

A STUDY ON CONSUMER BEHAVIOUR IN SELECTED FMCG PRODUCTS – A STUDY ON IMPACT OF POST COVID-19.

Sheela Singh

Assistant Professor,
Pragati Mahavidyalaya PG College,
Koti, Hyderabad.

ABSTRACT

In present covid-19 the customer behavior will be changing day by day. The customer behavior will change in the Covid period on regular customer buying behavior. The associated changes need to bring in our seller's partners serving the marketplaces online. Will the changing customer habits will have an impact on the way online and offline business. The study covers the impact of customer behavior on fast moving consumer goods in Hyderabad in Telangana State. The study reveals the impact of customer behavior during the covid-19 on online and offline market.

Keywords: Covid-19, Technology, Costumer Behavior, Online and Offline Market.

1.Introduction:

Customer behavior: there is a lean ship in the customer demand and not only limited to grocery but also is lifestyle products we need to be sharp enough to pick the products. The new trends in FMCG are vegetables, Sanitizers, body sanitizers and surface sanitizers etc. The customer changes the shopping habits in the pandemic situation due to the mandatory mask products have gone to down and other maintenance products sales have risen. The customers looking to invest more in products and services that provide comfort at home and thus leading to enhance the luxury products.

Technology: in the post covid-19 travel will be restricted thus routine sales and account management meets and face to face (F2F) interaction will be a outmoded. We have to prepare the ecosystem for an on-call support. We also need to think laterally and educate our seller partners on the benefits of online. This is the time to learn technology for our own survival.

Customer ordering pattern: over the years ordering of products the customers have shifted to online, but covid-19 period we expect a further spike an in this transition. Many people returned form metro to their home places in India and ordering the products their family on the convenience of online shipping. in this trouble time online marketing will help leading online companies differentiate themselves form their competitors based on the experience that they deliver to their customers to serve better. The study was covered the buying decision factors effecting on customer form online and offline.

2.Literature Review:

Badorf & Hoberg, (2020). The weather is another crucial factor affecting consumers' choice of choosing brick-and-mortar retail over online shopping , Sales can significantly increase or decrease, depending on the forecast. In their report, stressed that the turnover could fluctuate up to 25.9 percent based on the weather. Online shops, on the other hand, are not dependent on the weather.

Sarkas & Das, (2017). Since brick-and-mortar stores underlay ongoing running costs such as water and electricity, the overall operating costs are significantly higher than online stores and make it more challenging to compete with online retailers' extreme sales actions.

Ahmed et al. (2017) suggest that high service quality increases the consumers' purchase intention to buy on the desired website. Moreover, the study highlights that high service quality can directly affect the consumer's choice of revisiting the online shop

(Jiang, Yang and Jun, 2013) Online stores have implemented several new features to improve the shopping experience. New presentation features such as easy product description or customer review systems help consumers easily find their best personal fit. Short product descriptions and a review section can help fasten the information search and achieve a higher shopping convenience. Additionally, online shops maximize their customers' convenience by implementing easy and known payment methods. If the provided payment methods are too complicated, the online store reduces consumers' shopping convenience and risks a shopping cart abandonment .

3.Objectives of the study:

1. To study the buying behavior of customer during the covid-19 pandemic period
2. To study the factors influencing the online/offline(Physical) during the covid-19 pandemic period

4. Research Methodology:

4.1Methods of data Collection:

Descriptive Research design was selected for the research work. The research design with studies and describes the characteristics of the population. The descriptive design was used in this research to the factors influencing consumer buying behavior. For the study of survey method was adopted and gathered through the structured questionnaire.

4.2 Primary data:

The data was collected through the questionnaire form different consumers in Hyderabad city.

4.3 Secondary data:

The secondary data was collected already published and analyzed by different publishers in different research papers, journals, articles and websites.

4.4 Sample size: the questionnaire was sent to the almost 120 consumers and 100 were collected and recorded.

4.5 Sampling method:

Convenience sampling: convenience sampling is a form of non-probability sampling involving the sample taken from that part of the population.

Testing of the hypothesis is carried out through percentage and chi square test.

The approach to the respondents were through personal contact and family contact sent the questionnaire mail goggle form and WhatsApp due to the covid-19.

5. Reliability

Cronbach’s alpha is a measure of constancy and it is closely related a set of items are as a group . it measures the scale of reliability. The items are checked whether they are inter related or not by applying Cronbach’s alpha. The questionnaire was employed to measure different underlying constructs. The scale has a high level of constancy between the variables online and offline determined by Cronbach’s alpha of 0.888 and 0.861. The table-1 shows the reliability of online and offline questionnaire.

Reliability Test

Table-1

Reliability Statistics		
Statements	Cronbach's Alpha	N of Items
Online	.888	7
Offline (Physical)	.861	8

6. Data Analysis and Interpretation

Table-2

Frequency Table					
Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	68	68.0	68.0	68.0
	Female	32	32.0	32.0	100.0
	Total	100	100.0	100.0	
Age		Frequency	Percent	Valid Percent	Cumulative Percent

Valid	18-30 Yrs	48	48.0	48.0	48.0
	31-49 Yrs	49	49.0	49.0	97.0
	50-65Yrs	3	3.0	3.0	100.0
	Total	100	100.0	100.0	
Education Qualification		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SSC	6	6.0	6.0	6.0
	Intermediate	70	70.0	70.0	76.0
	Degree	18	18.0	18.0	94.0
	Post Graduate	6	6.0	6.0	100.0
	Total	100	100.0	100.0	
Occupation		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	11	11.0	11.0	11.0
	Intermediate	8	8.0	8.0	19.0
	Private Employee	9	9.0	9.0	28.0
	Self employed	37	37.0	37.0	65.0
	Business	35	35.0	35.0	100.0
	Total	100	100.0	100.0	
Income Level		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10,000-20,000	9	9.0	9.0	9.0
	20,000-30,000	6	6.0	6.0	15.0
	30,000-40,000	6	6.0	6.0	21.0
	40,000-50,000	38	38.0	38.0	59.0
	Above 50,000	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

Form the above table -2 it is observed that the no of respondents of gender out of 100 male respondents are 60%, and female respondents are 32%. . The respondents age group 18-30 Yrs are 48%, age group 31-49 Yrs are 49%, 50-66Yrs are 3%.. the respondents educational qualification SSC are 6%, intermediate respondents are 70%, Degree respondents are 18%, and postgraduate respondents are 6%.. income level of respondents 10,000-20,000 are 9%, 20,000-30,000 respondents are 6%, 30,000-40,000 respondents are 6%, 40,000-50,000 respondents are 38% and Above 50,000 respondents are 41%.

Table-3

Preferred shopping mode in pandemic		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Both	5	5.0	5.0	5.0
	Offline	31	31.0	31.0	36.0
	Online	64	64.0	64.0	100.0
	Total	100	100.0	100.0	

Frequency of online/ offline (Physical) shopping		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sometimes	4	4.0	4.0	4.0
	Daily	8	8.0	8.0	12.0
	Weekly	3	3.0	3.0	15.0
	Monthly	36	36.0	36.0	51.0
	Whenever needs	49	49.0	49.0	100.0
	Total	100	100.0	100.0	
Purchasing the products online shopping		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Groceries	9	9.0	9.0	9.0
	Gifts/Fashion	6	6.0	6.0	15.0
	Health care products	34	34.0	34.0	49.0
	Electronics/ Electrical goods	25	25.0	25.0	74.0
	Accessories/Fitness	26	26.0	26.0	100.0
	Total	100	100.0	100.0	
Purchasing the products offline (Physical) shopping		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Groceries	34	34.0	34.0	49.0
	Gifts/Fashion	6	6.0	6.0	15.0
	Health care products	9	9.0	9.0	9.0
	Electronics/ Electrical goods	25	25.0	25.0	74.0
	Accessories/Fitness	26	26.0	26.0	100.0
	Total	100	100.0	100.0	
The factors influencing to purchase the products online/off line		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Time to acquire the product	8	8.0	8.0	8.0
	Product price	12	12.0	12.0	20.0
	Trust in the seller	39	39.0	39.0	59.0
	Product Quality	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

Form the above tale -3 it is observed that the respondents out of 100 preferred shopping mode online 64%, the respondents offline 31%, and the respondents both are 5%. The frequency of purchasing online and offline shopping sometimes respondents are 4%, the responders daily are 8%, the respondents weekly are 3%, the respondents monthly are 36% and the respondents whenever needs are 49%. Purchasing the products form online respondents are 9% Groceries, the respondents are 6% are gifts/fashion, the respondents are 34% Health care products, the respondents are 25% electronics/electrical goods and the respondents accessories/fitness products are 26%. Purchasing the products form offline

respondents are 34% Groceries, the respondents are 6% are gifts/fashion, the respondents are 9% Health care products, the respondents are 25% electronics/electrical goods and the respondents accessories/fitness products are 26%. The factors influencing to purchase the products respondents are time to acquire the product 8%, respondents are product price 12%, respondents Trust in the seller are 39%, respondents are Product qualify 41%.

Table-4

		Over all satisfaction of online and offline shopping				Total
		Highly Dissatisfied	Dissatisfied	Satisfied	Highly Satisfied	
Gender	Male	2	2	13	51	68
	Female	2	0	3	27	32
Total		4	2	16	78	100
		Over all satisfaction of online and offline shopping				Total
		Highly Dissatisfied	Satisfied	Satisfied	Highly Satisfied	
Age	18-30 Yrs	2	0	9	37	48
	31-49 Yrs	2	2	6	39	49
	50-65Yrs	0	0	1	2	3
Total		4	2	16	78	100
		Over all satisfaction of online and offline shopping				Total
		Highly Dissatisfied	Satisfied	Satisfied	Highly Satisfied	
Income Level	10,000-20,000	0	0	2	7	9
	20,000-30,000	1	0	2	3	6
	30,000-40,000	0	0	1	5	6
	40,000-50,000	1	1	8	28	38
	Above 50,000	2	1	3	35	41
Total		4	2	16	78	100

The above table –4 reviews that gender overall satisfaction of online and offline (Physical) shopping male respondents highly satisfied 51% , 13% are satisfied and female respondents 27% are highly satisfied and 16% are satisfied. The age group 18-30Yrs respondents 37% are highly satisfied, and 9 respondents are satisfied. Income levels Above 50,000 respondents 35% are highly satisfied, 3% respondents are satisfied. Age group 40,000-50,000 respondents 28% are highly satisfied and 8% respondents are satisfied. It concludes male respondents, 31-19Yrs age group responds and Above 50,000 income level are satisfied with online /offline shopping.

7. Testing of Hypothesis:

H₀₁: there is no impact of Gender, Age, and Income Levels on preferred shopping mode in pandemic covid-19

Table-5

		Preferred shopping mode in pandemic			Total	Pearson Chi-Square Value	df	Asymptotic Significance (2-sided)
		Both	Offline	Online				
Gender	Male	5	21	42	68	2.520 ^a	2	.284
	Female	0	10	22	32			
Total		5	31	64	100			
		Preferred shopping mode in pandemic			Total	Pearson Chi-Square Value	df	Asymptotic Significance (2-sided)
		Both	Offline	Online				
Age	18-30 Yrs	4	10	34	48	6.831 ^a	4	.145
	31-49 Yrs	1	19	29	49			
	50-65 Yrs	0	2	1	3			
Total		5	31	64	100			
		Preferred shopping mode in pandemic			Total	Pearson Chi-Square Value	df	Asymptotic Significance (2-sided)
		Both	Offline	Online				
Income Level	10,000-20,000	0	1	8	9	7.897 ^a	8	.444
	20,000-30,000	0	2	4	6			
	30,000-40,000	1	0	5	6			
	40,000-50,000	2	12	24	38			
	Above 50,000	2	16	23	41			
Total		5	31	64	100			

The above table -5 reveals that the impact of Gender on preferred shipping mode in pandemic the chi-square value 2.520, p value is 0.284 greater than the .05 significance level . Age on preferred shipping mode in pandemic the chi-square value 6.831, p value is 0.145 greater than the .05 significance level. Income level on preferred shipping mode in pandemic the chi-square value 7.897, p value is 0.444 greater than the .05 significance level. Hence it conclude that there is no impact of Gender, Age, and Income Levels on preferred shopping mode in pandemic covid-19.

H₀₂: The factors not influencing to purchase the products online / offline on Gender, Age, and Income Levels in pandemic covid-19

Table-6

		The factors influencing to purchase the products online/off line					Total	Pearson Chi-Square Value	Df	Asymptotic Significance (2-sided)
		Time to acquire the product	Product price	Trust in the seller	Product Quality					
Gender	Male	4	5	27	32	68	6.945 ^a	3	.074	
	Female	4	7	12	9	32				
Total		8	12	39	41	100				
		The factors influencing to purchase the products online/off line					Total	Pearson Chi-Square Value	Df	Asymptotic Significance (2-sided)
		Time to acquire the product	Product price	Trust in the seller	Product Quality					
Age	18-30 Yrs	3	6	17	22	48	2.904 ^a	6	.821	
	31-49 Yrs	5	5	21	18	49				
	50-65 Yrs	0	1	1	1	3				
Total		8	12	39	41	100				
		The factors influencing to purchase the products online/off line					Total	Pearson Chi-Square Value	Df	Asymptotic Significance (2-sided)
		Time to acquire the product	Product price	Trust in the seller	Product Quality					
Income Level	10,000-20,000	0	0	6	3	9	15.271 ^a	12	.227	
	20,000-30,000	1	0	4	1	6				
	30,000-40,000	0	0	2	4	6				
	40,000-50,000	1	7	15	15	38				
	Above 50,000	6	5	12	18	41				
Total		8	12	39	41	100				

The above table -6 reveals that the impact of Gender on The factors influencing to purchase the products online/off line in pandemic the chi-square value 6.945, p value is 0.074 greater than the .05 significance level . Age on preferred shipping mode in pandemic the chi-square value 2.904, p value is 0.821 greater than the .05 significance level. Income level on preferred shipping mode in pandemic the chi-square value 15.271, p value is 0.227 greater than the .05 significance level. Hence it concludes that there is no impact of Gender, Age, and Income Levels on The factors influencing to purchase the products online/off line in pandemic covid-19.

8. Factor analysis is analyses

The above table gives the rotated factor loadings explained by the factors. Out of the 15 awareness on value added services, 3 factors have been extracted and these 3 factors put together explain the %. In order to reduce the number of factors and enhance the interpretability, the factors are rotated. The rotation increases the quality of interpretation of the factors. There are several methods of the initial factor matrix to attain simple structure of the data. The varimax rotation is one such method to obtain better result for interpretation is employed and the results are given below.

Table-7

Rotated Component Matrix^a			
	Component		
	1	2	3
I shop online because it is easier to see discounts and prices	.214	.948	.028
I shop online because I have a greater variety of products	.477	.521	.552
I shop online because it is a good option to buy things when time is short	.718	-.161	.599
I shop online because it can save me the effort of buying what I want from offline	.787	.377	.111
I shop online because I can gather more information	.810	.360	.252
I shop online because I value the convenience of 24/7h availability	.908	.202	.009
I shop online because I can shop in privacy at home	.451	.161	.657
I shop online because the quality of decision-making is improved	-.244	.029	.665
I shop in physical stores because I value the physical experience in the store	.214	.948	.028
I shop in physical stores because I receive a huge amount of customer satisfaction	.477	.521	.552
I shop in physical stores because I like the help and friendliness, I can get at local stores	.694	-.168	.608
I shop in physical stores because I like the energy and fun of shopping at local retail stores	.787	.377	.111

I shop in physical stores because I can physically evaluate the products	.794	.373	.246
I shop in physical stores because I can directly compare products with each other	.908	.202	.009
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 7 iterations.			

Table-8

Clustering Of impact of factors on buying behavior of customers online/offline in covid-19	Rotated factor loadings
Factor-I	
I shop online because it is a good option to buy things when time is short	.718
I shop online because it can save me the effort of buying what I want from offline	.787
I shop online because I can gather more information	.810
I shop online because I value the convenience of 24/7h availability	.908
I shop in physical stores because I like the help and friendliness, I can get at local stores	.694
I shop in physical stores because I like the energy and fun of shopping at local retail stores	.787
I shop in physical stores because I can physically evaluate the products	.794
I shop in physical stores because I can directly compare products with each other	.908
Factor –II	
I shop online because it is easier to see discounts and prices	.948
I shop in physical stores because I value the physical experience in the store	.948
Factor-III	
I shop online because I can shop in privacy at home	.657
I shop in physical stores because I receive a huge amount of customer satisfaction	.552
I shop online because the quality of decision-making is improved	.665

The table -8 Rotated Component matrix shows the three factors were identified as maximum percentage of variance accounted. The 8 factors of buying behavior of customers were grouped together as factor I and accounts of 61% of the total variance. The 2 factors of buying behavior of customers were grouped together as factor II and accounts of 15% of total variance. The 3 factors of buying behavior of customers were grouped together as factor III and accounts of 23% to total variance.

9. FINDINGS:

- From the study it is observed that the no of respondents of gender out of 100 male respondents are 60%, and female respondents are 32%. Maximum respondents were male
- From the study is observed the respondent's age group 18-30 Yrs are 48%, age group 31-49 Yrs are 49%, 50-66Yrs are 3%. Maximum respondents are group are 31-49 Yrs are 49%.
- From the study is observed the respondent's educational qualification SSC are 6%, intermediate respondents are 70%, Degree respondents are 18%, and postgraduate respondents are 6%.. Maximum respondents are intermediate 70%.
- From the study is observed the respondent's income level of respondents 10,000-20,000 are 9%, 20,000-30,000 respondents are 6%, 30,000-40,000 respondents are 6%, 40,000-50,000 respondents are 38% and Above 50,000 respondents are 41%..Maximum respondents are Above 50,000.
- From the study is observed the respondent's the respondent's preferred shopping mode online 64%, the respondent's offline 31%, and the respondents both are 5%.
- From the study is observed the respondent's of purchasing online and offline shopping sometimes respondents are 4%, the responders daily are 8%, the respondents weekly are 3%, the respondents monthly are 36% and the respondents whenever needs are 49%.
- From the study is observed the respondent's purchasing the products form online are 9% Groceries, the respondents are 6% are gifts/fashion, the respondents are 34% Health care products, the respondents are 25% electronics/electrical goods and the respondents accessories/fitness products are 26%.
- From the study is observed the respondent's Purchasing the products form offline are 34% Groceries, the respondents are 6% are gifts/fashion, the respondents are 9% Health care products, the respondents are 25% electronics/electrical goods and the respondents accessories/fitness products are 26%.
- From the study is observed the respondent's the factors influencing to purchase the products respondents are time to acquire the product 8%, respondents are product price 12%, respondents Trust in the seller are 39%, respondents are Product qualify 41%.

The study reveals that there is no impact of Gender, Age, and Income Levels on preferred shopping mode in pandemic covid-19.

The study reveals that there is no impact of Gender, Age, and Income Levels on The factors influencing to purchase the products online/off line in pandemic covid-19.

10. CONCLUSION:

The observing the analysis it is clear that the most of the respondents purchasing products online and offline. Overall the findings of the study suggest a strong and optimistic of it effects on the customer preferences offline grocery products and online health products. The

measures of consumers preferences assume that customers recall of the brand automatically translation to buying of the products online in pandemic. The purchasing behavior of the respondents are observed that Trust in the seller and Product qualify. The research would like to suggest undertaking research on the impact of consumer behavior on the online stores in pandemic situations.

Covid-19 has influenced our everyday life significantly. The rapid shift will be needed form offline activities to online activities. The study highlighted that consumers strongly value the high level of convenience of online and offline shipping. Such that the factors effecting easiness, see the discounts and prices and greater availability of products.

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