



A Research on Impact on Customer Buying Behaviour in Covid-19 Situation with Special Reference to Madurai City

N. Hariharan¹, K. Divya²

¹Bcom CS Second Year, Parvathy's Arts And Science College, Wisdomcity, Dindigul-624 001, Tamilnadu, India.

²Assistant Professor, Department Of Commerce, Parvathy's Arts And Science College, Wisdomcity, Dindigul-624 001, Tamilnadu, India.

ABSTRACT

The present have a look at is an attempt to pick out the customer buying behavior at some point of the Covid -19 unique references to Madurai city. The number one facts were collected through established questionnaire from 256 respondents the use of google shape. The majority was male (52.3%) and it's miles discovered that most of the people of respondents are pg. and above (87.5%) and the general public of respondents are operating private sector (58.6%) facts were processed and analyzed by way of the statistical package for social technology. A chi-square check was used to research the level of association amongst variables at the importance degree of $p < 0.05$. The finding of the take a look at indicated that the customer buying conduct basically changed and patron are spending extra cash on fitness and hygiene product, the contemporary crisis affecting the emblem choice, purchasing conduct and buying selection.

Keywords: Covid-19, Customer, Finance, Shopping, Important goods, Behavior, Online price, Preference, Expenditure, Related

1. Introduction

the covid-19 has proven to be a truly worldwide pandemic, impacting humans in pretty much every corner of the arena. (/www.inmobi.com) the covid-19 pandemic and the resulting lockdowns have brought about giant disruption for human beings, groups, manufacturers, and companies. each day lifestyles for humans around the world has changed in methods that would have been unthinkable some weeks in the past. but as consumer-going through organizations try and locate their way via the covid-19 pandemic, it's vital to take into account that the worldwide customer turned into already evolving at exceptional speed. that method is now playing out quicker than every person imagined (rogers, ok., & cosgrove 2020) patron optimism in india has declined because the covid-19 disaster has stepped forward. as restrictions begin to raise, consumers remain worried approximately personal and own family protection. they anticipate to retain cutting lower back on spending throughout most classes, besides for a few family essentials and at-domestic amusement, and plan to shop greater on-line for maximum categories. while at domestic, they've increasingly adopted virtual and occasional-touch activities, which includes on-line streaming and digital bills, a lot of which they intend to keep publish-covid-19.(www.mckinsey.com)

2. Covid-19 Impact on Consumer Behavior In India

The continued lockdown to fight covid-19 has altered customers' buy selections higher spending on fitness and hygiene products, adapting to restricted product availability, and preferring domestic deliveries over shop visits (www.financialexpress.com) the modern disaster is affecting the emblem and class alternatives, shopping behavior and spends. inside the chaos created by means of the pandemic, 40% of customers are stocking up on kitchen elements; for this reason the supermarkets and grocery stores are experiencing 80% spike in-save visits. with 70% of the clients preferring home-cooked food, restaurants have visible a ninety% drop in visits. 16% of respondents discovered problems in sourcing the meals and grocery essentials. 39% of purchasers

are experiencing issues obtaining hand sanitizers and hand washing elements. the survey additionally has seen a shift in the conduct of the price-conscious client now counting on promising manufacturers and extremely good products in the personal care category over the charge. (www.inmobi.com/weblog) in step with capgemini studies of client sentiment, most of the indian clients' appetite for on line shopping is predicted to increase from 46% within the present day scenario to sixty four% over the next six to 9 months (https://inc42.com) on this disaster of covid-19, even non-essential services/items brands need to engage with customers through communicating on social media. the social courting of clients with the manufacturers constantly have impacted the client buy selections (https://timesofindia.indiatimes.com)

3. Methods Of Study

The prevailing take a look at's middle objective is to find out the Customer shopping for conduct for the duration of covid-19. special reference with Madurai district . a survey became conducted for the duration of on 1st January to March 2021.

4. Sample and Sampling Technique

The prevailing studies in basic terms primarily based on questionnaire method using google forms. The information were amassed from 256 respondents.

5. Sources of the Data

The number one data had been accrued via dependent questionnaire from 256 respondents using google form and secondary statistics was collected thru the secondary resources like websites, document, and newspaper.

6. Data Analysis

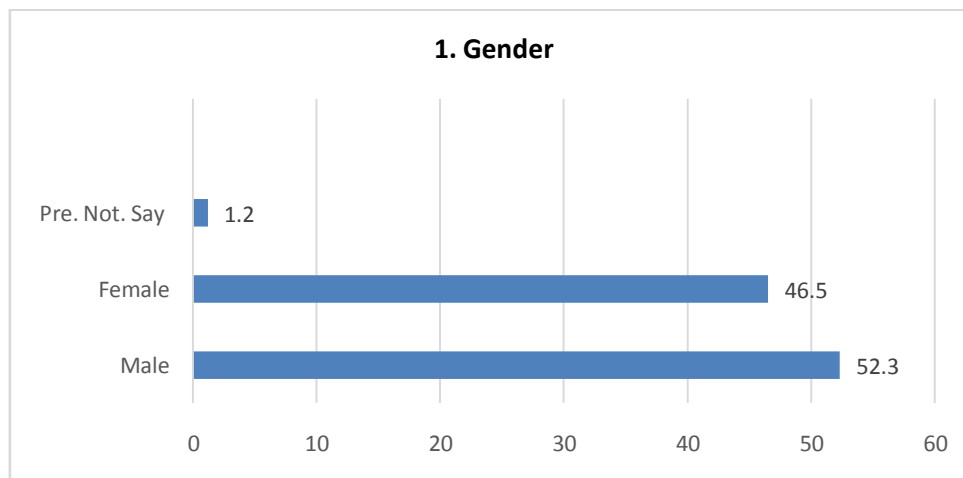
The statistical package deal for social science gear used in the researches is percentage evaluation and chi-square check. Records analysis and interpretation

7. Data Analysis and Interpretation

TABLE -1 GENDER WISE CLASSIFICATION

Sl. No	Gender	No. of respondents	Percentage
1	Male	134	52.3
2	Female	119	46.5
3	Prefer not to say	3	1.2
4	Total	265	100

Sources: collected and computed through Questionnaire



EXPLANATION

Table-1 Displaying 52.3% of the respondents are male, 46.5% of the respondents are female and 1.2% of the respondents are decide on may now not to say gender. It is located that the majority of the respondents are male it data is collected and computed through questionnaire

TABLE -2 AGE WISE CLASSIFICATION

SI. No	Age	No. of respondents	Percentage
1	21-30	87	34.0
2	31-40	84	32.8
3	Above 40	64	25.0
4	Up to 20	21	8.2
5	Total	256	100

Sources: collected and computed through Questionnaire

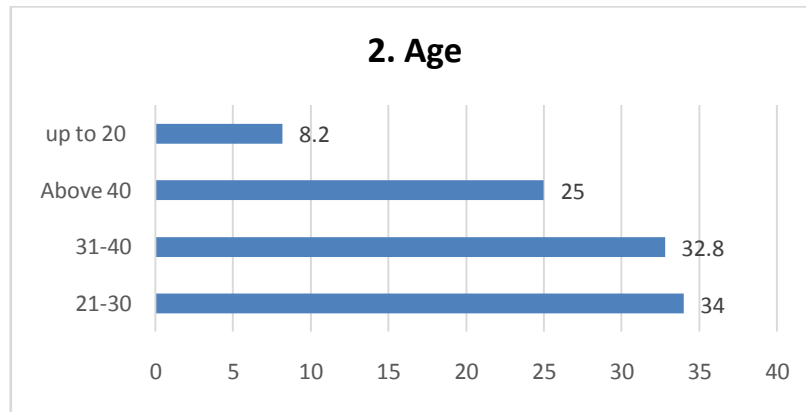
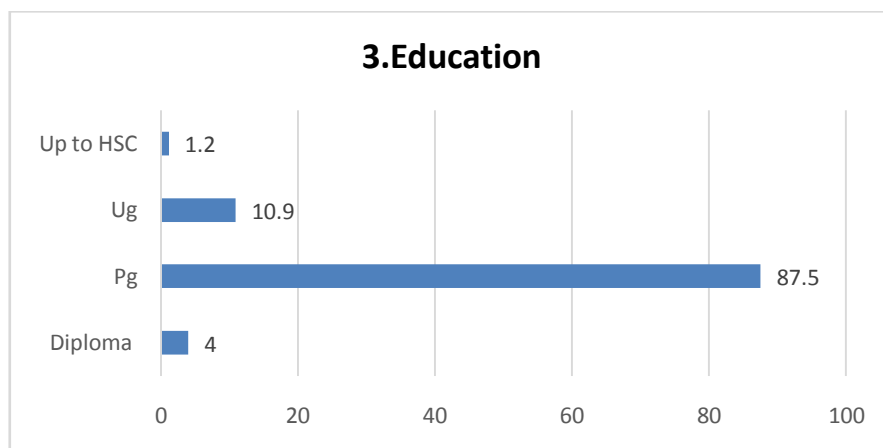
**EXPLANATION**

Table-2 Displaying 34% of the respondents are 21-30 age group, 32.8% of the respondents are 31-40 age groups, 25% of the respondents are above forty age team and 8.2% of the respondents are up to 20 age group. It is discovered that the majority of the respondents are 21-30 years age group. It data collection is computed through Questionnaire

TABLE – 3 EDUCATIONAL WISE CLASSIFICATION

SI. No	Education	No. of respondents	Percentage
1	Diploma/ITI	1	.4
2	PG and above	224	87.5
3	UG	28	10.9
4	Up to HSC	3	1.2
5	Total	256	100

Sources: collected and computed through Questionnaire



EXPLANATION

Table-3 displaying 87.5% of the respondents are certified pg and above 10.9% of the respondents are under graduated, 1.2% of the respondents are up to h.sc and 0.4% of the respondents are diploma/iti. It is determined that the majority of the respondents are certified pg and above. It data collected and computed through questionnaire.

TABLE-4 OCCUPATION WISE CLASSIFICATION

SI. No	Occupation	No. of respondents	Percentage
1	Agriculture	8	3.1
2	Private Service	150	58.6
3	Public Service	66	25.8
4	Self Employed (Business)	32	12.5
5	Total	256	100.0

Sources: collected and computed through Questionnaire

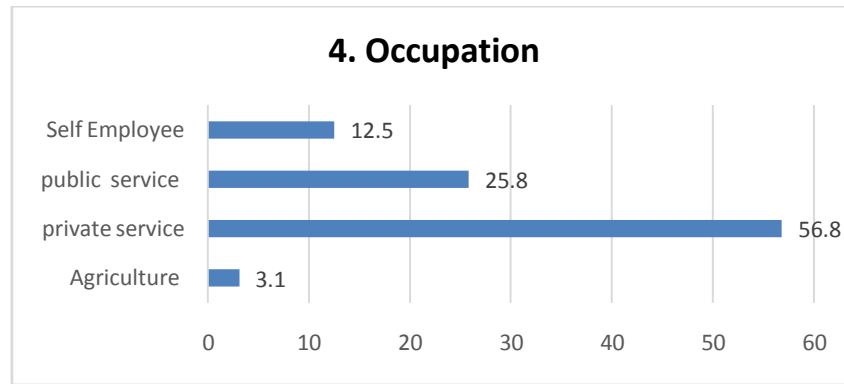
**EXPLANATION**

Table-4 showings 58.6% of the respondents are employed non-public sectors, 25.8% of the respondents are public quarter employees, 12.5% of the respondents are self employed and 3.1% of the respondents are agriculture. It is discovered that the majority of the respondents are employed in non-public sectors. It data collected and computed through Questionnaire.

TABLE-5 MONTHLY INCOME WISE CLASSIFICATION

SI. No	Monthly Income	No. of respondents	Percentage
1	Above Rs.60000	51	19.9
2	Rs.20001 to 40000	51	19.9
3	Rs.40001 to 60000	21	8.2
4	Up to Rs.20000	133	52.0
5	Total	256	100.0

Sources: collected and computed through Questionnaire

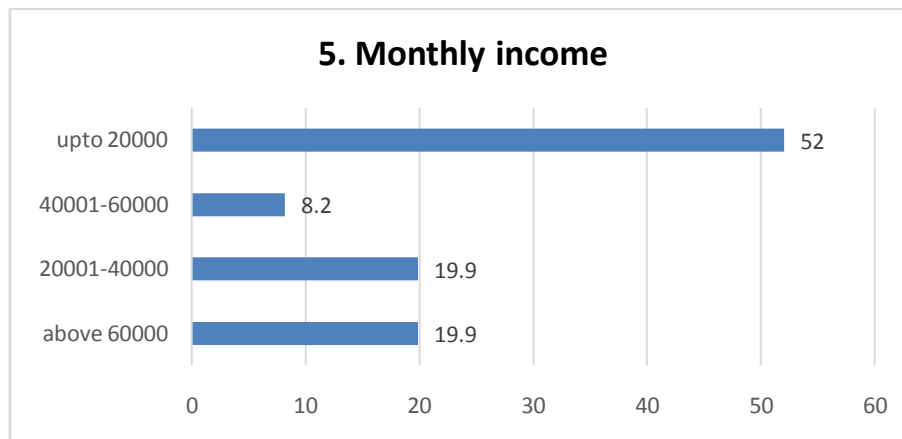


Table-5 Displaying 52% of the respondents are month-to-month earnings up to Rs.20,000 19.9% of the respondents are month-to-month earnings Above Rs.60,000 and Rs.20,001 to 40,000 and 8.2% of the respondents are Rs.40,001 to 60,000. It is discovered that the majority of the respondents month-to-month revenue up to Rs.20,000. It data collected and computed through Questionnaire.

TABLE- 6 MARITAL STATUS WISE CLASSIFICATION

SI. No	Marital status	No. of respondents	Percentage
1	Married	139	54.3
2	Single	117	45.7
3	Total	256	100

Sources: collected and computed through Questionnaire

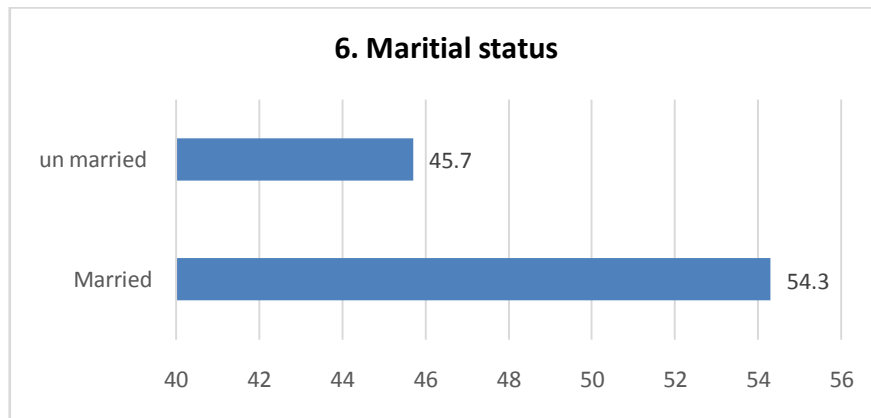


Table-6 Displaying 54.3% of the respondent's marital reputation married and 45.7% of the respondents are marital reputé single. It is observed that the majority of the respondent's marital reputation married. It data collected and computed through Questionnaire.

HYPOTHESIS TEST

SI. NO	VALUELESS HYPOTHESIS	TEST STATISTICS	CALUCULATE VALUE	ACCEPTED	REJECTED
1	Gender is not related through purchasing performance.	Chi-Square	0.156	Accepted	---
2	Gender is not related through spend money on only important properties.	Chi-Square	0.053	Accepted	---
3	Gender is not related with Product Preference.	Chi-Square	0.639	Accepted	---
4	Gender is not related through purchase more fruits and vegetables	Chi-Square	0.185	Accepted	---
5	Gender is not related with improved your food behavior	Chi-Square	0.416	Accepted	---
6	Gender is not related through prefer to online payment	Chi-Square	0.047	---	Rejected
7	Gender is not connected through COVID-19 compact your expenditure	Chi-Square	0.690	Accepted	---
8	Gender is not connected through COVID-19 avoided your income.	Chi-Square	0.226	Accepted	---
9	Gender is not related through COVID-19 changed your whole life.	Chi-Square	0.320	Accepted	---
10	Occupation is not through spend related money on only essential properties.	Chi-Square	0.002	---	Rejected

11	Occupation is not linkedthroughProductFavorite.	Chi-Square	0.003	Accepted	---
12	Occupation is not related with altered food behavior	Chi-Square	0.075	---	Rejected
13	Occupation is not related with COVID19 reduced expenditure	Chi-Square	0.019	---	Rejected
14	Occupation is not related with saved income	Chi-Square	0.000	---	Rejected
15	Occupation is not related with COVID – 19 altered entire life	Chi-Square	0.264	Accepted	---
16	Monthly income is not related with spend money on only importantpossessions.	Chi-Square	0.552	Accepted	--
17	Monthly income is not relatedthroughdifferent Brand Preferred	Chi-Square	0.051	Accepted	---
18	Monthly income is not related with changed food behavior	Chi-Square	0.467	Accepted	---
19	Monthly revenue is not related with COVID-19 summaryexpenditure	Chi-Square	0.250	Accepted	---
20	Monthly income is not related with COVID-19 saved income	Chi-Square	0.007	---	Rejected
21	Monthly income is not related with COVID-19 altered entire life	Chi-Square	0.032	---	Rejected
Sources: collected and computed through Questionnaire					

Significant at 5% ($P < 0.05$) –Rejected, Non Significant at 0.05–($P > 0.05$) –Accepted

EXPLANATION

1. The calculated chi-square P cost is 0.156. Since P fee is extra than 0.05, the null speculation is everyday at 5% degree of significance. Hence, it is concluded that there is no giant related between gender and shopping for behavior.
2. The calculated chi-square P price is 0.053. Since P cost is extra than 0.05, the null speculation is regularly occurring at 5% stage of significance. Hence, it is concluded that there is no good sized related between gender and spend cash on solely fundamental goods.
3. The calculated chi-square P price is 0.639. Since P cost is greater than 0.05, the null speculation is common at 5% degree of significance. Hence, it is concluded that there is no giant related between gender and manufacturer preference.
4. The calculated chi-square P price is 0.185. Since P fee is greater than 0.05, the null speculation is prevalent at 5% degree of significance. Hence, it is concluded that there is no great related between gender and buy extra fruits and veggies.
5. The calculated chi-square P fee is 0.416. Since P price is extra than 0.05, the null speculation is prevalent at 5% degree of significance. Hence, it is concluded that there is no full-size related between gender and altering your meals behavior.
6. The calculated chi-square P price is 0.047. Since P fee is much less than 0.05, the null speculation is rejected at 5% degree of significance. Hence, it is concluded that there is extraordinarily massive related between gender and opt for to on line payment.
7. The calculated chi-square P fee is 0.690. Since P price is extra than 0.05, the null speculation is universal at 5% degree of significance. Hence, it is concluded that there is no big related between gender and COVID-19 decreased your expenditure.

8. The calculated chi-square P cost is 0.226. Since P cost is extra than 0.05, the null speculation is frequent at 5% degree of significance. Hence, it is concluded that there is no sizable related between gender and COVID-19 saved your profits.
9. The calculated chi-square P cost is 0.320. Since P fee is extra than 0.05, the null speculation is conventional at 5% stage of significance. Hence, it is concluded that there is no sizable related between gender and COVID-19 modified your whole existence.
10. The calculated chi-square P price is 0.002. Since P price is much less than 0.05, the null hypothesis is rejected at 5% degree of significance. Hence, it is concluded that there is quite big related between Occupation and spend cash on solely vital items.
11. The calculated chi-square P price is 0.075. Since P cost is greater than 0.05, the null speculation is standard at 5% stage of significance. Hence, it is concluded that there is no full-size related between Occupation and Brand Preference.
12. The calculated chi-square P price is 0.019. Since P cost is much less than 0.05, the null speculation is rejected at 5% stage of significance. Hence, it is concluded that there is incredibly vast related between Occupation and modified meals conduct.
13. The calculated chi-square P price is 0.000. Since P cost is much less than 0.05, the null speculation is rejected at 5% degree of significance. Hence, it is concluded that there is quite good sized related between Occupation and COVID-19 decreased expenditure.
14. The calculated chi-square P price is 0.003. Since P fee is much less than 0.05, the null speculation is rejected at 5% degree of significance. Hence, it is concluded that there is especially enormous related between Occupation and saved income.
15. The calculated chi-square P fee is .264. Since P fee is extra than 0.05, the null speculation is established at 5% degree of significance. Hence, it is concluded that there is no vast related between Occupation and COVID – 19 modified complete life.
16. The calculated chi-square P fee is 0.552. Since P fee is extra than 0.05, the null speculation is widely wide-spread at 5% degree of significance. Hence, it is concluded that there is no big related between Monthly earnings and spend cash on solely indispensable goods.
17. The calculated chi-square P price is 0.51. Since P cost is extra than 0.05, the null speculation is usual at 5% degree of significance. Hence, it is concluded that there is no great related between Monthly profits and modified Brand Preference.
18. The calculated chi-square P fee is 0.467 Since P fee is greater than 0.05, the null speculation is generic at 5% degree of significance. Hence, it is concluded that there is no huge related between Monthly profits and modified meals behavior.
19. The calculated chi-square P cost is 0.250. Since P price is greater than 0.05, the null speculation is regular at 5% degree of significance. Hence, it is concluded that there is no great related between Monthly earnings and COVID-19 decreased expenditure.
20. The calculated chi-square P cost is 0.007. Since P cost is much less than 0.05, the null speculation is rejected at 5% stage of significance. Hence, it is concluded that there is enormously huge related between Monthly profits and COVID-19 saved income.
21. The calculated chi-square P fee is 0.032. Since P cost is much less than 0.05, the null speculation is rejected at 5% stage of significance. Hence, it is concluded that there is rather sizable related between Monthly earnings and COVID-19 modified complete life.

8. Conclusion

The COVID-19 pandemic has basically modified the world as we recognize it. People are residing differently, shopping for in a different way and in many ways, wondering differently. Supply chains have been tested. Retailers are closing doors. Consumers throughout the globe are searching at merchandise and manufacturers via a new lens ([/www.accenture.com](http://www.accenture.com)) Based on the findings of this study, Most of the respondents strongly agree COVID-19 -19 influence on shopping for conduct (48.8%) and the majority of the respondents spending the cash solely critical items (50.0%) for the duration of COVID-19 and modified the company Preference the respondents say possibly (46.9%) the majority of the respondents buying greater fruits and greens at some point of COVID-19 -19 (40.6%), COVID-19 modified meals conduct (38.7%) and most of the respondents decide on to use on-line fee for buying (39.5%) COVID19 -19 decreased the expenditure (40.2%) and saved earnings (30.5%) subsequently most of the respondents strongly agree (37.5%) and agree (26.6%) COVID-19 modified whole life.

The chi-square information the fee is higher than the desk cost of gender is now not related with shopping for behavior, spends cash on solely critical goods, Brand Preference, buy greater fruits and vegetables, modified your meals behavior, decreased your expenditure, saved your profits and modified your complete existence of the virus no signal at a 5% level. Hence, the null speculation is accepted.

The chi-square records the cost is much less than the desk fee of gender is now not related with pick to on-line charge and the end result is considerable at

a 5% level. Hence, the null speculation is rejected. The chi-square information the price is much less than the desk cost of Occupation is now not related with spend cash on solely quintessential goods, with modified meals behavior. Reduced expenditure, saved profits and the end result is great at a 5% level. Hence, the null speculation is rejected.

REFFREENCE

1. About the author(s) Vikash Daga is a senior companion in McKinsey's Gurugram office. (n.d.). Survey: Indian client sentiment all through the coronavirus crisis. Retrieved from <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/survey-indianconsumer-sentiment-during-the-coronavirus-crisis>
2. Accenture. (2020, April 28). COVID-19: Fast-changing Consumer Behavior. Retrieved from <https://www.accenture.com/us-en/insights/consumer-goods-services/coronavirus-consumer-behaviorresearch>
3. The Impact of COVID-19 on Consumer Behavior in the Middle East. (n.d.). Retrieved from <https://www.inmobi.com/blog/2020/04/23/the-impact-of-covid-19-on-consumer-behavior-in-themiddle-east>
4. Impact of COVID-19 on the Consumer Behavior in India. (n.d.). Retrieved from <https://www.inmobi.com/blog/2020/04/16/impact-of-covid-19-on-the-consumer-behavior-in-india>
5. Impact of Covid-19 on consumer behaviour. (2020, May 09). Retrieved from <https://timesofindia.indiatimes.com/readersblog/marketing-swan/impact-of-covid-19-on-consumerbehaviour-19164/>
6. Online, F. (2020, May 11). Coronavirus Impact: How client behaviour will trade submit lockdown. Retrieved from <https://www.financialexpress.com/brandwagon/coronavirus-impact-how-consumerbehaviour-will-change-post-lockdown/1954443/>
7. Rogers, K., & Cosgrove, A. (2020, April 16). How COVID-19 ought to exchange client behavior. Retrieved from https://www.ey.com/en_in/consumer-products-retail/how-covid-19-could-change-consumerbehavior
8. Soni, Y. (2020, April 30). For Indian Ecommerce. Retrieved from <https://inc42.com/infocus/the-reset/covid-19-opens-up-direct-toconsumer-doors-for-indian-ecommerce-startups-brands/>
9. Sunam, P., Verma, J., Chakraverty, A., & Social Samosa. (2020, May 28). Report: Changing customer conduct & experience at some point of COVID-19. Retrieved from <https://www.socialsamosa.com/2020/05/report-changing-consumer-behavior-journey-during-covid-19>
10. Accenture. (2020, April 28). COVID-19: Fast-changing Consumer Behavior. Retrieved from <https://www.accenture.com/us-en/insights/consumer-goods-services/coronavirus-consumer-behaviorresearch>