference food and grocery in Bengaluru city.
- To identify the various factors that influences the customers on purchase volume during pandemic.

### RESULTS & DISCUSSIONS

Most of the respondents who shop for food and grocery items are of age 18-30.

Males are the one who shop the food and grocery item the most

Majority of the respondents who shop food and grocery items are employees.

People with monthly income of 50000-100000Rs shop the most of the food and grocery item

People who are married with children shop the most of food and grocery items.

Most of the people who shop food and grocery items live with 6 to 4 people

Many people prefer to shop food and grocery items in super market.

Many people prefer to buy food and grocery items buy most of the time in local corner shops.

D Mart is low priced when compared to its competitors.

Quality is important factor for most of the people who shop for food and grocery items

From this analysis we come to know that.

- Buying food and grocery items in person from supermarket have changed more.
- Buying food and grocery items in person from local smaller super market have changed.
- Ordering food and groceries online has changed more.
- Having foods delivered directly to home has not changed.
- Buying local food has not changed.

Frequency of shopping food and grocery items is reduced

Purchase volume of food and grocery items is increased.

Consumption of Fruits and vegetables, Healthy food products and Milk and dairy products has increased.

Most of the people panic buy or stock up the food and grocery items

Most stocked items are cereals, roots and milk and dairy products

From this analysis we come to know that.

- Stocking up on items makes consumer feel less anxious.
- Stocking up on items makes consumer feel more secure:
- Stocking up on items comforts consumers.
- Stocking up on items gives me a sense of control.

From this analysis we come to know that.

- Most of the people are worried about obtaining enough food
- Most of the people are worried about obtaining variety of food
- Most of the people are worried about obtaining access to healthy food

Most of the people are not concerned about food spreading COVID-19

From this analysis we come to know that.

Majority of respondents buy food because of anxiety.

Majority of respondents do not eat food because of fear anxiety or boredom.

Majority of respondents of them don't waste food.

Majority of respondents are aware of how much food they waste.

Purchase volume of food and grocery items has increased by consumers during COVID- 19

Purchase volume of most of the consumers of food and grocery items has increased by double the normal purchase quantity during COVID-19

Major factor influencing the purchase volume of food and grocery items during this pandemic is fear of unknown future.

## CONCLUSION

The COVID-19 pandemic has had a major impact on the food dynamics of Bangalore City. The COVID-19 pandemic has widely impacted behaviors related to buying, preparing and eating food. The results revealed various key consumer patterns in Bangalore that are currently influencing diet and dietary behavior. First, as you can see in many places, the pandemic can see a major shift in grocery shopping habits in the city of Bangalore. In fact, thanks to COVID-19, anyone who feels safe inside the store can ignore it. In response to this anxiety about grocery shopping (fear of viruses, fear of approaching others, long queues in stores, etc.), people have changed the way they shop. Consumers in Bangalore are shopping less often and spending more on each trip to shop less than usual and minimize visits, thereby limiting their risk of exposure to the virus. Meanwhile, some customers are making fewer purchases than usual, most likely due to the reduced purchasing power caused by the pandemic. In 2021, Bangalore's overall household consumption is projected to increase. Even after lockdown measures are lifted, households are expected to stock up on groceries and groceries amid the uncertainty of COVID-19. Most of the people are ordering in bulk to avoid visiting stores more frequently. About 79.4% of the respondents agreed that they panic buy i.e. they stock up food and grocery items, it makes them feel more secure during this pandemic situation. Cereals, grains, roots (onion potato), milk and dairy products, oil were most stocked items. About 44% respondents purchase volume has very much increased and it is almost double the usual quantity. Major factor influencing this increase in purchase volume is fear of unknown future.

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