

# A STUDY ON “THE INDIAN CONSUMER PURCHASE BEHAVIOR DURING LOCK – DOWN 1.0 DUE TO COVID-19”

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## Abstract

This study examines the impact on the purchasing behaviour of consumers during lockdown 1.0 in India. As the novel Corona-Virus takes a firm grip over the world, the central authorities have enforced the protocol of total lock-down of the nations to curb the spread. This study focuses on the factors like types of products purchased, preferred mode of purchasing, stockpiling duration, brand loyalty and pricing, role of government and requirements of consumers. A well – structured questionnaire was drafted and circulated among the residents of different states of India via google – forms. The in-depth analysis depicts the dependency of consumer purchase behaviour on multiple factors. Availability of essential goods and services are most needed and valued more than the brand and price. The government plays an immense role in developing and maintaining awareness among the customers which helps ensure stability and more informed purchase decisions by the customers.

**Keywords:** Lock-down 1.0, India, Corona-Virus, COVID-19, Consumer Purchase Behaviour, Essential goods and services.

## 1. Introduction

The widespread of COVID-19 caused by the Corona-virus has now become a global pandemic and all the nations are fighting to curb the spread of this deadly virus. This outbreak has caused a global chaos hugely affecting the economy, developments, and the normal lifestyle of the consumers. When the pandemic peaked across the globe at the beginning of March 2020, it led to the lockdown of regions, cities, and the entire nations. India’s prime minister

ordered the country’s 1.3 billion residents to stay inside their homes. With millions of people quarantined and industries shut, this eventually led to the decline in production and -- access to resources. This crisis has seen a paradigm shift in consumer behaviour. Considering the normal conditions where there is abundance in resources consumers have a multiple option to choose from. The restrictions imposed, are forcing consumers out of their daily normal routines as people struggle to find an alternative working model and get accustomed to the changing scenarios. Thus, impacting the consumption and the purchasing patterns of consumers.

Social distancing efforts, like shelter-in-place and other containment measures aimed at slowing the spread of the virus, have radically altered people’s daily routines. Criteo research shows that over half (52%) of consumers in the US and UK say they plan to shop online more because of COVID-19. The same is true for over 70% of consumers in South Korea and 67% in Brazil. When you factor in that figure from other countries it appears that globally, close to half of consumers say they will purchase more online because of coronavirus. There is a marked degree of consistency in how the coronavirus is impacting across all

countries, with consumers prioritizing health and wellness and savings, and reducing discretionary and travel spending. With the fear of lockdown being extended consumers in general, spend more on fresh and organic foods, preventive health care, household care products, vitamins, and supplements.

Online grocery companies and e-commerce firms are also hoping that a massive shift will take place towards online shopping in India, as people will be wary of going to crowded shops and markets. With the countrywide lockdown announced by the government, malls, restaurants, cinema theatres and retail shops, other than those providing essential goods, have downed their shutters. With the numbers of cases rising exponentially day by day, online shopping facilities are also imposed with restriction. This has meant a major readjustment in consumer attitude to rely solely on the local kirana and retail stores. Quality of essential goods are more prioritized than brand and price of the goods. Unstable situation stimulates fear and panic which results into hoarding of essential goods and stockpiling. This results into the shortage of resources among the retailers and leads to chaos. Intervention by the government to develop a necessary plan of action is extremely important to help ease and stabilize the situation. This in turn generates faith in government by the consumers and the retailers and ensure and smooth transaction between the three. Better decision making thus depends on the relation between these three: Consumers, Government and Retailers.

The primary objective of this research project is to understand the purchasing behaviour of consumers during the period of lockdown in India. Consumers across India from 19 different cities, majorly from Maharashtra have been studied for this study. The following parameters have been considered to perform this research study: Types of products preferred – Goods or services, Modes of

purchasing, Stock piling duration, Brand loyalty and pricing, Faith in government and requirement of Customers. Through this study we aim to identify the role of different parameters on the purchasing behaviour of consumers. This has helped identify the pattern of the consumer purchasing behaviour during periods of total lockdown.

## **2. Objectives**

1. To understand consumer purchase behaviour during lockdown.
2. To know the government's role regarding essential goods and services during lockdown.
3. To know consumer's thought process related to stockpiling.
4. To study price, quality and availability of goods and services during lockdown.

## **3. LITERATURE REVIEW**

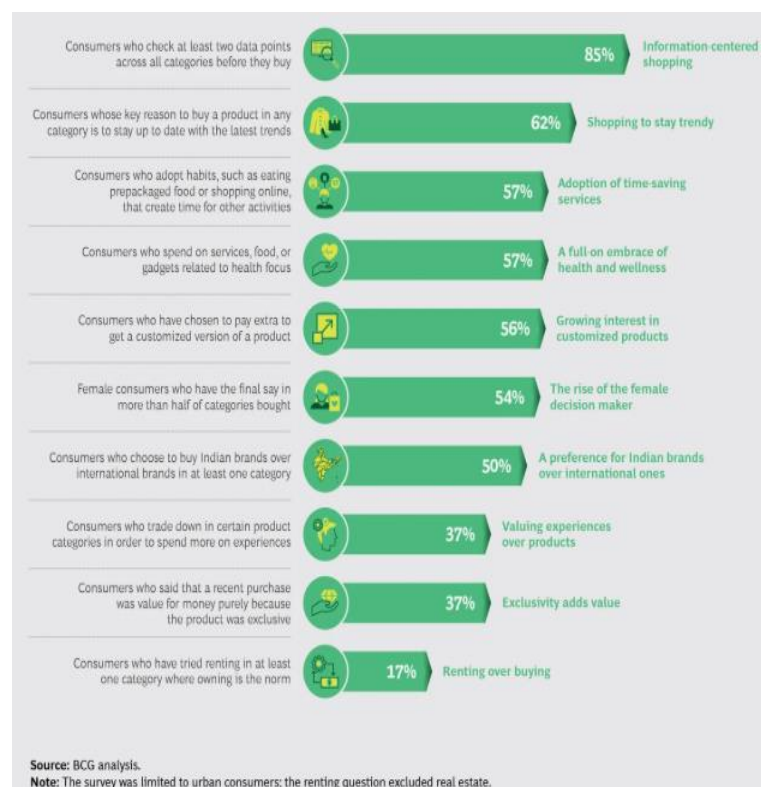
COVID-19 is the infectious disease caused by novel coronavirus. To slow down the spread of this virus, countries have started testing and treated patients, carried out contact tracing, limited travel, quarantined citizens, and cancelled large gatherings such as sporting events, concerts, and schools which resulted into the lockdown situation throughout the world. Due to this uncertain lockdown situation US, UK and other European countries has seen drastic increase in demand of essential consumer goods which is an indication changing pattern of consumer purchasing behaviour. (1) The World Health Organization (WHO) has declared the new coronavirus outbreak, which is originated in Wuhan, China, a pandemic. It has been seen in China, there is an increase in home cooking and increase use of cooking vertical apps. Due to the limited logistics and delivery services, people are also shopping more locally at 'Mom & Pop' shops – via community-driven mobile apps

or WeChat groups and WeStores. Also there is an usage increase in ‘home’ entertainment and leisure activities such as online videos, short videos and gaming are well known, but a significant increase has been observed in online education services both for K-12 as well as professionals. Consumer behaviour is the study of how individual, groups, and organisations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. Abraham Maslow has explained why people are driven by needs at time. His answer is that human needs are arranged in a hierarchy from most to least pressing- physiological needs, social needs, esteem needs and self -actualization. People will try to satisfy their most important need first and then try to latest happenings in the art world. (2) Consumer awareness is not automatic. It is the endpoint of a highly selective procedure. Every day, consumers are bombarded by thousands of messages that seek to persuade them – from advertising, from political organizations, from religious groups, from employers and from numerous other sources.

Nielsen said when people return to daily routines, they may continue to be cautious about health, and there could be permanent shifts in supply chain and increased usage of e-commerce. Before outbreak of COVID-19 in India, BCG group undertook a survey in Urban areas of India which shows ten emerging behaviours of Indian Consumers. The highlights of this survey are: information centred shopping has gain high importance, people like to sync with new trend, people like to spend for products and services that save their time , people are becoming more health consciousness, customised products are in demand , rise of female decision makers and giving preferences to Indian brands over international brands etc. (3) This talks about the period when people live in normal life.

COVID-19 pandemic has created a drastic change in purchasing behaviour of Indian consumer. People are quarantined, social distancing rules are put, many Industries

have been shut during lockdown period, purchasing power of consumers has been stringent and lots of restrictions have also been imposed by the government.



*Figure 1: Ten emerging behaviours of Indian Consumers.*  
 Note: Reprinted from *Ten Trends That Are Altering Consumer Behavior in India*, by (3), <https://www.bcg.com/en-in/publications/2019/ten-trends-altering-consumer-behavior-india.aspx> .

The purchasing behaviour in lockdown can't be studied by solely knowing the transactions made but we also need to understand the mentality of the consumers during lockdown while purchasing any goods or services, government's role in taking decisions and their impact on purchase behaviour, also what customer thinks of other customer exhibiting particular purchasing behaviour are necessary.

#### 4. METHODOLOGY

This study aims to understand the consumer purchase behaviour during lockdown period and what are the major

factors that role. The purchase behaviour has been assessed with respect to the types of products purchased, preferred mode of purchasing, stockpiling duration, Brand Loyalty and pricing, role of government and requirements of consumers. For this purpose, the responses were collected from individuals of different localities and different income groups across India.

To analyse the responses effectively appropriate hypothesis were developed and tested through both Quantitative and Qualitative research method. The research includes data collection from primary as well as secondary data sources. For primary data, a questionnaire method was used to collect information from the respondents. The questionnaire comprised of two sections, Section I comprised of demographic attributes like age, gender, profession, income group etc. These demographic variables helped to explain different purchasing behaviours of different types of consumers. Section II comprised of questions related the parameters to understand the consumer purchase behaviour in depth. The responses were measured on a 5-point Likert scale ranging from “Strongly Disagree” (1) to “Strongly agree” (5). The questionnaire was circulated via the google forms and was made available in two languages: English and Marathi. For secondary data collection various articles, websites and books were referred to gain insights about the respective topic. The sample population belongs to different cities of India but majority belonging to Maharashtra. The sampling method opted is Judgmental Sampling.

The following parameters were kept in mind while formulating the questions:

1. Prepared with layman’s level of understanding.
2. Respondent friendly layout.
3. A copy of the questionnaire is attached in the appendix

The coded data was sorted using SPSS and Excel. Chi – Square, Independent Sample T – Test, ANNOVA, Descriptive Analysis were used for examination purpose.

## 5. HYPOTHESIS

### Hypothesis nomenclature: H<sub>wxyz</sub>

W: Factor number e.g. 1,2,3,4,5,6.

X: Demographic Type e.g. G= Gender, I= Income group, A= Age group, P= Professions

Y: Statement order number e.g. a= first statement, b= second statement, c= third statement

Z: o= Null Hypothesis, m= Another hypothesis.

All the statements belong to each factor have been tested with different genders, professions, age groups, and income groups.

**Null hypothesis:** There is no significance difference in different Demographic type with respect to statement under respective factor.

**Alternate Hypothesis:** There is significance difference in different Demographic type with respect to statement under respective factor.

For formulation of hypothesis purpose, we are writing one hypothesis of each factor, similar way other hypothesis can be written.

### **Factor 1: Requirement for e-books, e-learning services, and extra mobile data recharge**

a= I prefer buying E-books/Audio books during lock-down.

b= I would like to buy E-Learning service for me/my children/my family members.

c= I recharge extra data pack of my mobile service during lock-down.

e.g. with respect to Gender:

H<sub>1Gao</sub>: There is no significance difference in different genders while buying E-books/Audio books during lock-down.

H<sub>1Gam</sub>: There is significance difference in different genders while buying E-books/Audio books during lock-down.

Similar way a, b and c statements can be checked with different genders, professions, age groups, and income groups.

### **Factor 2: Keeping stock of goods like groceries and medical products**

a: Though shops selling essential goods would be open during lock-down, one should keep extra stock of required goods at home.

b: I purchase extra grocery items with the topmost priority during the time of lock-down.

c: Irrespective of the lock-down situation, I prefer to buy medicines and medical products well in advance.

e.g. with respect to Income:

H<sub>2Iao</sub>: There is no significance difference in different income groups regarding storage of extra stock of required goods at home.

H<sub>2Iam</sub>: There is significance difference in different income groups regarding storage of extra stock of required goods at home.

Similar way a, b and c statements can be checked with different genders, professions, age groups, and income groups.

**Factor 3: Role of government in providing essential goods and services**

a: During lock-down, taking necessary steps by the government to ensure the products are available is important.

b: I have faith in government that necessary goods and services will be made available.

e.g. with respect to Age:

H<sub>3Abo</sub>: There is no significance difference in different age groups for having faith in government for making necessary goods and services available.

H<sub>3Abm</sub>: There is significance difference in different age groups for having faith in government for making necessary goods and services available.

Similar way a and b statements can be checked with different genders, professions, age groups, and income groups.

**Factor 4: Role of retailers and customers**

a: Retailers are taking undue advantage of customers during lock-down

b: Customers are behaving in a responsible manner while buying goods and services.

c: Essential goods and services are readily available during lock-down.

e.g. with respect to Profession:

H<sub>4Pco</sub>: There is no significance difference in different professions regarding availability of essential goods and services during lockdown.

H<sub>4pcm</sub>: There is significance difference in different professions regarding availability of essential goods and services during lockdown.

Similar way a, b and c statements can be checked with different genders, professions, age groups, and income groups.

**Factor 5: Availability of good quality essential goods irrespective of brand name**

a: While buying, availability of essential goods is more important than brand of goods for me

b: Quality of essential goods should not be compromised during lock-down.

e.g. with respect to Gender:

H<sub>5Gao</sub>: There is no significance difference in different genders regarding importance of availability of goods than brand of goods during lockdown.

H<sub>5Gam</sub>: There is significance difference in different genders regarding importance of availability of goods than brand of goods during lockdown.

Similar way a and b statements can be checked with different genders, professions, age groups, and income groups.

**Factor 6: Purchase of essential goods even at higher price**

a: I will buy goods even if essential goods are priced higher as compared to normal conditions

e.g. with respect to Income groups:

H<sub>6Iao</sub>: There is no significance difference in different Income groups regarding purchase of goods at higher prices during lockdown as compared to normal conditions.

H<sub>6Iam</sub>: There is significance difference in different Income groups regarding purchase of goods at higher prices during lockdown as compared to normal conditions.

**6. ANALYSIS**

**6.1 DESCRIPTIVE STATISTICS OF DEMOGRAPHIC:**

The survey is conducted among tier 1,2 and 3 cities of India. Total participants were 155. Among the total samples 45% were female and 55% were male. Profession wise sample distribution is as follows 60% private sector , 22% students, 5% Homemaker, 5% Business , 5% Government service , 3 % retired . The samples were taken from cities mentioned below: Mumbai, Thane, Navi Mumbai, KDMC, Pune, Bangalore, Panvel, Chennai, Ambernath, Surat, Vsai-Virar, Solapur, Gandhinagar, Hyderabad, Buldhana, Indore, Delhi, Bhopal, Haridwar.

**6.2 RELIABILITY TEST**

*Table 1: Reliability Statistics*

Cronbach's Alpha	N of Items
.635	8

The Cronbach's Alpha value is 0.635 which is sufficiently closer to acceptable value 0.7.

Since the value is close to acceptable value so we can say data is reliable. With the increase in number of samples it would have been 0.7 and more than 0.7.

6.3 FACTOR ANALYSIS

Table 2: Rotated Component Matrix

	Component					
	1	2	3	4	5	6
Your Opinion [I prefer buying E-books/Audio books during lock-down.]	.879	.002	.116	-.034	.030	.035
Your Opinion [I would like to buy E-Learning service for me/my children/my family members.]	.852	-.052	.154	.031	.066	-.030
Your Opinion [I recharge extra data pack of my mobile service during lock-down.]	.675	.132	-.194	.000	.065	.132
Though shops selling essential goods would be open during lock-down, one should keep extra stock of required goods at home.	.040	.838	-.085	.023	.091	-.080
Essential goods and services are readily available during lock-down.	-.047	.108	.041	.589	-.416	.122
While buying, availability of essential goods is more important than brand of goods for me	.088	.141	.253	-.031	.811	.047
Quality of essential goods should not be compromised during lock-down.	-.076	.187	.437	-.001	-.652	.073
Once I get a hint of lock-down, I prefer to purchase books to spend time.	.250	-.085	-.003	-.027	.024	.762
I will buy goods even if essential goods are priced higher as compared to normal conditions	.209	.384	-.021	-.165	.173	-.571

I purchase extra grocery items with the topmost priority during the time of lock-down.	.016	.787	.083	-.081	-.173	-.154
Irrespective of the lock-down situation, I prefer to buy medicines and medical products well in advance.	-.013	.604	.069	-.061	.094	.573
During lock-down, taking necessary steps by the government to ensure the products are available is important.	-.010	.134	.772	-.106	-.015	-.017
I have faith in government that necessary goods and services will be made available.	.099	-.155	.729	.105	.057	.036
Retailers are taking undue advantage of customers during lock-down	.066	.038	-.095	-.738	.017	.171
Customers are behaving in a responsible manner while buying goods and services.	.098	-.121	-.137	.690	.114	.144

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Factor analysis helps us to reduce all the variables into 6 factors.

Statements 1, 2 and 3 can be clubbed under factor 1 because their factor loadings are greater than 0.5. This factor can be named as ‘**Requirement for e-books, e-learning services and extra mobile data recharge**’.

Statements 4, 5 and 6 can be clubbed under factor 2 which can be named as ‘**Keeping stock of goods like groceries and medical products.**’

Statements 7 and 8 can be clubbed under factor 3 which can be named as ‘**Role of government in providing essential goods and services**’

Statements 9, 10 and 11 can be clubbed under factor 4 which can be named as ‘**Role of retailers and customers.**’

Statements 12 and 13 can be clubbed under factor 5 which can be named as '**Availability of good quality essential goods irrespective of brand name**'.

Statements 14 and 15 can be clubbed under factor 6 which can be named as '**Purchase of essential goods even at higher price**'.

#### **6.4 ANALYSIS OF HYPOTHESIS BASED ON FACTOR ANALYSIS**

##### **Factor 1: Requirement for e-books, e-learning services, and extra mobile data recharge**

###### **a. With respect to Gender**

For hypotheses of factor 1, the significance value is greater than 0.05. There is no significance difference in different genders with respect all statements under factor 1. Therefore, we accept H1Gao, H1Gbo and H1Gco.

###### **b. With respect to Age**

For hypotheses of factor 1, the significance value is greater than 0.05. There is no significance difference in different age groups with respect all statements under factor 1. Therefore, we accept H1Aao, H1Abo and H1Aco.

###### **c. With respect to income**

For hypotheses of factor 1, the significance value is greater than 0.05. There is no significance difference in different income groups with respect all statements under factor 1. Therefore, we accept H1Iao, H1Ibo and H1Ico.

###### **d. With respect to profession**

For some hypotheses of a and c statements, of factor 1, the significance value is lesser than 0.05. There is significance difference in different professions with respect to buying E-books/Audio books during lock-down and E-Learning service for their family members. Therefore, we reject H1Pao, H1Pco and accept H1Pam and H1Pcm. For the hypothesis of statement b, the significance value is greater than 0.05. There is no significance difference in different professions with respect to recharging extra data pack of their mobile service during lock-down. Therefore, we accept H1Pbo.

##### **Factor 2: Keeping stock of goods like groceries and medical products**

###### **a. With respect to Gender**

For hypothesis of a, b, and c statements of factor 2, the significance value is greater than 0.05. There is no significance difference in different genders with respect all statements under factor 2. Therefore, we accept H2Gao, H2Gba and H2Gco.

###### **b. With respect to income**

For hypothesis of a, b, and c statements of factor 2, the significance value is greater than 0.05. There is no significance difference in different income groups with respect all statements under factor 2. Therefore, we accept H2Iao, H2Iba and H2Ico.

###### **c. With respect to Age**

For hypothesis of a, b, and c statements of factor 2, the significance value is greater than 0.05. There is no significance difference in different age groups with respect all statements under factor 2. Therefore, we accept H2Aao, H2Aba and H2Aco.

###### **d. With respect to profession**

For hypothesis of a statement of factor 2, the significance value is lesser than 0.05. There is significance difference in different professions with respect to storage of extra stock of required goods at home. Therefore, we reject H2Pao and accept H2Pam.

For hypothesis of b and c statement of factor 2, the significance value is greater than 0.05. There is no significance difference in different professions with respect to purchase of extra grocery items with the topmost priority during lockdown and medicines and medical products well in advance. Therefore, we accept H2Pbo and H2Pco.

##### **Factor 3: Role of government in providing essential goods and services**

###### **a. With respect to Gender**

For hypothesis of a and b statements of factor 3, the significance value is greater than 0.05. There is no significance difference in different genders with respect all statements under factor 3. Therefore, we accept H3Gao and H3Gbo.

###### **b. With respect to Age**

For hypothesis of a and b statements of factor 3, the significance value is greater than 0.05. There is no significance difference in different age groups with respect all statements under factor 3. Therefore, we accept H3Aao and H3Abo.

###### **c. With respect to income**

For hypothesis of a and b statements of factor 3, the significance value is greater than 0.05. There is no significance difference in different income groups with respect all statements under factor 3. Therefore, we accept H3Iao and H3Ibo.

###### **d. With respect to Profession**

For hypothesis of a and b statements of factor 3, the significance value is greater than 0.05. There is no significance difference in different professions with respect



all statements under factor 3. Therefore, we accept H3Pao and H3Pbo.

#### **Factor 4: Role of retailers and customers**

##### **a. With respect to Profession**

For hypothesis a, b and c statements of factor 4, the significance value is greater than 0.05. There is no significance difference in different professions with respect all statements under factor 4. Therefore, we accept H4Pao, H4Pbo and H4Pco.

##### **b. With respect to Age**

There is no significance difference in different age groups with respect all statements under factor 4. Therefore, we accept H4Aao, H4Abo and H4Aco.

##### **c. With respect to Gender**

For hypothesis a, b and c statements of factor 4, the significance value is greater than 0.05. There is no significance difference in different genders with respect all statements under factor 4. Therefore, we accept H4Gao, H4Gbo and H4Gco.

##### **d. With respect to income**

For hypothesis a, b and c statements of factor 4, the significance value is greater than 0.05. There is no significance difference in different income groups with respect all statements under factor 4. Therefore, we accept H4Iao, H4Ibo and H4Ico.

#### **Factor 5: Availability of good quality essential goods irrespective of brand name**

##### **a. With respect to Gender**

For hypothesis of a statement of factor 5, the significance value is greater than 0.05. There is no significance difference in different genders with respect to importance of availability of goods than brand of goods during lockdown. Therefore, we accept H5Gao.

For hypothesis of b statement of factor 5, the significance value is lesser than 0.05. There is significance difference in different genders with respect to not compromising with quality of goods. Therefore, we reject H5Gao and accept H5Gbm.

##### **b. With respect to Age**

For hypothesis of a and b statements of factor 5, the significance value is greater than 0.05. There is no significance difference in different age groups with respect

to all statements under factor 5. Therefore, we accept H5Aao and H5Abo.

##### **c. With respect to income**

For hypothesis of a and b statements of factor 5, the significance value is greater than 0.05. There is no significance difference in different income groups with respect to all statements under factor 5. Therefore, we accept H5Iao and H5Ibo.

##### **d. With respect to Profession**

For hypothesis of a and b statements of factor 5, the significance value is greater than 0.05. There is no significance difference in different income groups with respect to all statements under factor 5. Therefore, we accept H5Pao and H5Pbo.

#### **Factor 6: Purchase of essential goods even at higher price**

##### **a. With respect to Gender**

For hypothesis of a statement of factor 6, the significance value is greater than 0.05. There is no significance difference in different genders with respect to statement under factor 6. Therefore, we accept H6Gao.

##### **b. With respect to Age**

For hypothesis of a statement of factor 6, the significance value is greater than 0.05. There is no significance difference in different age groups with respect to statement under factor 6. Therefore, we accept H6Aa.

##### **c. With respect to income**

For hypothesis of a statement of factor 6, the significance value is greater than 0.05. There is no significance difference in different income groups with respect to statement under factor 6. Therefore, we accept H6Iao.

##### **d. With respect to Profession**

For hypothesis of a statement of factor 6, the significance value is greater than 0.05. There is no significance difference in different professions with respect to statement under factor 6. Therefore, we accept H6Pao.



**6.5 ANALYSIS BASED ON DIFFERENT DEMOGRAPHIC CHOICES**

**a. Customers' choice of buying during Lockdown:**

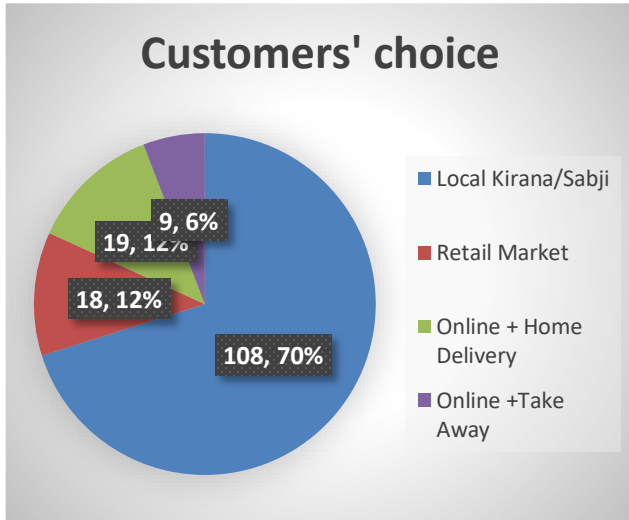


Figure 2 Customer choice of buying channels

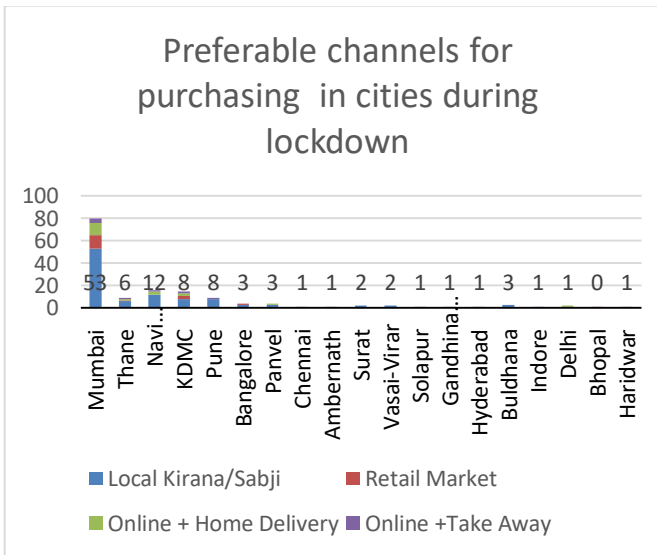


Figure 3 Citiwise preferable purchasing channels

**b. Customers' extra stock buying duration during lockdown**

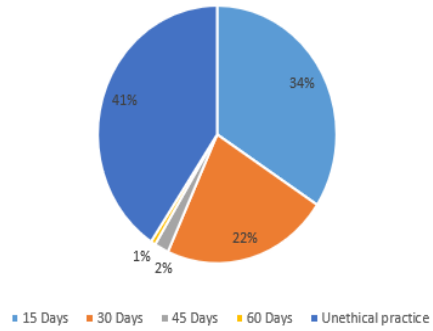


Figure 4 Stockpiling duration during lockdown

**6.6 ANALYSIS OF RESPONSES IN CORRELATION WITH EXTERNAL NEWS (MAHARASHTRA REGION)**

This segment is articulate to understand how government's decisions impact on thinking process of customer's during lockdown conditions. In this segment we have tracked all news from Indian government officials and Maharashtra government officials from 24<sup>th</sup> March to 27<sup>th</sup> March 2020. On same days we have tracked pattern of survey question "I have faith in government that necessary goods and services will be available". We have found as decision goes in favour of people, they started supporting government or faith in government increased. For this analysis we have studied only samples from Maharashtra state. The reason behind choosing this period is that it was just initiation of lockdown as well as start of our survey. In % format

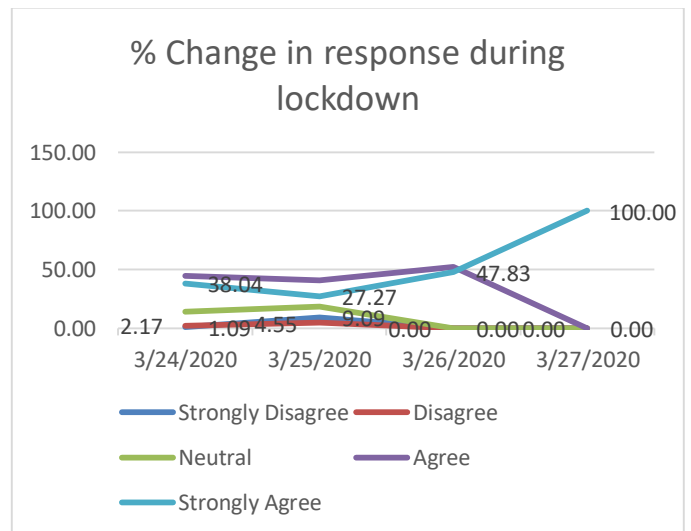


Figure 5 Faith in Government

*Table 3 Different news during Lockdown 1.0 in India*

<b>Date</b>	<b>Day</b>	<b>Phase</b>	<b>Decisions/Statements</b>
17/03/2020	Tuesday	Hint of Lockdown	CM of Maharashtra requested all vendors and shop owners to close their shops other than essential goods, the way shops in Pune had been shut down. (4)
18/03/2020	Wednesday	Hint of Lockdown	CM of Maharashtra said in his statement that the shops in the city will be opened with the specific interval of time. Also, people should not stockpile the essential good and medicines. The state has enough stock of it. Any merchant if found stockpiling of these then strict action will be taken. (4)
19/03/2020	Thursday	Hint of Lockdown	PM Modi announces 'Janata Curfew' on 22 March, urged for resolve, restraint to fight coronavirus. (5)
20/03/2020	Friday	Partial Lockdown (Maharashtra)	Maharashtra State announced lockdown in four cities-Pune, Mumbai, Nagpur and Pimpri Chinchwad. (6)
22/03/2020	Sunday	Partial Lockdown (India)	Entire India supported the 'Janata curfew'. PM Modi thanks

			citizens for supporting 'Janata Curfew'. (7)
23/03/2020	Monday	Lockdown in Maharashtra	Maharashtra Government imposed lockdown till 31 <sup>st</sup> March 2020 with reference to 'The Epidemic diseases act 1897' and 'Disaster Management Act, 2005'. (4)
24/03/2020	Tuesday	Lockdown in Maharashtra	The APMC on Monday decided to shut its Vashi market from March 25th to 31 <sup>st</sup> 2020. (8)
		Lockdown in Maharashtra	PM Modi announces nationwide 21-day lockdown, appeals for social distancing. (9)
25/03/2020	Wednesday	Lockdown in India	The nationwide lockdown came into effect from Wednesday midnight and will continue until April 14.
26/03/2020	Thursday	Lockdown in India	Maharashtra CM stated that all shops selling essential commodities, grocery and medicines can operate 24*7. (4) Finance Minister announces Rs 1.70 Lakh Crore relief package under Pradhan Mantri Garib Kalyan Yojana for the poor to help them fight the battle

			against Corona Virus (10)
27/03/2020	Friday	Lockdown in India	APMC (Vashi-Mumbai) Market has been started. (11).

Look at the % change in response during lockdown for the question 'do people have faith in government. We can see in Maharashtra, India, the responses pattern is changing as the government policies or government official statements when introduces. The percentage of negative statement went in decreasing order while positive statements have shown increasing graph. The day wise positive statement responses increase due to various steps that Maharashtra government and Indian government have taken during these days. The faith in government increased and strongly agreed has shown an increment as

Date	Strongly Agree (% per day)
24-03-2020	38.04347826
25-03-2020	27.27272727
26-03-2020	47.82608696
27-03-2020	100

## 7. Conclusion

The instability occurred due to the widespread of COVID - 19 has greatly impacted the consumer purchasing behaviour. As per Maslow's hierarchy of needs, most basic need is for physical survival and in pandemic situation it has been seen that people are more cautious about essential goods and services. Behaviour of consumers depends on various external factors but, demographics variables also have a huge impact. Differences in purchase behaviour can be seen based on profession, the income group and in some cases the gender. As per our analysis consumers from different profession agree to keeping extra stock of groceries, medical products and requirement for e – books and extra mobile data recharge. Significant difference among the consumers of different age group could be seen with respect to the compromise in the quality of essential goods. In these uncertain times the most important factor consumers value the most is Availability of essential goods.

44% of the respondents agree that availability of essential goods is more important and are ready to buy at a higher price.

New age buying behaviour such as online shopping services has allowed consumer to sit at home and purchase goods and services at the hour of need. But with the growing demand and extended restrictions imposed traditional shopping services have proved to be the choice of preference. Majority agree that home to shop distance matters a lot during lock-down with 70% of respondents preferred buying from **local kirana / Sabji shops**. Thus, important for the local shop retailers to have a strong supply chain support to make sure the essential goods are available and in Stock.

**Role of retailers** are also evident as majority respondents irrespective of gender, age and profession agree that retailers take undue advantage. Majority even agreed that government should take appropriate measures to avoid exploitation of consumers. Based on the above facts it can be inferred that government play a huge role in providing essential goods and services. Majority believe that necessary steps should be taken to make resources available which hence increases the faith in government. From our analysis its can be seen, as government declared any decision or press note regarding essential goods and services, faith in government also strengthened. Particularly on 25<sup>th</sup> March 2020, as nation wise lockdown was announced, a decrease in the percentage of strongly agree response was noted. As government released Garib kalyan Yojana and opened APMC markets during lockdown again percentage of strongly agree response increased and reached 100% on 27th March.

Overall analysis show that government has a greater influence during lockdown and can help contain the panic situations. With proper measures and protocols availability of goods can be maintained with the retailers and hence thereby impacting the purchase behaviour of consumers.

Traditional buying behaviour such as from local kirana and Sabji store sees a drastic increase. Thus, leading to enhanced dependency of the customers on these stores. It can be thus said that the role of Government, Retailers and finally the Customers go hand in hand and ensure a stable purchase pattern of consumers.

## 8. Limitations

1. The sample size used for this research project is small
2. The project was conducted for a short duration – 24th – 27th March 2020.
3. Even though the responses were collected from different cities of India, Majority of the population belong to Maharashtra.
4. This study of consumer purchase behaviour is limited to essential goods and services only.
5. The research study is done taking into consideration the consumers point of view. Observational Survey could be conducted among the retailers to get more and in depth understanding about the purchase patterns.

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