

A Study on the Effect of Covid-19 on the Buying Decision of People Especially Food and Hygiene Products

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Abstract:- The uncontrolled spread of Covid-19 pandemic seriously affected the whole world. The borders of nation closed and declared lockdown. During this time the economy is going in to recession and whole world is suffering from the emerged pandemic. The consumer buying decision is changed from Pre Covid period though the changes in the buying decisions of consumers is not easily predicted. The demand for hygiene product went up and consumers became more health conscious than before and they choose more health quality product. It became interesting to explore how covid 19 pandemic affect people buying decision. The main scope of the present study is to ascertain if there is any change in consumer buying behaviour between pre covid and post covid periods. This study is help to analysis if people are more health conscious during the covid time. The primary data is used for the study to collect relevant information. The questionnaire method is used for collecting data. The findings indicated the aspects of price, quality, and health and safety consciousness of the consumers in relation to the spread of Covid-19 virus.

Keywords:- Consumer Buying Decision, Covid-19 Pandemic, Food And Hygiene Product Demand, Health Conscious, Price, Quality, Healthy Food And Hygiene Products.

I. INTRODUCTION

Covid -19 global pandemic, affected each and every aspects of human life. Now the human life is separated in to a different era, pre covid and post covid period. The impact of Covid 19 on human life is immeasurable. The world is still fighting to eradicate this pandemic.

The global economy is affected, many business are forced to shut down, demands for shopping goods decreased. Unemployment situation raised, and lost millions of life and still on the go.as it is mentioned before. There is a pre covid period and post covid period era began in the society. Now the people are more health conscious. To keep safe against corona virus, which causes Covid, people have to disinfect themselves as well as things they use. This results in the increased demand for hygiene products. To safe guard against Covid 19, health and immunity is almost improvement.

People buying behaviour totally different after Covid 19 period. There is a huge difference between buying decision of people pre- covid and pot-covid period. They consume more healthy food at this time .It is not easy to cover up from this global diseases. But all men's are take precautions to avoid Covid 19. They eaten more vitamin products, citric fruits, healthier product. People always wash their hands with hand wash and sanitizers. People always take care their body from infections, use face mask and gloves. Unwanted travels are stopped and stay in home. There is no preventive medicine to Covid 19.more death are happened. So all are fear about this pandemic. Before this situation people are busier with their work schedule, they have no time to spend with their family. They are not bothered about their health. But when the pandemic is reported people life style totally changed. When the lockdown is declared, people stay with their home. Eating more homely food. More vegetables and fruits, drink plenty of hot water. Immunity power helps to prevent Corona virus, so people more ate healthy products. Restaurant food and junk food are totally avoided. Demand for Vitamin products are increased, people also started farming. The corona virus reshaping the buying preference of consumers especially for food and hygiene products.

So a study on the effect of covid 19 pandemic affect buying decision of people of food and hygiene products is more relevant in today situation. This study helps to understand how consumer buying behaviour is changed during covid 19.

➤ Objectives of the Study

- To know if there is any change between pre covid period and post covid period in the consumers buying habits.
- To study about how the consumers buying behavior is changed during Covid-19 period.
- To know whether the consumers buying preference are changed between pre covid and post covid period.
- To know whether the consumers are more health conscious during covid period.

➤ Significance of the Study

Consumer buying decision is changed during covid-19 period. During this period people give more preference to their health and hygiene. People consume more Vitamin C and citric fruits their food pattern. Now buyers give more priority to health and exclude junk and fast food. Consumers

are more health conscious and they ate more food which improve immunity power. So the present study helps to understand how the Covid-19 pandemic affect the buying decision of consumer for food and hygiene products.

➤ *Scope of the Study*

Corona virus rapidly reshape consumers buying behaviour. Today people are more health conscious. They eaten healthier and hygiene products. It helps to improve immunity power and prevent from covid 19 diseases. This study helps to make proper analysis of changing consumer buying behaviour after covid pandemic.

➤ *Research Methodology*

The study is descriptive and analytical in nature. The primary data is used for the study to collect relevant information. Primary data is purely based on questionnaire method using Google Forms. The data has been collected from 90 consumers from different age groups. Purposive sampling method is used for selection of sample. The data is analysed using percentage analysis method. Secondary data is collected from published reports, magazines, newspapers and websites.

II. REVIEW OF LITERATURE

In early 2020, a novel pandemic (COVID-19) raged in Wuhan, China, and swiftly spread all over the world, rapidly becoming a worldwide public health emergency (Wang, Peter, Frederick, & George, 2020a). India announced a 21-day lockdown period starting 25th March, resulting in the

economy taking a downturn. The government has announced a lot of measures to keep the virus in control from spreading, and thus only industries that provide essentials are functional, resulting in the decline of many sectors.

A consumer is a person who identifies a need or desire, makes a purchase and then disposes of the product in the consumption process. A typical consumer’s utility is dependent on the consumption of agricultural and industrial goods, services, housing and wealth (Grundey, 2009). No two of them are the same, as everyone is influenced by different internal and external factors which form the consumer behaviour. Consumer behaviour is an important and constant decision-making process of searching, purchasing, using, evaluating, and disposing of products and services (Valaskova et al., 2015).

Consumers seem to be more concerned about prices and offers, rather than the quality of the food in a financial crisis as opposed to a health crisis where consumers were more concerned about food quality then the price (Sans et al., 2008; Theodoridou et al., 2019). Even though, it can be seen that the buying behavior of the consumers' changes in a crisis, it is important to stress that the same findings from previous crises cannot be applied to the current situation of the global pandemic. **Riksbanken (2020)** for instance explains that there are major differences in the current pandemic compared to the global financial crisis of 2008-09.

III. DATA ANALYSIS AND INTERPRETATION

Once this covid 19 Pandemic is affected in the daily life,Your food habit is changed?

Results

| Options | % | Count |
|------------|-------|-------|
| yes | 49.41 | 42 |
| No | 17.65 | 15 |
| Some times | 32.94 | 28 |
| No Answer | - | 5 |

Table No:01

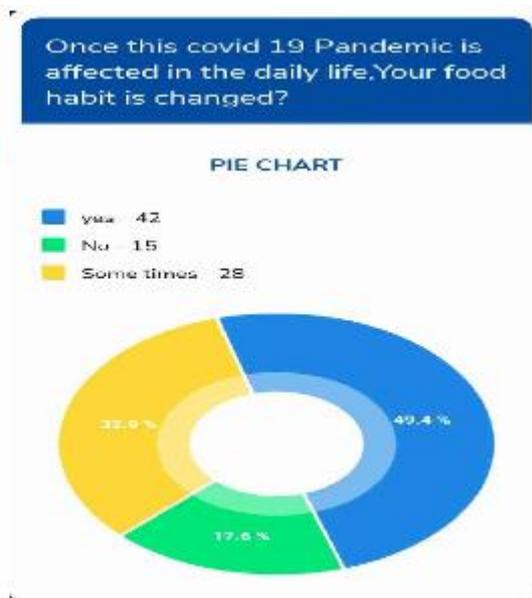


Figure No: 01

Source: primary data,
Sample size:90

Interpretation

The above table and figure shows that 49% of the respondents says that Covid-19 pandemic changed their food habits.

Rank the factors influencing your buying decision?

| Results | | |
|-----------|-------|-------|
| Options | % | Count |
| Quality | 29.44 | 53 |
| Price | 17.22 | 31 |
| Quantity | 8.33 | 15 |
| safety | 21.67 | 39 |
| Hygienic | 23.33 | 42 |
| No Answer | - | 5 |

Table No:02



Figure No:02

Source: primary data,
Sample size:90

Interpretation

The table and figure shows that quality is the prime factor influencing their buying decision. They also prefer the hygiene factor for buying decision.

During this situation did you changed your buying decision regarding the usual household product?

| Results | | |
|-----------|-------|-------|
| Options | % | Count |
| Yes | 70.59 | 60 |
| No | 29.41 | 25 |
| No Answer | - | 5 |

Table No: 03

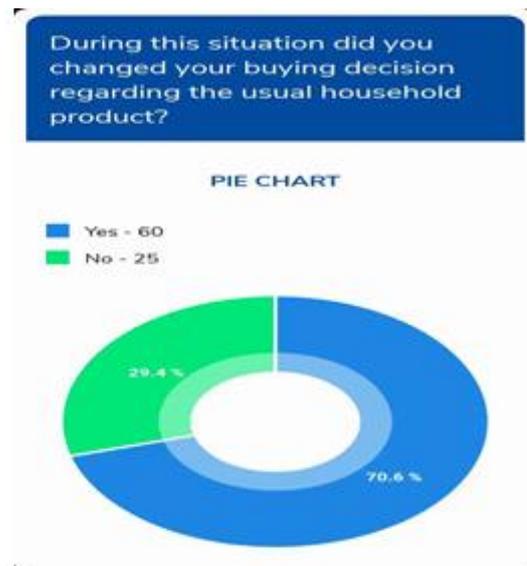


Figure No:03

Source: Primary Data
Sample Size: 90

Interpretation

70% of the respondents says that covid situation changed their buying decision regarding household product.

Do you include food containing Vitamin C for your diet?

Results

| Options | % | Count |
|-----------|-------|-------|
| Yes | 87.06 | 74 |
| No | 12.94 | 11 |
| No Answer | - | 5 |

Table No:04



Figure No: 04

Source: primary data
Sample size:90

Interpretation

The table and figure shows that 87% of the respondents including food contain Vitamin C for their diet.

Do you disinfect all products from outside?

Results

| Options | % | Count |
|-----------|-------|-------|
| Yes | 75.58 | 65 |
| No | 24.42 | 21 |
| No Answer | - | 5 |

Table No:05



Figure No: 05

Source: primary data
Sample size: 90

Interpretation

Table and figure shows that 76% of the respondents disinfect all products bought from outside.

Do you eat More Vitamin D supplements,citric fruits,Drink plenty of hot drinks ?

Results

| Options | % | Count |
|------------|-------|-------|
| Yes | 60.00 | 51 |
| No | 8.24 | 7 |
| some times | 31.76 | 27 |
| No Answer | - | 5 |

Table No:06

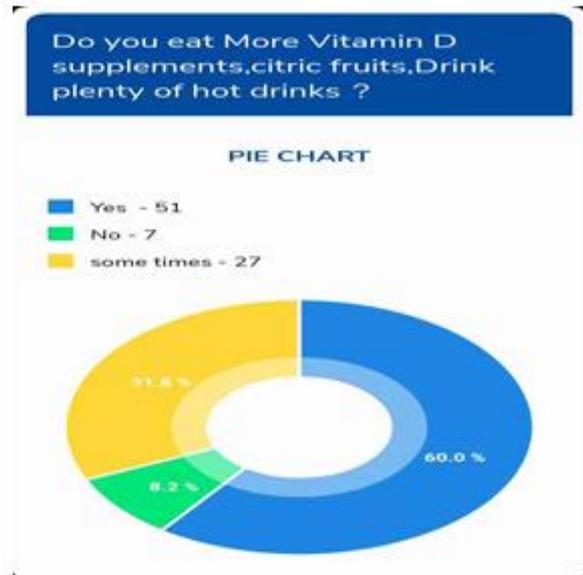


Figure No: 06

Source: primary data
Sample size: 90

Interpretation

Table shows that 60% of the respondents ate more vitamin D supplements, citric fruits and drink hot water.

Do you eat eggs,milk,meat,pulses than before?

Results

| Options | % | Count |
|------------|-------|-------|
| Yes | 56.47 | 48 |
| No | 12.94 | 11 |
| some times | 30.59 | 26 |
| No Answer | - | 5 |

Table No: 07

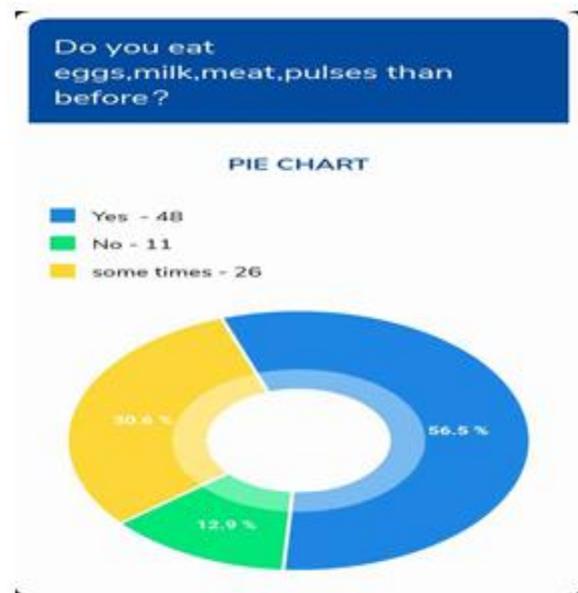


Figure No: 07

Source: Primary data
Sample size: 90

Interpretation

56% of the respondents' says that they ate eggs, milk , meat and pulses more than before.

Do you buy more house cleaning products during this situation?

| Results | | |
|------------|-------|-------|
| Options | % | Count |
| Yes | 70.59 | 60 |
| No | 14.12 | 12 |
| Some times | 15.29 | 13 |
| No Answer | - | 5 |

Table No:08



Figure No: 08

Source: Primary data
Sample size:90

Interpretation

The table shows that during covid period 70% of the respondents consume more house cleaning product than before.

Do you give more priority to your health during covid 19 period?

| Results | | |
|-----------|-------|-------|
| Options | % | Count |
| Yes | 88.24 | 75 |
| No | 3.53 | 3 |
| Some time | 8.24 | 7 |
| No Answer | - | 5 |

Table No:09

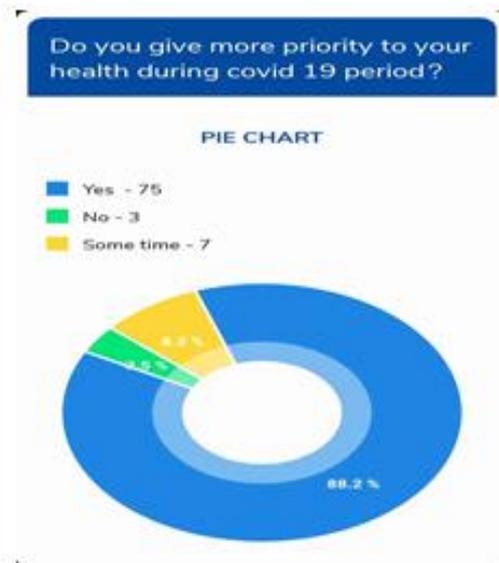


Figure No: 09

Source: Primary data
Sample size: 90

Interpretation

The table shows that 88% of the respondents gave more priority to their health during Covid period.

Do you think you have changed your buying preference from pre covid period to covid period?

| Results | | |
|-----------|-------|-------|
| Options | % | Count |
| Yes | 82.35 | 70 |
| No | 17.65 | 15 |
| No Answer | - | 5 |

Table No:10

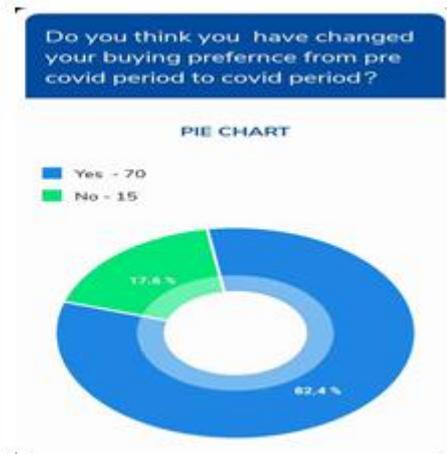


Figure No: 10

Source: Primary data
Sample size:90

Interpretation

The table shows that 82% of the respondent says that their buying preference changed during covid period.

IV. RESULTS AND FINDINGS

- 50% of the respondents said that Covid-19 pandemic is affected their daily life and food habit is also changed.
- 30 % of the respondents says that, during post Covid period they give more importance to product quality than before. And 23% respondents concerned about hygiene of the product during covid period.
- 70% of the respondents says that during Covid period their buying decision regarding household product is changed.
- Majority of the respondents says that they include food containing Vitamin C for their diet during covid period that helps to improve immunity.
- Majority of the respondents i.e., 76% responds positively regarding disinfecting all products bought from outside.
- Out of the total respondents, More than 50% of them says that they include more Vitamin D supplements, eggs, milk, meat, pulses, and citric fruits and drink plenty of hot water in their food habit to improve the immunity power.
- 70% of the respondents says that they bought more house cleaning product including Dettol, hand wash, sanitizer, toilet cleaner than before which helps to keep hygiene.
- Majority of the respondents are more health conscious during Covid period.
- From the sample data collected, it is evident that the consumer’s buying preferences are changed over pre-Covid to post Covid period.

V. CONCLUSION

The covid-19 global pandemic tremendously affected the buying decision of consumers, especially in food and hygiene products. Consumers are more health conscious during this period and they prefer to consume more healthy food which improve immunity. Now the people become more conscious to keep themselves hygiene to protect against the spreading corona virus and the same resulted in the increased demand for disinfectants products.

From this study, it is evident that, the consumers buying decisions are changed from pre-covid to covid period.

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