



## A Case Study of Changing Consumer Behaviour During Covid-19 With Special Reference To Mampad Panchayath

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### I. INTRODUCTION

Pandemics are not exactly a novel phenomenon strictly related to the current modern societies as they were recorded since ancient time. Each pandemic triggered major changes in economics, regional and global policies, social behavior and citizen's mentalities as well. Like any other pandemic COVID-19 has caused significant change on all levels of contemporary society. All states; continents; regions; urban and rural communities; families; and ultimately thinking and

lifestyle of each individual have been impacted by the pandemic, and we may never return to the normality previously experienced before COVID-19.

Covid-19 which is said to have emerged from Wuhan (China) has caused a serious impact on almost every society of the earth. Due to the problems caused by this particular health crisis all over the world, the World Health Organization (WHO) has declared it as a global pandemic. Not only that but because of its rampant spread countries were forced to stop international travelling as well as locked up themselves. Also, the lockdown has been recognized as the only method to control the spread of the pandemic and almost every country has adopted this method. Amidst the lockdown in Indian society, multiple issues related to social, educational, economic, political, agricultural, psychological and many more have been noticed which has created the devastating impact on the lives of the people.

Before the outbreak of corona virus disease most of the people purchasing consumer durables directly from retail shops, supermarkets, textiles, etc., Also for the entertainment purpose they go to theaters amusement parks, pubs and clubs, etc. weekly or monthly. But after the spread of COVID-19 and announcement of unexpected national lockdown, situation has changed a lot.

Since as per the medical science Corona virus spreads primarily through contacting the infected person (even though cough or sneeze) or by touching the surface that has a virus on it, so the best way that chosen by the Govt is to stay at home and stay safe. Because of the fear of being infected, many people turn towards online purchasing rather than direct purchasing from shops. Many bank a/c



holders made their transactions through e-banking instead of directly visit their bank branches. Mode of payment has also changed instead of paying with paper currency, most of the people for their safety, paying with mobile banking like Google pay, paytm, internet banking, banking cards, mobile wallets, etc. Also consumers have reduced their consumption. Now consumer priorities have become centered on most basic needs rather than luxurious commodities. As stay at home and social distancing orders took hold in the spring, customers relied even more heavily on digital and mobile platforms as their Smartphone's became a lifeline to the outside world. New virtual behaviors emerged and expanded as consumers completed their daily tasks digitally, such as telehealth appointments, online workouts and contact free delivery.

The pandemic has impacted virtually all aspects of our lives. Some developments have been sudden and involuntary, such as social distancing, wearing masks, stopping public transport, restrictions on travel, etc. For others, it has merely accelerated the adoption of behaviors already gaining traction, such as the digitalization of shopping, banking and more. Will these changes in behavior last after Covid-19 subsides, or will consumer's old habits die hard? Behavioral studies and past events can offer answers.

All consumer behavior has strong location and time dependencies. Behaviour can differ significantly from one location to another depending on cultures, geographies, etc. The pandemic is making this dimension of consumer behavior more complex; for example, since physical movement is restricted, consumers are migrating into virtual worlds at an unprecedented rate and are exposed to newer influences. This could require us to go beyond traditional methods of modeling their behavior.

The world is awash with people adapting to a slower pace of life amidst global restrictions on movement. And while most people initially bemoaned the lack of freedom, it seems many are now not only adapting to but appreciating what's being described as 'the new norm'.

For adjusting the way they shop and what they shop for to spending more quality time with family, people are enjoying more relaxed routine –and it seems these new habits could be carried over post Corona virus.

## OBJECTIVES

- To understand the impact of Covid-19 on consumer behavior
- To assess the accessibility of cashless transaction among consumers and how the different digital methods helps the consumers to make transactions during Covid-19.
- To compare the consumption pattern before and during Covid-19

## STATEMENT OF THE PROBLEM

This study is conducted to analyze the major changes in consumer behavior before and during the outbreak of covid-19 and also to examine that will the consumers permanently change their consumption habits due to lockdown and social distancing or will they go back their old habits once the global crisis over with special reference to Mampad panchayath in Malappuram district. Covid-19 has impacted every segment of our life and lives. Unexpected lockdown and social distancing made a drastic change in individual consumption behavior and shopping pattern. There is an increasing accessibility towards the online shopping and digital payments. Also the pandemic has caused a massive economic shock across the world due to business interruptions and shutdowns from social-distancing measures. These changes may or may not be leads to forming new habits in consumption pattern. Since the consumption regarded as the final purpose of all economic activities and a major component in the calculation of our national income, changes in consumption also affects the economy as a whole.

## SCOPE AND IMPORTANCE OF THE STUDY

Since consumption plays a crucial role in economics, it is important to know about the reasons and patterns of change in consumption. This study will helps to analyse the major changes in consumer behavior caused by the Covid-19 and subsequent lock down period. It helps in identifying whether these changes in consumption are permanent or temporary in nature. Further the study was explored to find out the reasons of the behavioural changes in consumers decision-making process. This study will helps to assess the increasing accessibility of online platforms for making purchases and various digital payment methods during the period of pandemic. And also this study provides a comparison of consumption behavior of pre and post Covid periods. It also provides you that a scope for futher studies and researches on this topic



## METHODOLOGY

Methodology is the systematic method to resolve a problem through data gathering using various techniques, providing an interpretation of data gathered and drawing conclusions about the data.

The methodology adopted for carrying the study on changing consumer behavior during Covid-19 with special reference to Mampad Panchayath, is mainly based on both primary and secondary data and used both qualitative and quantitative data for the study. Primary data are collected from 80 households residing in Mampad panchayath through Google form (because personal visiting is not safe during this period of Covid-19), using a structured questionnaire. Random sampling method is used for selecting the respondents. The secondary data used in the study are collected from different sources like journals and magazines, newspapers, research papers and various websites.

## LIMITATIONS

- This study only considered the educated consumers who are able to fill the questionnaire because questions were prepared in English language.
- Lack of reliability in primary data because it was collected only through google forms not by directly visiting the respondents.
- The situation of lockdowns and increased Covid positive cases made obstacles on primary data collection.
- Since the Covid-19 is not ends yet, the data can't be used for a comparison of pre and post-consumer behavior.
- There is lack of resources, since we cannot approach authorities due to Covid protocols.

## CHAPTERISATION

This study report is arranged in 6 chapters for the sake of clear and meaningful presentation. First chapter, it is the introductory chapter dealing with the broad outline of the study, objectives, and statement of the problem, methodology and limitations. The second chapter deals with the review of literature; it is related with the studies on the subject. The third chapter includes the profile of the study area. The fourth chapter deals with an overview of the topic. The fifth chapter includes analysis and interpretation of the collected data and sixth chapter deals with the major findings, suggestions and conclusions

## II. REVIEW OF LITERATURE

- **Seema Mehta, Tanjul Saxena & Neetu Purohit** (30, July 2020), in their study titled 'The New Consumer Behavior Paradigm amid Covid-19: Permanent or Transient', analysed main changes in consumer behavior caused by the Covid-19 and subsequent lockdown period. They stated that during the pandemic, people are spending less of their income on non-essential items such as clothing, shoes, make-up, jewelry, etc, the developed nations are shifting towards steady state purchasing post-stock piling. Around 76 percent of consumer out of a sample in the survey on Indian consumer sentiments during corona virus crisis carried by Mckinsey, strongly agreed to spend their money carefully and cut back on their purchase.
- **Economic and Political Weekly (EPW)** (25, July 2020), "locked out at the margins" shows the pathetic condition of the marginalized sections in India that include transgenders, disabled, street children, sex workers..etc, during the period of covid -19 and the unexpected lockdown. Many of them lost their works. In Jharkhand, Telangana and Karnataka the respective high courts directed the state govt to supply foodgrains, medicine and other basic necessities to transgender community.
- **Sapna Sood** (June, 2020), presented a paper on 'Impact of Covid-19 on consumer behavior in India'. This study analyses the impact of outbreak of the epidemic on consumption and shopping behaviours of consumers, mainly the transformation from conventional shopping outlets to E-commerce. It emphasis on the overall impact of Covid-19, especially the rise in internet usage, video games, T.V viewers, E-commerce, etc. This analysis is conducted on behalf of business management and it suggest that to attain long-term business strategy to drive sustainable growth, implement the marketing lessons from the crisis. For this study they reviewed 12 peer-reviewed journal articles, numerous journal repositories and carried out a content analysis.
- **The Indian Express** (Tuesday, July 19, 2020) 'Explained: How Covid-19 Pandemic has changed consumer behaviour'. It reveals the facts about the impact about Covid-19 on consumer behavior from recent report made by Mckinsey & co, published on July 8. They stated that there has been more than 10 percent growth in online shopping. Due to fall in income Indian consumer spend more on essentials such as grocery and household supplies and cutting back on non-essential categories. There is increase in the consumption of health and fitness supplements,



community purchases through apps/websites. The E-commerce company Myntra made over 7 lakh first time customers during their 'End of Reason sale' last month. The Covid-19 brought two major shifts in customer behavior, one is reluctance to shop from crowded stores and increased propensity towards digital.

- **Dr. Chauhan Vilas and Shah Heer** (20, April 2020) in their study titled 'An empirical analysis into sentiments, media consumption habits, and consumer behavior during the corona virus (Covid-19) outbreak' attempts to explore and gauge the sentiments, expectations, income spending and behaviours of Indian consumers during corona virus crisis. It focuses on the change in the media consumption habits i.e., type and usage of media since the covid-19 outbreak and also the various ways in which they are using social media to stay connected, informed and entertained. The differences in media consumption habits and consumer behavior across gender and age are also explored. From their sample survey, more than 50% of consumers have ordered products online that they would normally purchase at the store.

- **Mason Andrew, Narcum John and Mason Kevin** (September 2020) in their research on changes in consumer decision-making resulting from the Covid-19 pandemic, interventions on US Consumer's behavior. This study provides a critical analysis of published findings across healthcare and marketing to examine macro changes in US consumer decision making behaviours. They collected survey data from consumers and compared their behaviours pre and post declaration of the pandemic has altered consumer's product needs shopping behaviours, purchasing behaviours as well as their post-purchasing satisfaction level.

- **Li Junxiong, Hallsworth.G.Allan and Stefaniak. J. Andrews S** (June 2020), in their study on 'changing consumers at the outset of the Covid-19 outbreak', focuses on the embryonic stages of the Covid-19 pandemic in China, where most people affected opted to abide by the Chinese govt's national self-quarantine campaign. This resulted in major disruptions to one of the most common market processes in retail: food retailing. The research adopts the theory of planned behavior to provide careful empirical insights into changes in consumer behavior related to food purchases during the initial stages of the Covid-19 outbreak in China. They suggested that the outbreak triggered considerable levels of switching behaviours among customers, with farmer's markets losing most of their customers, while local small independent

retailers experienced the highest levels of resilience in terms of customer retention.

- **Jagadish Sheth** (Sep 2020) in his research on 'impact of Covid-19 on consumer behavior: will the old habits return or die? Aims to examine the impact of Covid-19 pandemic on consumer behavior. Consumers are learning to improvise and learn new habits return or die? Aims to examine the impact of Covid-19 pandemic on consumer behavior. Consumers are learning to improvise and learn new habits. While consumers go back to old habits, they will be modified by new regulations and procedure in the way consumers shop and buy products and services, New habits will also emerge by technology advances, changing demographics and innovative ways consumers have learned to cope with blurring the work, leisure and education boundaries.

- **Deshabhimani** (Thursday May 21, 2020) 'Malayalis Return To Ration Shops: Covid Impacts Changes In Consumption Pattern'. It reveals the facts and suggestions about an online survey conducted by Kochi-based Centre for Socio-economic and Environmental Studies (CSES). The two important changes observed during the period are increased dependence on Public Distribution System (PDS) and higher reliance on neighborhood grocery shops for essential items by all sections of the society irrespective of economic class differences. CSES conducted the survey between April 28 and May 6. The survey finds that 92% of the households possessing ration cards has purchased from ration shops during the lockdown. Among the respondents possessing the ration card, 16% has purchased ration for the first time or after a long period.

- **Alina Butu, Ioan Sebastian Bruma and others** presented a paper titled on 'The Impact of COVID-19 crisis upon the consumer buying behavior of fresh vegetables directly from local producers. The paper addresses the impact of Covid-19 crisis upon the consumer buying behavior directly from local producers as observed 30 days later, after enforcing the state of emergency in Romania within a well-defined area, namely, the quarantined area of Suceava. The study uses primary data through an online questionnaire. It begins with an analysis of the sociodemographic factors related with the purchasing decision of fresh vegetables directly from local producers before declaring 'emergency' in Romania. Thereafter it analyses the changes caused by the COVID-19 crisis on the purchasing intention of such products before and after the end of respective crisis.



• **Anton Pak and Damon.P.Eisen** (2020) in their article “Economic consequences of the Covid-19 Outbreak: the Need for Epidemic Preparedness” specifies the Covid-19 is not only a global pandemic and health crisis; it has also severely affected the global economy and financial markets. Significant reductions in income, a rise in unemployment, and disruptions in the transportation, service and manufacturing industries are among the consequences of the disease mitigation measures that have been implemented in many countries. It has become clear that most governments in the world underestimated the risks of rapid Covid-19 spread and were mostly reactive in their crisis response. As disease outbreaks are not likely to disappear in the near future, proactive international actions are required to not only save lives but also protect economic prosperity.

### III. OVERVIEW

The corona virus disease (COVID-19) pandemic has been originated in the city of Wuhan located in China, has quickly spread world wide. In India, first case of COVID-19 was reported on 30th January 2020. Now it has been considered as the world wide pandemic caused by Severe Acute Respiratory Syndrome Corona virus 2 (SARS-COV-2). The spread of COVID-19 in India was initially characterized by lower case numbers and fewer deaths compared with other developed countries. This was primarily due to a stringent lockdown and some demographic factors. As a result of this nationwide lockdown Indian economy was hit hard by unemployment and a steep decline in growth. However these economic constraints forced a staggered lockdown exit strategy, resulting in a spike in COVID-19. Our central and state governments are taking several measures, actions and formulating several wartime protocols to control the wide spread of COVID-19 effectively. For this, Indian government implemented 55-days lockdown throughout the country that started on March 25th, 2020. This outbreak has affected every aspect of our lives such as social, economic and political aspect.

The Government of India announced different measures to tackle the situation. That includes food security, extra funds for healthcare and for the states, to sector related incentives and tax deadline extensions.

#### Social aspect

There are important measures taken to prevent from being affected by the Covid-19, that

include social distancing, washing hands regularly and wearing mask, etc. Although social distancing helps in reducing the spread of Covid-19, but it affects the intimacy of relationships among human beings. Work/ study from home and quarantine or self isolation are also preventive measures but are resulted in depression, mental stress and even domestic violence. National commission of women (NCW) reports reveals that a 100% rise in complaints of domestic violence cases. Government restrictions imposed on gathering with friends and relatives in public places negatively affected the individuals facing the problem of depression. Studies states that during this period of pandemic people are increasingly depends on social medias such as Google meet, WhatsApp, instagram, Face book..., etc for interacting with others. Workers in informal sectors are vulnerable because the majority lacks social protection and access to quality health care and have lost access to productive assets. Without the surety of means of income during the periods of lockdown, many people are unable to feed themselves and their families.

#### Economic impact

COVID-19 made drastic changes on the economic aspects of our lives. During these period economic growth and many other development indicators shows a declining trend. According to the Ministry of Statistics, India's growth in the fourth quarter of the fiscal year 2020 went down to 3.1%. Stock prices have declined and investments were reduced. Many individuals lost their jobs. Salary or wage reduction also makes life difficult. Also there were not enough/ adequate supply of basic necessities including food grains. Also like any other crisis, COVID-19 has greatly affected on the lives of poor peoples than the rich ones. The pandemic has affected the entire food system and has laid bare its fragility. Border closures, trade restrictions and confinement measures have been preventing the farmers from accessing markets, for both buying inputs and selling their products and agricultural workers from harvesting crops, thus disrupting domestic and international food supply chains and also reducing the access to healthy, safe and diverse diets. India's GDP estimates were downgraded even more to negative figures (24%), that signaling a deep recession. Unemployment rises from 6.7% to 26%. During lockdown, around 140 million people lost their employment. Major industries and companies in India such as Bharath Forge, Ultra Tech Cement, Aditya Birla Group, etc.



have temporarily suspended or significantly reduced their operations.

### Impact On Consumption

The covid-19 pandemic has impacted the lives of the consumers and shifted their consumption pattern very widely. Consumers are increasingly worried about the impact of COVID-19, both from a health and economic perspective. People are responding to these effects in different ways and maintain different attitudes and behavioral patterns. During the times of lockdown and COVID-19, some people anxiously purchase products and thereby supply shortages. While some others reluctant to make bulk purchases due to the fear of loss of income. Certain products get more demand in the economy while certain lost it. Demand for medical supplies like sanitizer, masks and certain other hygienic products are highly increased. Restrictions on public gathering imposed by govt and the fear of being affected by the corona virus, majority of consumers changed their purchasing platforms and payment methods. Instead of directly visiting physical stores they make purchases through online and also use digital payment mechanism such as use of credit and debit cards, e-wallets, UPI's, etc. in the place of cash payments.

Major impacts on consumer behavior as follows:

- **Demand fluctuations:** During times of crisis, the general tendency is to postpone purchase and consumption of certain non-essential commodities like purchasing gold, house, furniture, etc. and services such as parks and recreation, movies and entertainment. While demand for certain essential commodities has risen.
- **Digitalisation:** Consumers have adopted several new technologies and their applications. Most obvious examples are Zoom, Google meet, etc. provides a platform for virtual gathering. During lock down, most of the people spent their time on several social media like Whatsapp, Facebook, Youtube, etc.
- **Store comes home:** Due to complete lockdown in the economy, consumers are unable to go to the grocery store or to the shopping centers. Instead, the store comes home. Home delivery of commodities and services provided through various platforms such as Netflix, Amazon, Flip kart, Myntra, etc.
- **Hoardings:** Consumers are stockpiling essential products for daily consumption resulting in temporary shortages. Hoarding is a common

practice when a country goes through hyperinflation. This has happened with respect to personal protection equipment products for healthcare workers including the N95 masks. The practice of hoarding creates a temporary demand hike.

- **Reduced consumption:** Lockdowns and different restrictions imposed by state and central governments necessitate people to stay at home. This resulted in large reduction in the consumption of several goods and services. It mainly affects the luxury commodities like jewels, motorcars, etc. and entertainment services such as theaters, parks, party clubs, auditorium, etc.
- **Increased dependence on PDS:** Kerala is the first state that implemented a universalized PDS during the lockdown. Currently, the distribution of free kits of essential items comprising rice, wheat, pulses, oil, masala powders and more through rationshops is progressing in the state. Such interventions of government have been a great relief to all sections of the society. Before the period of Covid-19, people have negligence towards ration shops because they thinks that commodities provided through ration shops are of poor quality. Therefore majority of middle income and high income class of people had only less demand towards the public distribution system. While during the period of covid-19 and lockdowns majority of households are depends on public distribution system and neighborhood grocery shops for essential commodities by all sections of the society irrespective of economic class differences.

### IV. PROFILE OF THE STUDY AREA

This chapter examines the general feature of the study area. The study is conducted in Mampad panchayath which is in Wandoor block of Malappuram district. Including villages are Mampad, Palaparamb, and Wandoor. Taluk is Nilambur, Assembly constituency is Wandoor and Lokhsabha constituency is Wayanad.



Country	India
State	Kerala
District	Malappuram
Block	Wandoor
Village	Mampad, Palaparamb, Wandoor
Taluk	Nilambur
Area	8467sq.km
No. of Wards	19
Assembly constituency	Wandoor
Lokhsabha Constituency	Wayanad
Total Population	33590
Male	16897

#### Boundaries

North : Chaliyar, Nilambur Municipality  
South : Edavanna, Thiruvalli panchayath  
East : Wandoor, Thiruvally panchayath  
West : Oorngattiri, Chaliyar panchayath

Mampad panchayath was formed in 1961 as per the panchayath Act. It was part of Eranadu Taluk, now it is the part of Nilambur Taluk and Wandoor block Malappuram district.

**POPULATION:** Total population in this panchayath 33590. Male is 16897 and Female is 16693. Out of this 2791 are scheduled caste and 1161 are scheduled tribes.

**BOUNDARIES:** Mampad panchayath is sharing its boundary with East in Wandoor and Thiruvalli panchayath, West with Oorngattiri and Chaliyar panchayath. South was Thiruvalli panchayath and Edavanna panchayath and North in Chaliyar panchayath and Nilambur Municipality.

**CLIMATE:** Mampad panchayath has a climate with temperature ranging 22 to 35 degree Celsius. Average rainfall is 349 to 400 centimeters. Like other areas of Malabar the area receives south-west monsoon from June to August and north-east monsoon from September to November.

**AGRICULTURAL SECTOR:** Mampad panchayath primarily an agricultural area. It had some fine records in agricultural field. Food crops and cash crops are cultivated in this area. The most commonly cultivating crops are rubber, paddy, areca nut, coconut, banana, fruits and vegetables. About 60% of the people are depending on job relating agriculture for their living.

**WATER RESOURCES:** Chaliyar River is flowing through the panchayath. A part from this

panchayath is blessed with streams like Olimala. Around 5 pound and 2 canals and wells in both public and private gave adequate water for livelihood and agriculture.

**INDUSTRIAL SECTOR:** Mampad panchayath is an industrial backward area, with comparing to the agricultural sector. Only 20% of the people are engaged in this sector. Rubber wood industry is the key industry located in this panchayath.

**TRANSPORTATION:** Transport is an important means which leads to the economic development of any region. The transport in this panchayath is good, but there is no railway line or station. Although a check post situated at Vadapuram. Ootty-Calicut Road perinthalmanna-Nilambur Road and number of pocket roads connecting to main roads. There are 3 bridges one of them is a regulator cum bridge across the Chaliyar River.

**EDUCATION SECTOR:** Education sector of Mampad grama panchayath is more good. There is one college, Dr.Gafoor Memorial Mampad MES College, which got an autonomous status. Apart the college, there are 9 lower primary and 3 upper primary and 2 higher secondary schools.

#### V. DATA ANALYSIS

This chapter deals with the analysis and interpretation of the data collected with the help of a well-structured questionnaire. The study is intended to analyse the major changes in consumer behavior during Covid-19. The data is analysed and presented in the form of tables and diagrams with necessary interpretations alongside.

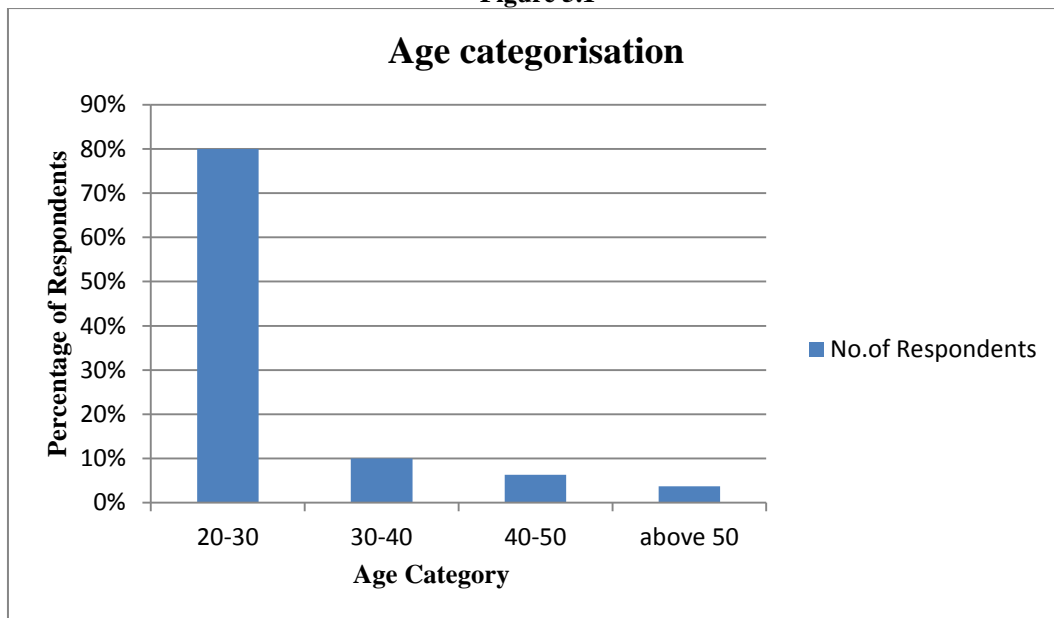


**Table 5.1**  
**Age Categorization**

Age Category	No. of Respondents	Percentage
20-30	64	80%
30-40	8	10%
40-50	5	6.3%
Above 50	3	3.7%

Source: Primary data

**Figure 5.1**



**Interpretation**

The above given table and diagram (5.1) represent the age categorization of the whole respondents. They are categorized into five age groups. 80% of the respondents were belongs to 20-30 and considered as young generation. Only 3(3.7%) among the total samples were aged as above 50. This is mainly because many of the aged peoples depend on younger generation for their consumption purpose.

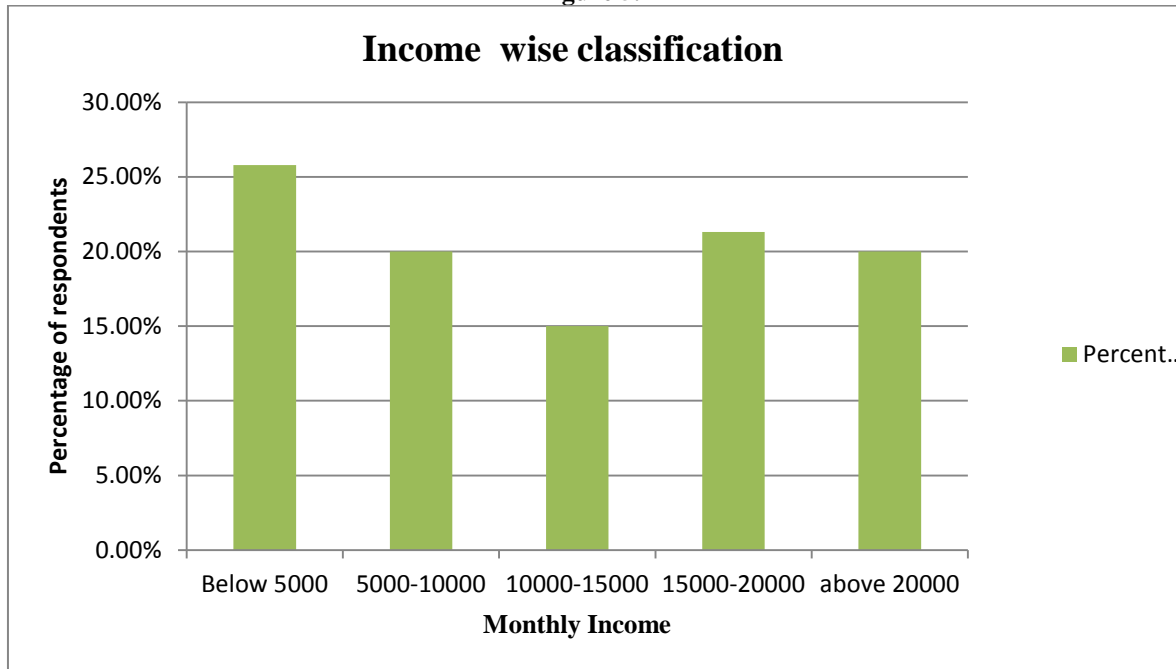
**Table 5.2**  
**Income wise Classification**

Monthly Income	No. of Respondents	Percentage
Below 5000	19	25.8%
5000-10000	16	20%
10000-15000	12	15%
15000-20000	17	21.3%
Above 20000	16	20%

Source: Primary data



Figure 5.2



### Interpretation

The given table and diagram shows the income classification of the respondents. Income is one of the most important factor influencing consumers demand. It reveals that 25.8% of respondents belong to below 5000 income category. Only 16 consumers have monthly income above 20000. 25.8% of respondents were poor and earns below 5000 as monthly income.

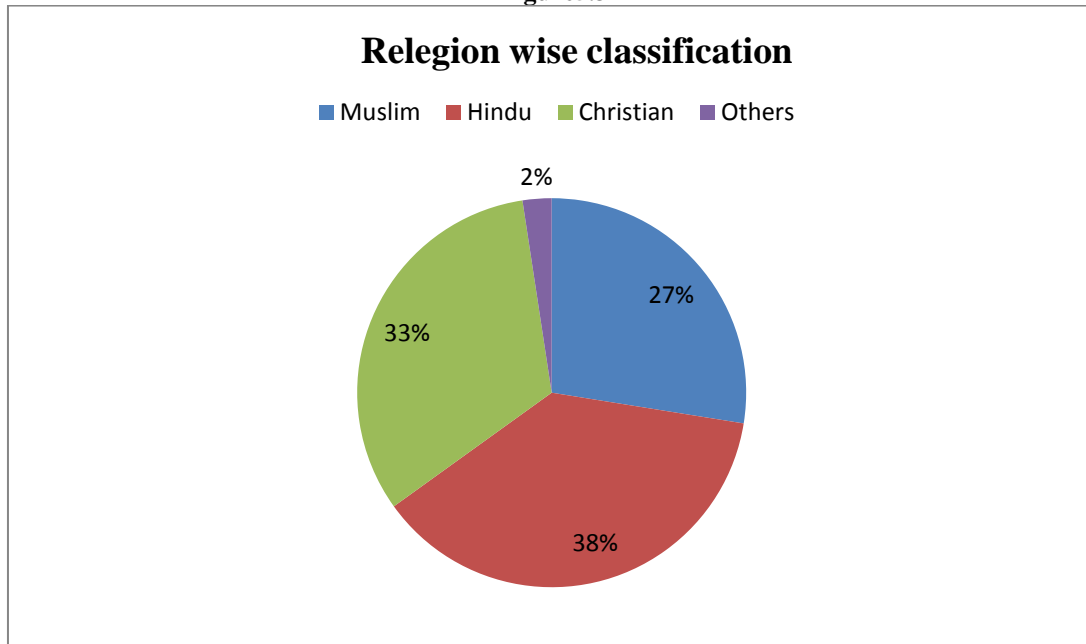
Table 5.3  
Religion wise Classification

Religion	No.of respondents	Percentage
Muslim	22	27.5%
Hindu	30	37.5%
Christian	26	32.5%
Others	2	2.4%

Source: Primary data



Figure 5.3



**Interprtation**

The above given table and diagram (5.3) represent the religion wise classification of 80 respondents. Among them 38% of consumers belongs to Hindu and 2% were belongs to atheist. While there are not much differences in the no.of respondents belongs to the 3 religion.

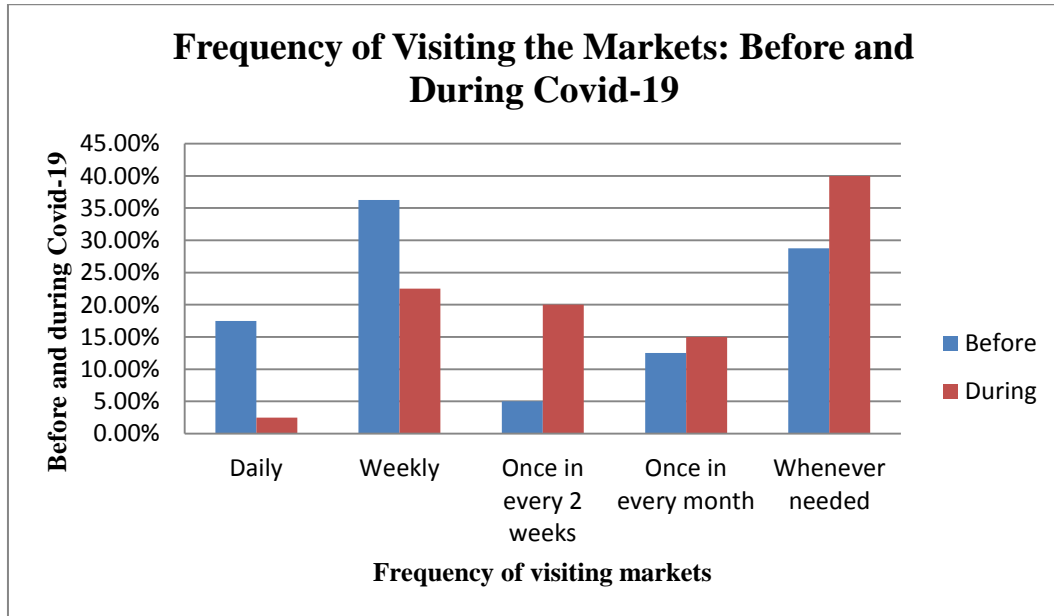
**Table 5.4**  
**Frequency of Visiting the markets: Before and during Covid-19**

Type	Before	During
Daily	14(17.5%)	2(2.5%)
Weekly	29(36.25%)	18(22.55%)
Once in every 2 weeks	4(5%)	16(20%)
Once in every month	10(12.5%)	12(15%)
Whenever needed	23(28.75%)	32(40%)

Source: Primary data



Figure 5.4



#### Interpretation

Table and diagram (5.4) shows the comparison of frequency of visiting the markets before and during the outbreak of Covid-19. The facts reveal that before Covid-19 36.2% of consumers visiting markets as a weekly basis and also there were 14 consumers (17.5%) visiting markets on a daily basis. While at the time of Covid-19, due to the Covid protocols like social distancing and lockdowns, consumers visit the markets only whenever they needed.

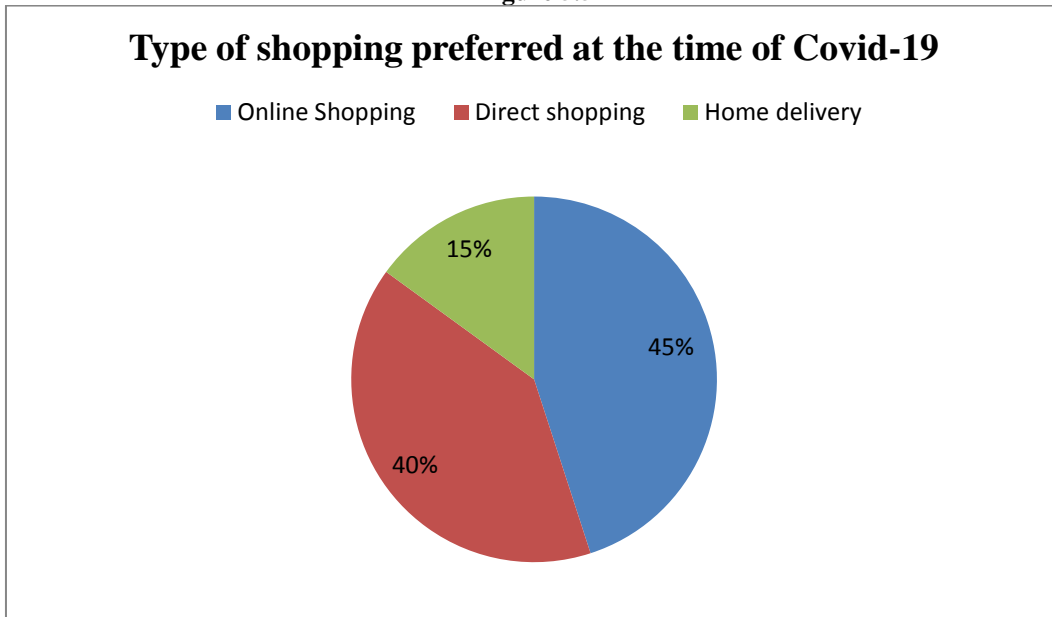
Table 5.5  
Type of shopping preferred at the time of Covid-19

Category	No. of respondents	Percentage
Online shopping	36	45%
Direct shopping	32	40%
Home delivery	12	15%

Source: Primary data



Figure 5.5



**Interpretation**

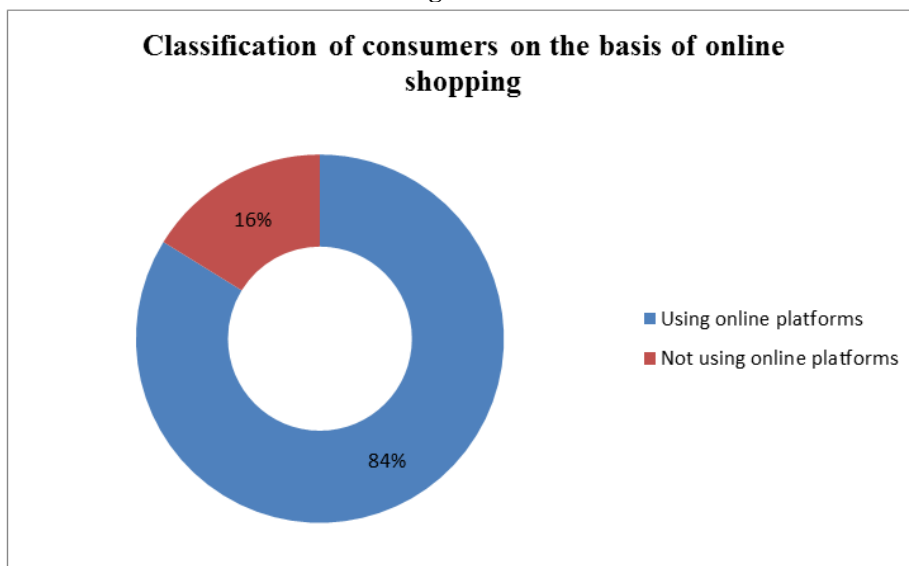
The above given table and diagram (5.5) reveal the preferences of 80 consumers on different methods of shopping. Among the 3 alternatives 36% of consumers preferred online shopping especially during the period of Covid-19. Direct shopping and home delivery method gets comparatively less preferences from consumers. It is mainly because of the lockdown and consumers worrying about their safety.

**Table 5.6**  
**Classification of consumers on the basis of online shopping**

Category	No. of respondents	Percentage
Using online platforms	67	83.8%
Not using online platforms	13	16.2%

Source: Primary data

Figure 5.6





### Interpretation

The given table and diagram classifies the whole consumers into 2 categories on the basis of that they had any experience on online purchase or not. 83.8% of consumers had experience on online shopping. It reveals that the traditional consumption pattern shifts into most modern online shopping methods.

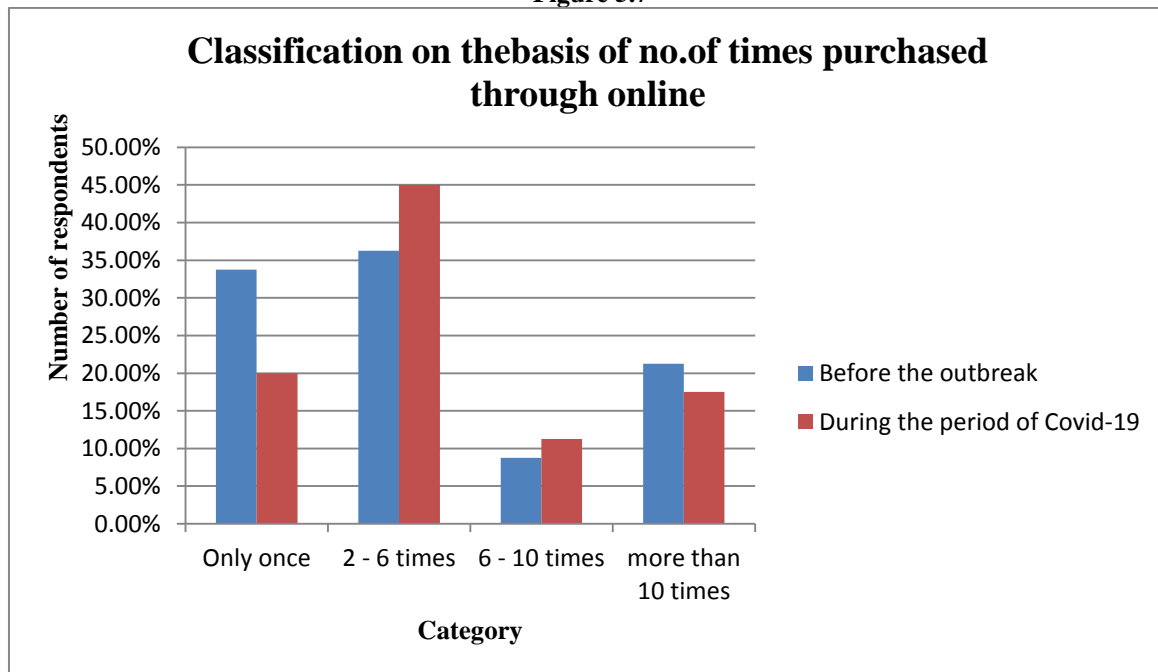
Even though both consumers and markets enjoys the benefits of digitalization of shopping, there are 16% consumers were still out of its benefits. This is termed as digital divide.

**Table 5.7**  
**Classification on the basis of No. of times purchased through online**

Category	Before the outbreak of Covid-19	During the period of Covid-19
Only once	27(33.75%)	16(20%)
2-6 times	29(36.25%)	36(45%)
6-10 times	7(8.75%)	9(11.25%)
More than 10 times	17(21.25%)	14(17.5%)

Source: Primary data

**Figure 5.7**



### Interpretation

The above given table and figure 5.7 represents the classification of respondents on the basis of no. of times they purchased through online and it also makes a comparison of situation before Covid-19 and during the pandemic. Before the outbreak of Covid-19, 70% of consumers purchased only once or 2- 6 times through online. While during the pandemic there is an increase in the demand for online shopping among the consumers.

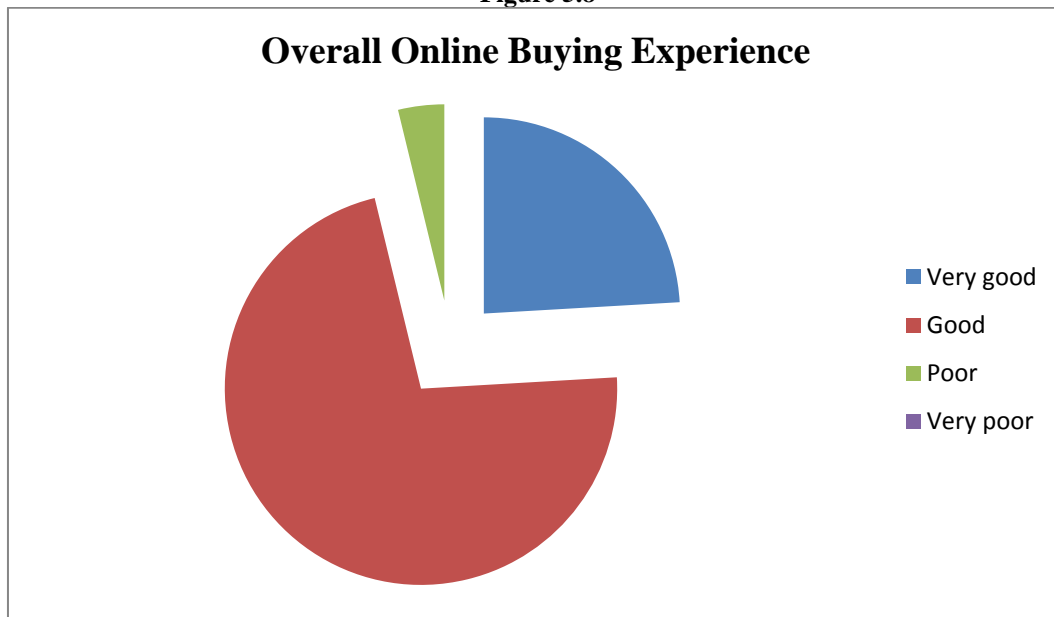


**Table 5.8**  
**Overall Online Buying Experience**

Ranks	No. of respondents	Percentage
Very good	19	24.1%
Good	57	72.2%
Poor	3	3.8%
Very poor	0	0

Source: Primary data

**Figure 5.8**



**Interpretation**

The table and diagram 5.8 indicates the online buying experience of the total 80 respondents in Mampad panchayath. 72 percentages of consumers rated as good for their overall online buying experience. Only 3.8% of consumers feel poor about online shopping

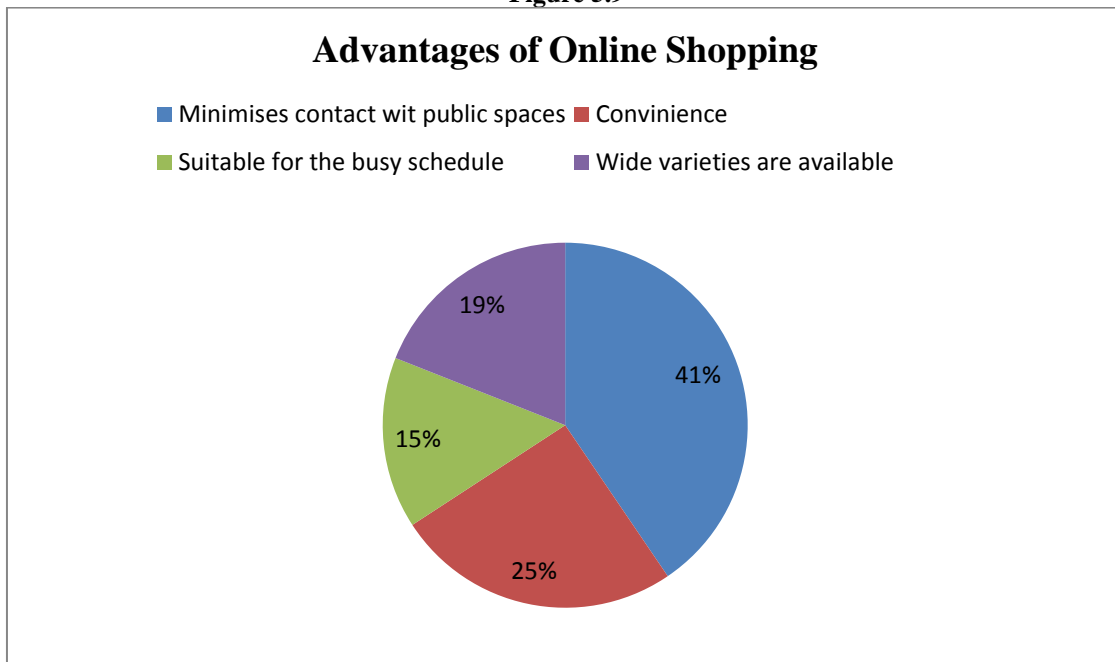
**Table 5.9**  
**Advantages of Online Shopping**

Advantages	No. of respondents	Percentage
Minimizes contact with the public spaces	32	40.5%
Convenience	20	25.3%
Suitable for the Busy schedule	12	15.2%
Wide varieties are available	15	19%

Source: Primary data



Figure 5.9



#### Interpretation

The above table and diagram 5.9 represents of online shopping during the period of Covid-19. There are several advantages consumers get from doing online shopping. 41% of consumers adopt online shopping because they think that it minimizes contact with the public spaces. 25% of consumers think that it is convenient for them. Also 19% of consumers adopt online shopping because it provides wide varieties of products.

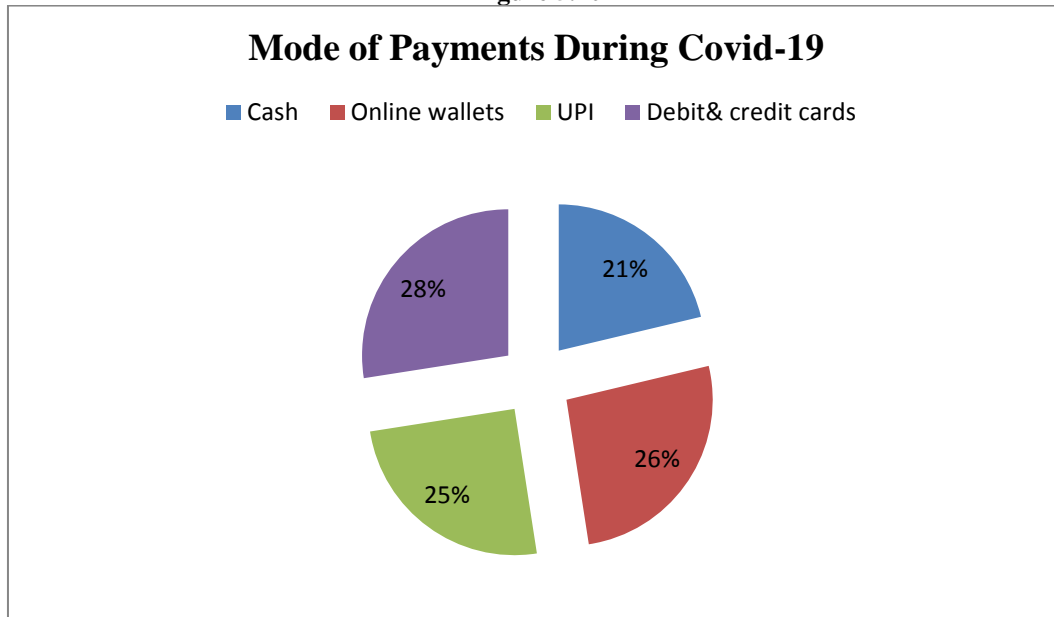
Table 5.10  
Mode of Payments During Covid-19

Mode of payment	No. of respondents	Percentage
Cash	17	21.3%
Online wallets	21	26.3%
UPI	20	25%
Debit& Credit cards	22	27.5%

Source: Primary data



Figure 5.10



**Interpretation**

The given table and diagram 5.10 represents the mode of payments consumers adopt during the period of Covid-19. 79% of Consumers adopt plastic money like debit and credit cards, online wallets, etc. for making online payments during the period Covid-19. It reveals that majority of consumers think that online payment mechanisms are the safest methods of payment during these days.

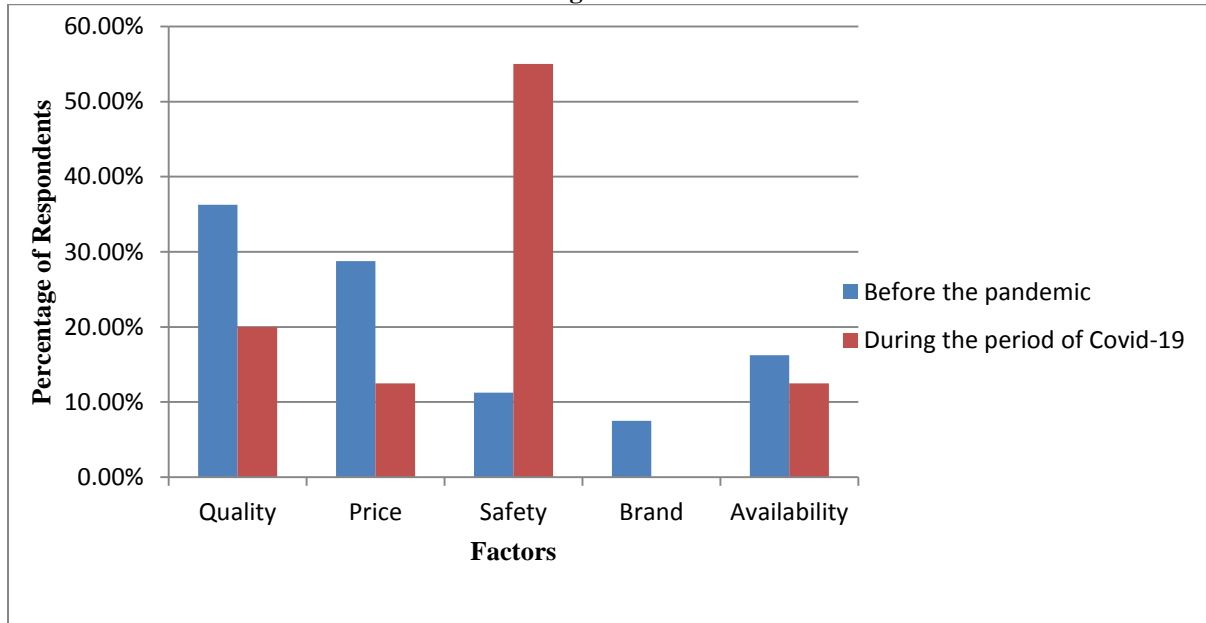
**Table 5.11**  
**Factors Affecting Demand for Products: Comparison**

Factors	Before the outbreak No. of respondents (percentage)	During the Covid-19 No. of respondents (percentage)
Quality	29(36.25%)	16(20%)
Price	23(28.75%)	10(12.5%)
Safety	9(11.25%)	44(55%)
Brand	6(7.50%)	0(0%)
Availability	13(16.25%)	10(12.5%)

Source: Primary data



**Figure 5.11**  
**Factors Affecting Demand for Products**



**Interpretation**

The above presented table and diagram shows the comparison of factors affecting demand for products before and during the period of covid-19. There are several factors influencing demand for products. Before the outbreak of Covid-19 consumers were consider quality and price are the major factors affecting demand for products. While during the period of Covid-19, safety gets more importance in affecting consumers demand. Before Covid-19, brand is also considered one of the major factors influencing consumer demand. But during these days it didn't get much importance in affecting product demand.

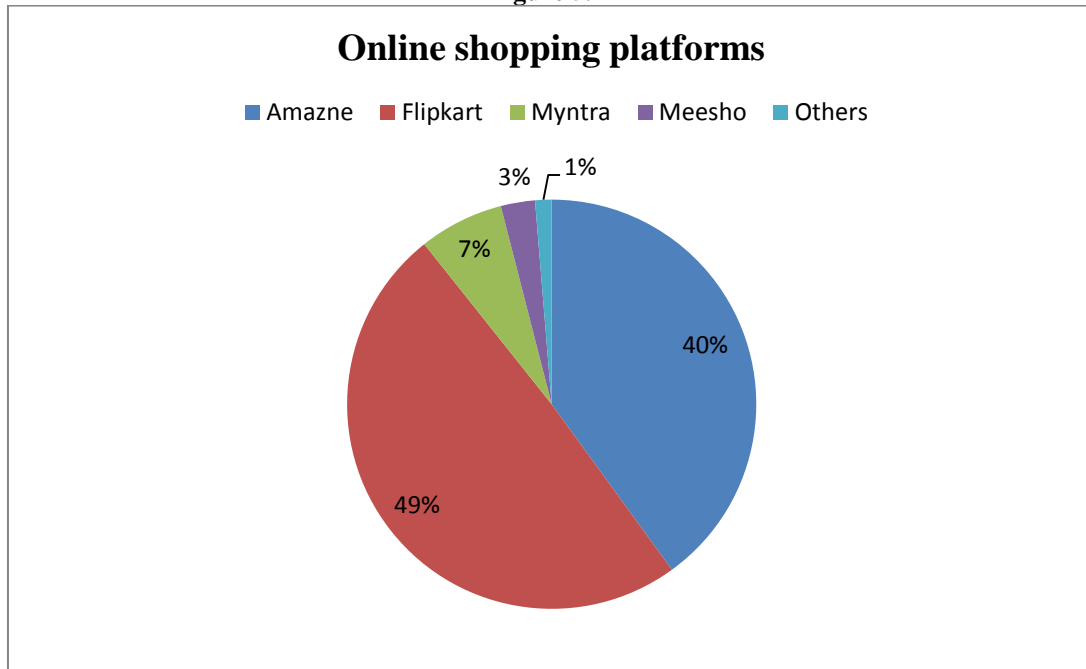
**Table 5.12**  
**Classification on the basis of online shopping platforms**

Online shopping platform	No. of repondents	Percentage
Amazone	30	40%
Flipkart	37	49.3%
Myntra	5	6.7%
Meesho	2	2.7%
Others	1	1.3%

Source: Primary data



Figure 5.12



**Interpretation**

The table and diagram 5.12 shows the preferences of consumers on various online shopping platforms during the period of Covid-19. Among various online shopping platforms, 89% of consumers prefer Amazone and Flipkart. While only few consumers prefer Mynta, Meesho and other platforms.

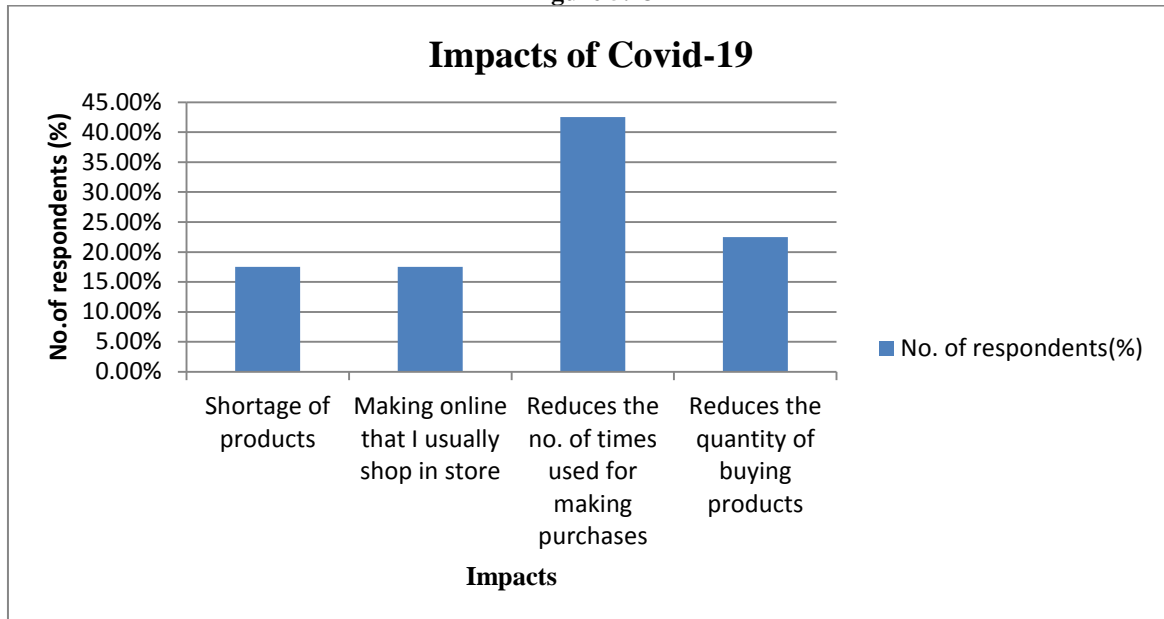
Table 5.13  
Impacts of Covid-19

Impacts	No. of respondents	Percentage
Shortage of products	14	17.5%
Making online purchase that I usually shop in store	14	17.5%
Reduces the no. of times used for making purchases	34	42.5%
Reduces the quantity of buying products.	18	22.5%

Source: Primary data



Figure 5.13



**Interpretation**

The given table and diagram (5.13) represent major impacts of Covid-19 on consumption pattern. Majority of consumers reduces the no. of times they used for making direct purchases. 14 consumers' turns to online purchases that they usually shop in store and also 14 consumers felt shortage of certain products. Several other consumers reduces the quantity of buying products due fear of loss/reduction of their income.

Table 5.14

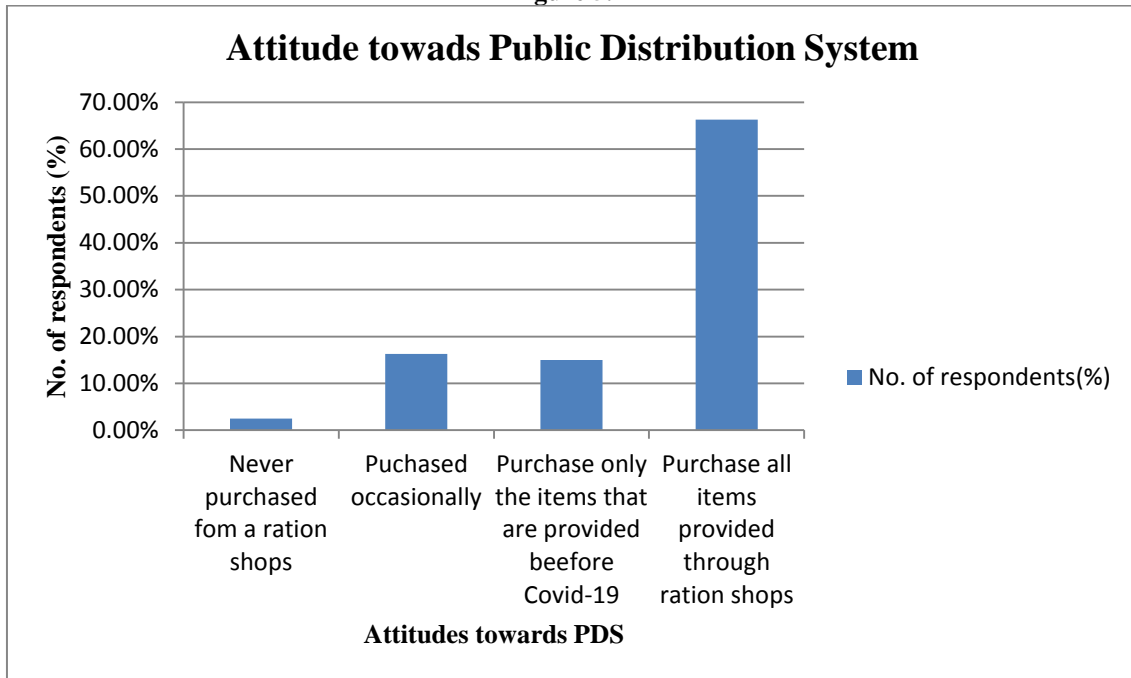
**Attitude towards Public Distribution System during the period of Covid-19**

Category	No. of respondents	Percentage
Never purchased from ration shop	2	2.5%
Purchased occasionally	13	16.3%
Purchase only the items that are provided before Covid-19	12	15%
Purchases all items provided through ration shops	53	66.3%

Source: Primary data



Figure 5.14



**Interpretation**

The table and diagram 5.14 represents consumers' attitude towards public distribution system during the period of Covid-19. Before the outbreak of Covid-19, there were strong agitation/ dissatisfaction towards public distribution system among consumers. There are several reasons for this dissatisfaction; important thing is that consumers felt poor quality about the products provided through PDS.

While during these days, many consumers turn towards ration shops. From the table, 66.3% of respondents were purchasing all the items that are provided through ration shops. There are only 2.5% of consumers never purchased products from ration shops.

Table 5.15  
 Level of satisfaction on purchasing from a ration shop

Levels	No. o respondents	Percentage
Very satisfied	36	45%
Somewhat satisfied	37	46.3%
Not much satisfied	5	6.3%
Poor	2	2.5%

Source: Primary data



Figure 5.15



**Interpretation**

The given table and diagram 5.15 indicates consumers level of satisfaction on purchasing from ration shops. During the period of covid-19, 45% of consumers are very satisfied on consuming from a ration shop. While there is only 2.5% of consumers felt dissatisfaction on making purchases through ration shops.

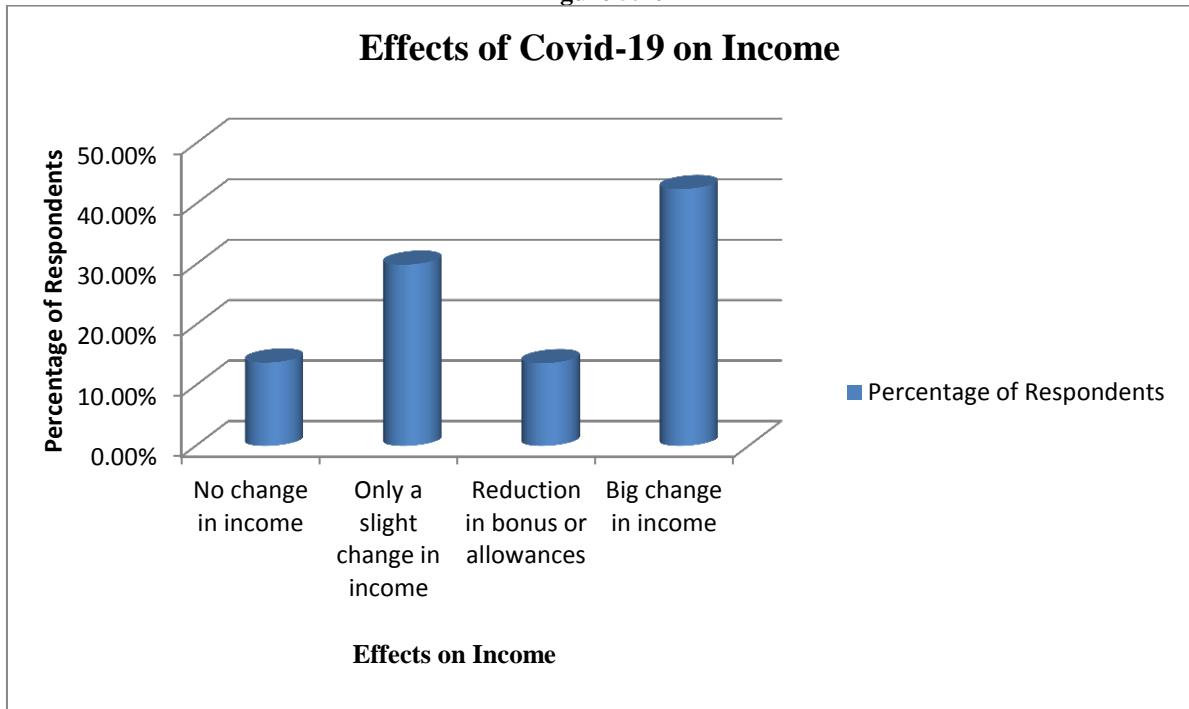
**Table 5.16**  
**Effects of Covid-19 on Income**

Effects	No. of respondents	Percentage
No change in income	11	13.8%
Only a slight change in income	24	30%
Reduction in Bonus/allowances	11	13.7%
Big change in income	34	42.5%

Source: Primary data



Figure 5.16



**Interpretation**

The above presented table and diagram 5.16 indicates the effects of Covid-19 on consumer’s income. Covid-19 and the resultant lock downs negatively affected the consumers. Income is the most crucial element that can influence an individual’s consumption pattern. During these periods of pandemic several consumers’ loss their jobs and several others(42.5%) experienced a big reduction in their income.

**Table 5.17**  
**Rating scale of product categories that Purchased Before Covid-19**

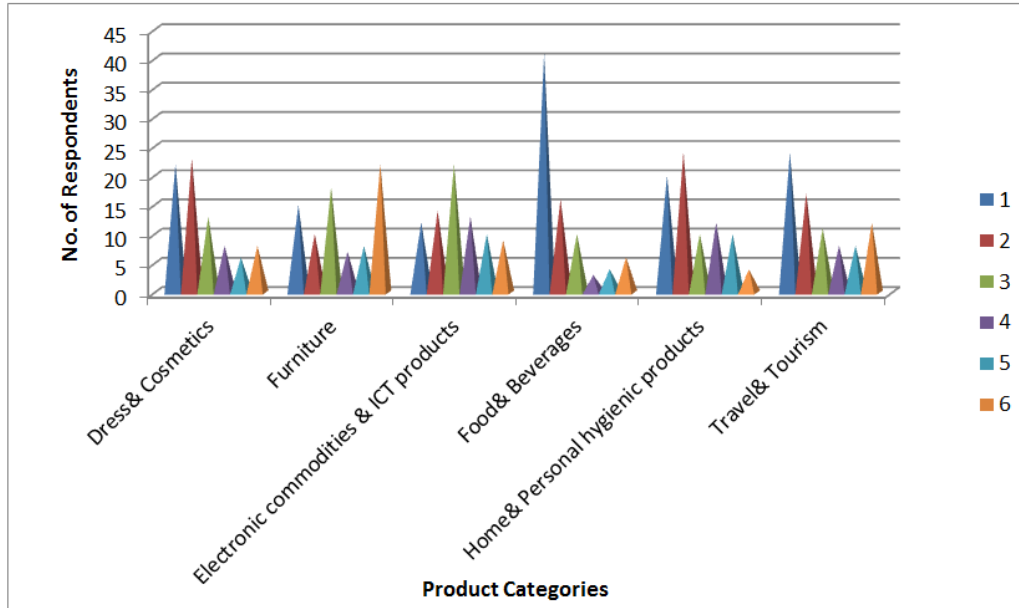
Product Categories	1	2	3	4	5	6	Total Weights	Rank
Dress& Cosmetics	22	23	13	8	6	8	343	2.5
Furniture	15	10	18	7	8	22	271	6
Electronic commodities & ICT products	12	14	22	13	10	9	343	2.5
Food& Beverages	41	16	10	3	4	6	389	1
Home& Personal hygienic products	20	24	10	12	10	4	340	4
Travel& Tourism	24	17	11	8	8	12	325	5

Source: Primary data

Rank	1	2	3	4	5	6
Weights	6	5	4	3	2	1



**Figure 5.17**  
**Rating scale of product categories that Purchased before Covid-19**



**Table 5.18**  
**Rating scale of product categories that purchased During Covid-19**

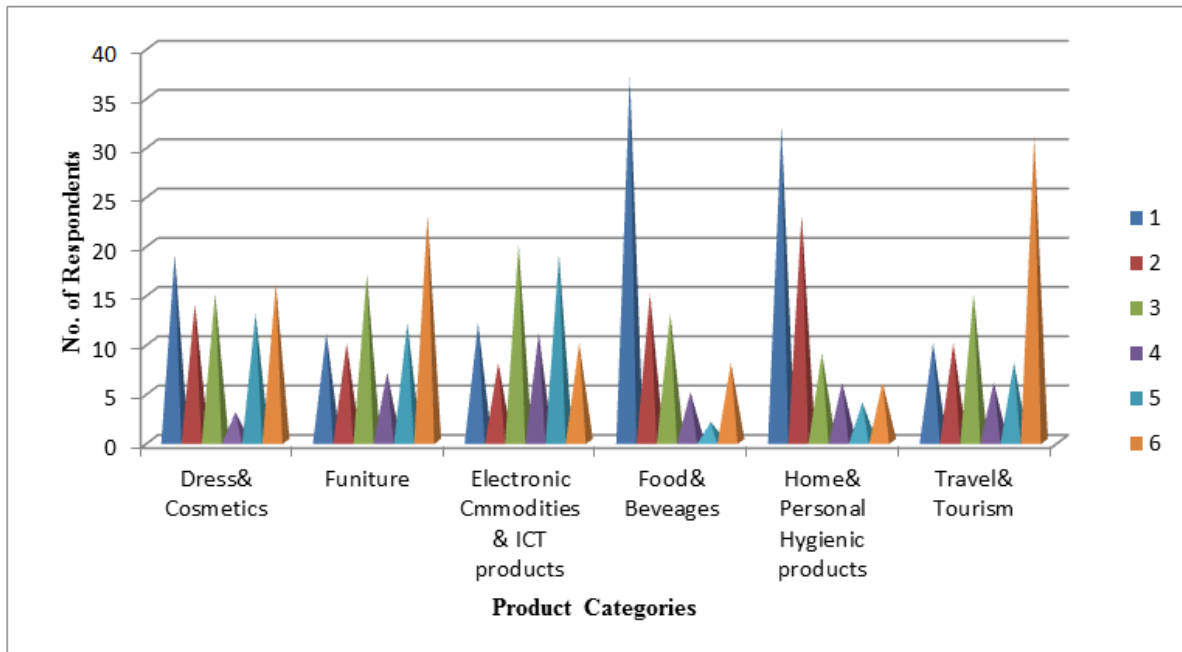
Product categories	1	2	3	4	5	6	Total Weights		Rank			
Dress & Cosmetics	19	14	15	3	13	16	295		3			
Furniture	11	10	17	7	12	23	252		5			
Electronic commodities & ICT products	12	8	20	11	19	10	273		4			
Food & Beverages	37	15	13	5	2	8	376		1			
Home & Personal hygienic products	32	23	9	6	4	6	375		2			
Travel & Tourism					10	10	15	6	8	31	235	6

Source: Primary data

<b>Rank</b>	1	2	3	4	5	6
<b>Weights</b>	6	5	4	3	2	1



**Figure 5.18**  
**Rating scale of product categories that Purchased during Covid-19**



**Interpretation**

Above given tables and diagrams (5.17&5.18) shows the rating scale of different product categories that are purchased before the outbreak of pandemic and during the period of Covid-19. It compares consumers demand on different product lines in both periods. With help of this data we can analyse consumers’ preferences and their priorities on different product categories.

Before Covid-19, a large number of consumers had given high priority in their preferences to food& beverages, dress& cosmetics and travel& tourism. While during these periods of Covid-19, consumers’ preferences on different product categories are greatly changed. Many of the consumers given rank 1 to the necessary commodities like food& beverages, home& personal hygienic products, medicines, etc. in their preference scale.

**Table 5.19**  
**Rating scale on various attitudes**

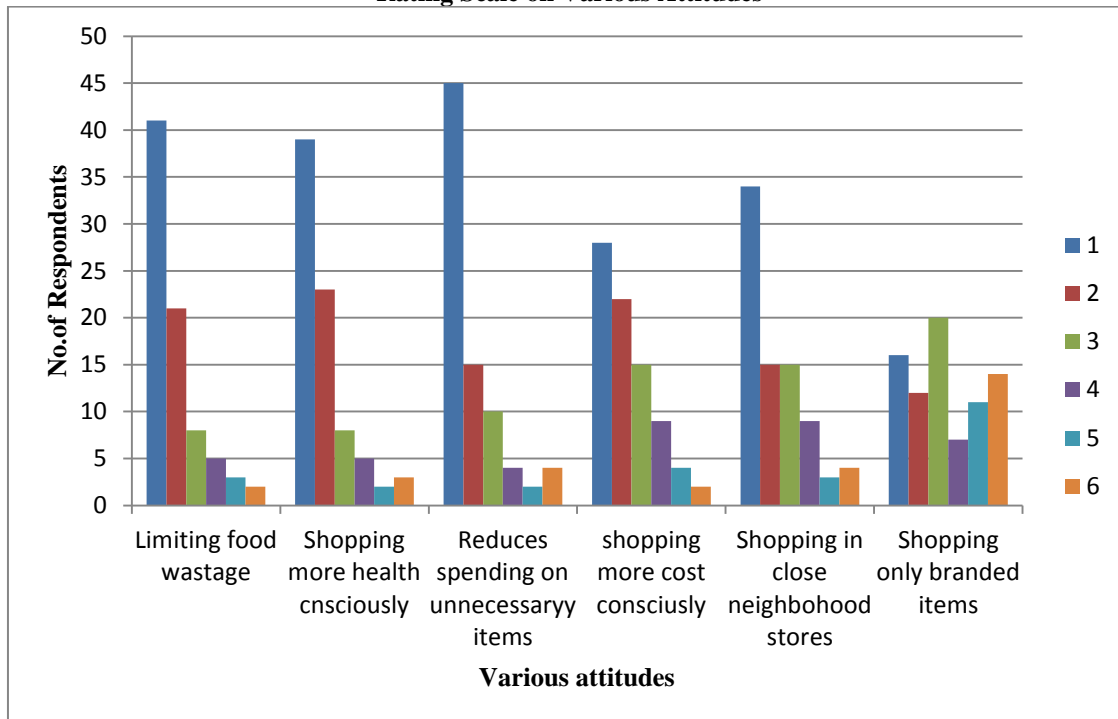
Attitudes	1	2	3	4	5	6	Total Weights	Rank
Limiting food wastage	41	21	8	5	3	2	406	1
Shopping more health consciously	39	23	8	5	2	3	403	3
Reduces spending on unnecessary items	45	15	10	4	2	4	405	2
Shopping more cost consciously	28	22	15	9	4	2	375	5
Shopping in close neighborhood stores	34	15	15	9	3	4	376	4
Shopping only branded items	16	12	20	7	11	14	293	6

Source: Primary data



<b>Rank</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
<b>Weights</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>

**Figure 5.19**  
**Rating Scale on Various Attitudes**



**Interpretation**

The given table and diagram 5.19 represents the rating scale on various attitudes of consumers. Covid-19 and lockdowns caused to form various attitudes among consumers. Among these several attitudes are expected to sustain for a long period of time and several others are temporary in nature.

From the rating scale majority of consumers rated as rank 1<sup>st</sup> that represents a grate change to the attitudes such as reduces spending on unnecessary items, limiting food wastages and shopping more health consciously. The attitude of shopping only branded items preferred by a few consumers.

**Table 5.20**  
**Preference on purchasing channels after Covid-19**

Types	No. of respondents	Percentage
I will buy only though online	12	15%
I will equally use online and physical stores	29	36.2%
I will buy only from physical stores	13	16.2%
I will buy more often through online than in physical stores.	13	16.2%
I will buy more often from physical stores than online	13	16.2%

Source: Primary data



### Interpretation

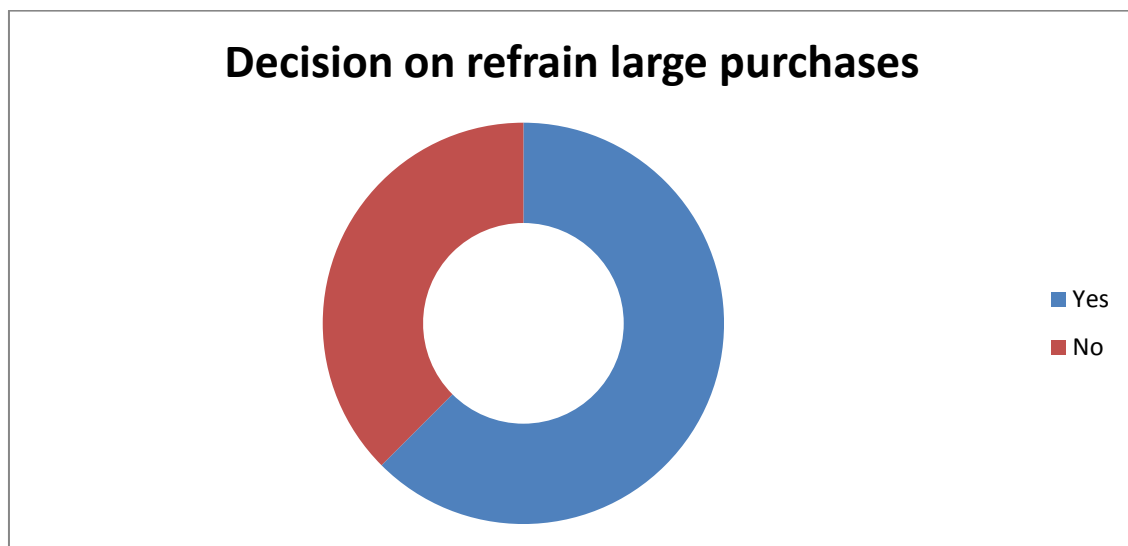
The above given table reveals varying preferences of consumers between the two purchasing channels; online and physical stores. 36.2% of consumers prefer to use both online and physical stores equally. Even though there are 16.2% of consumers prefer to use more often online than physical stores and also 16.2% of consumers prefer vice versa.

**Table 5.21**  
**Decision on refrain large purchases due to Covid-19**

Decision	No. of respondents	Percentage
Yes	50	62.5%
No	30	37.5%
Total	80	100%

Source: Primary data

**Figure 5.20**



### Interpretation

The above presented table and the diagram 5.20 represent decision of consumers about whether they refrained large purchases due to Covid-19 or not. 62.5% of consumers refrained to make large purchases. It is because Covid-19 affects individual as well as our economy as a whole. There are several individuals had lost their jobs and all are uncertain about when this pandemic will over. Thus consumers were not confident to make large purchases.

## VI. FINDINGS, SUGGESTIONS AND CONCLUSION

### FINDINGS

The severe pandemic Covid-19 and the preventing measures including lockdowns and social distancing disrupted the pattern of consumer behavior. Major findings about the study are given below;

- For this study, data is collected from 80 respondents in Mampad panchayath and 80% of respondents were female and belongs to the age group of 20-30, among the total samples collected.



- Before Covid-19, there were 17.5% of customers visiting markets on a daily or weekly basis. While during the period of Covid-19, 40% of customers reluctant to visit the markets on a daily or weekly basis.
- Covid-19 results a shift in the mode of shopping from direct shopping or home delivery to online shopping.
- 72.2% of respondents rated as good about their online buying experience
- 40.5% of consumers preferred online shopping than direct shopping during Covid-19 as it reduces the contact with the public spaces.
- Before and during the periods of Covid-19, consumers demand is affected by many factors including quality, price, safety, brand and availability. Among these variables quality and price are considered as the important factors affecting consumers demand before the outbreak of Covid-19. While it is safety that affects 55% of consumers demand during the period of Covid-19.

#### SUGGESTIONS

- Make online shopping platforms more customers friendly and protect consumers from fraudulent activities.
- Government must provide adequate supply of essential commodities like food, health and hygienic products at an affordable price to the consumers.
- During the period of pandemic and lockdowns, governments must take necessary steps to prevent the price hike of petroleum products and other commodities.
- Provide more quality and wide varieties of essential commodities to all needy people in the community through public distribution system.
- Give awareness to rural and illiterate peoples about e-banking, digital payments, tele-medicines and online purchasing process and provide them necessary digital equipment to avoid the problem of digital divide.

#### CONCLUSION

This project dealt with the topic of changing consumer behavior during Covid-19. More precisely, this work aimed at analyzing the impacts of Covid-19 on consumer behavior. Also this study makes a comparison of consumer behavior between the period before the outbreak of Covid-19 and the period during the pandemic.

The lockdown and social distancing are the two major measures adopted to combat the Covid-19, but it has results many disruptions on

consumer behavior. Consumer's preferences have become centered on the most basic needs, spending more for health, hygiene, cleaning and staples products, while non-essential categories slump. One of the major impacts of Covid-19 on consumer behavior is that now a day's majority of consumers shift from the traditional methods of consumption into a most modern digital consumption platform. Finally, this study reveals that the Covid-19 pandemic and the resultant lockdowns has altered consumers demand for various product lines, shopping behaviors, purchasing channels as well as their post purchasing decisions.

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