

An Analytical Study of perception of consumer behavior after Corona (Covid-19) pandemic

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ABSTRACT: The corona virus (Covid-19) disease first identified in Wuhan, China. Right now various countries in the world are dealing with corona. The total world has been stopped because of corona, As well as there are serious implication impose on people. Covid-19 is significantly impacting business, services, social life and economy. Corona stopped all economic activities as there is no vaccine or any other proper medicine.

Keywords: Corona, Covid-19, Pandemic, Purchase Decision, Consumer Behavior, Behavior Perception, sanitization, Medical Equipment, Disease, Electronic Gadgets, Occasion, Psychology, Demand.

I. INTRODUCTION

Corona Virus Disease (Covid-19):

As per WHO corona virus disease (covid-19) is an infectious disease caused by newly discovered corona virus. Most of people infected with the Covid-19 virus will experience mild to moderate respiratory illness and recover without requiring treatment. Older people, and those with underlying medical problems like cardiovascular disease, diabetes, chronic respiratory disease, and cancer are more likely to develop serious illness. The Covid-19 virus spreads primarily through droplets of saliva or discharge from nose when an infected person cough or sneeze, so it important that you also practice respiratory etiquette.

At this time, there is no specific vaccine or treatment for Covid-19. However, there are many ongoing clinical trials evaluating potential treatments.

Buying Decision

Every person has need and choice. Buying decision change or varies by person to person. It depend upon the need. As some purchase decision are less important like purchasing of toothpaste, soap, Clothes, etc. And Purchase decision regarding Car, House, A.C, T.V, jewelry and other

Electronic Gadgets is more important and it take more time to choose. Buying decision of consumer is depend on psychological process that consumer go through in identify need and then consumer search a way to solve these need and think about to purchase (whether purchase or not purchase) whenever a person have to purchase something he search lot's of thing and then select a think to purchase. The decision of purchase impact by different factors like age, mood, choice, time, social as well as physical factors.

Factors affecting on Buying Decision

- ❖ Cost of Products
- ❖ Benefit of Products
- ❖ Discount Receive at the time of purchase
- ❖ Need or Requirement of Products
- ❖ Age of consumer as, Teenager, Young, Adult, Middle Age, Old Age
- ❖ Gender of consumer
- ❖ Choice of consumer
- ❖ Occasion like Diwali, Holi, Christmas, Eid, Makarsankranti etc.
- ❖ Life style of consumer
- ❖ Perception of consumer (person)
- ❖ Belief and attitude of consumer
- ❖ Psychological factor
- ❖ Social factors

Concept of Consumer Behavior

Consumer behavior involves the psychological processes that consumers go through recognizing needs, finding ways to solve these needs, making purchase decisions (e.g., whether or not to purchase a product and, if so, which brand and where), interpret information, make plans, and implement these plans (e.g., by engaging in comparison shopping or actually purchasing a product)

Stages of consumer decision making process



II. REVIEW OF LITERATURE

By Accenture- Covid 19-Pulse-Survey-Research-Pov. Consumers are more fearful of the economic impact of covid-19 than for their health. Shifts in purchasing behaviour. The biggest change is in the consumption of personal hygiene products. Some companies will face backlash over their response to Covid-19.

By Euromonitor International (Coronavirus Effect on Indian FMCG Industries and Services) they find that those FMCG industries selling necessity –driven and essential products, such as fresh food, package food and bottled water, are being impacted due to supply chain breakdowns ,stockpiling and stock outs.

By McKinsey & Company (Covid -19 and the great reset: Briefing note#18, August 13,2020).they studied that the abrupt halt of Global travel during the covid -19 crisis, aside from delaying personal trips and vacation ,has had a major impact on business across sectors .in their latest research show that ,historically ,business travel rebound from crises at slower pace than leisure travel exhibit.

By Agriculture &Food :e-Newsletter : Impact of Corona virus (Covid -19)on Indian Economy Sunil Kumar ,Pratibha B .Thombare &Pandirang A. Kale The tade impact of the coronavirus epidemic for india is estimated to be about 348 million dollars and the country figure among the top 15 economies most affected as slowdown of manufacturing in china disrupts world trade,according to UN report .Where as according

to Asian development bank (ADB) the Covid-19 outbreak could cost the Indian economy between \$387 million and \$29.9 billion in personal consumption losses (<https://www.livemint.com>) .

OBJECTIVE OF THE STUDY

- 1) To find out impact of corona Covid-19 on shopping pattern.
- 2) To analyze the change in Perception of consumer regarding purchase.
- 3) To find out change in Purchasing before and after Corona (Covid-19).

III. RESEARCH METHODOLOGY

The Study is Descriptive and Analytical in nature. It is simplest way of research and more specific. For the research paper all data is collected by secondary source .The Research paper is based on past literature, books, journals, magazines etc. It also covers a wide range of academic literature on consumer behaviour and perception. Mainly designed to explore information for formulating more sophisticated studies.

IV. CONCLUSION

Due to lock down people are out of funds as they cannot go to their respective job. Because of this, people are thinking 10 times to buy a product. As people are of opinion that the situation is going to become worse due to covid-19 .As they have to save money for the present & future of the family .People are buying only the needful products such as Medical equipment ,Vegetables, Grains and rice instead of buying luxurious products or less needful products such as mobile ,T.V, Clothes. Also people are in stress because if any member of the family found out Covid -19 positive or any other medical condition diseases they will have to treat the respective disease from the savings.

Lots of people are buying sanitization and protective medical products such as alcohol base sanitizer, N95 Mask and surgical gloze as well as PPE kits for extra protection. Nearly all the people in the family use all the above products in day to day life after covid-19. So , the demand of this product has increase in tremendous manner .As the demand of these products increase rapidly, the prices also got increase in illogical manner .Shopkeepers ,online Retailers ,Medical shop owner are selling these products in heavy prices more than MRP. As now these products have become essential needs people have to buy it at any cost. They are buying it at more prices than MRP. Earlier people used to buy clothes, shoes, jewellery,

make-up products, as their needy day to day life products but now the sanitization products have taken their place .The money which they were investing or spending on clothes, shoes, jewellery, and make-up etc. now spending on health products.

People have become more protective before buying any product from the market. Before going to the market people are thinking that if owner and the worker is Covid -19 positive then he can also became positive and can make his family member positive .Due to this he is avoiding buying any products or going to the market. As there is no research on how many days the virus stays active on Vegetable, fruits, electronic goods grains news papers etc. People are avoiding buying products.

Due to which the demand for such product decrease tremendously the goods from the shop remains unsold. The shop owners are facing economic problems as shopkeepers always purchases goods in extra much more quantity. Due to these entire reasons people are full of stress for their present and future.

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