

An Ethnographic Insight Into ‘Consumer Purchase Behaviour’ during the Lockdown owing to COVID-19 Pandemic: A Study Taken in Bangalore with special reference to Kirana Stores

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Abstract: Indian retail accounts a significant share of the economy, this sector is mainly comprised of small general stores, viz., Kirana. In the context of the pandemic and economic turmoil, an analytical study is made with consumer behaviour in temporal displacement and spatial displacement. This study says that the changes in the availability of stocks and services which are characterized by the points in space and time displacement, working difficulties, grocery stock movement and resources to which they are conventional or traditional as the results of an external event and they are characterised by the points in space, time, buying behaviour, maintaining grocery stock etc. The data were collected from the Kirana shops owners & consumers by doing personal interview with the help of structured questionnaire method. This paper proves that how consumers as well as Kirana shop keepers faced the displacement that occurred in different sectors based on consumer spending time during the lockdown. Along with the shopkeeper experienced the changes in the availability of grocery stocks, products and services. From the study we infer that Kirana store keepers experienced a sharp decline in consumer spending over lockdown.

Keywords: Consumption Displacement, Kirana Shops, Consumer Buying Behaviour, Temporal Displacement, Spatial Displacement

1. Introduction

At present, the most feared and drastic challenge for the peace and harmony of human kind is the pandemic - COVID-19. It has significantly affected the individuals, businesses and governments with a downturn effect. The pandemic changed the whole world psychologically, socially and professionally as well. It brought loss of jobs, diminishing savings, and fear among the members of society, stress and troubled future options. These all resulted in acute physical and mental health problems. The external environment of an economy also got affected which includes the businesses at large. The economic crisis led the businesses to prepare for a new normal and made it almost compulsory to prepare,

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mitigate, anticipate, and respond to overcome it. The impact of COVID-19 made the retail stores more dependable in terms of essential grocery for the survival of society.

Consumers get only a few things easily by online ordering comparing to retail shops in the lockdown. After the “Janata Curfew” on March 22, 2020 (also called ‘a so-called practice lockdown’) the panic buying has commenced among the consumers one or two days before the lockdown was announced, much like in other countries (Keelery, 2020). During ongoing lockdown has altered consumers’ buying decisions are spends on health and hygienic products, adapting on available limited products, and preferring home deliveries over store visits. (Biswas, 2020). The Indian economy came to a halt as a result of the pandemic caused by the corona virus (COVID-19). Industrial activities and their growth declined substantially. The automobile industry was affected the most resulted in a negative growth rate. The same trend was followed by the power supply and IT sector. Many start-ups and SMEs started to witness issues of supply disruption and decrease in consumer demands.

The global lockdown imposed to contain and stop the corona virus from spreading, affected the import and export transactions as well. It affected the global trade and commerce significantly. Many global players even stopped the production of non-essential commodities following the fear of losses due to the less or no demand in the consumer markets. Indian government has taken influential steps to ensure that impact of coronavirus on the economy can be minimum and the nation is supported by all measures and availability of essential items for living. The global economic scenario for the current financial year 2020-21 has been a challenger for most of the economies including India. But Indian government had adopted certain safety procedures to handle the outbreak like maintaining social distance, warring compulsory face masks, and also the government is working on effective strategies and action plans to continue the business to normal and reviving the sectors in addition to the ease of business as well (Unit, 2020). Even though the pandemic effected on the Kirana shop business as well as it played a vital role in consumer buying behaviour. It all happened because of the changes which are happened in the life style of human beings during the lockdown.

The term in the consumption displacement happens when there is a change in the stock availability, service, and habituated amenities as experienced by the consumers due to an external event. It is also characterized by the points in space and time where consumption occurs and by the movements to, form and between those points that occur in the COVID-19 pandemics in the service industry (Hall, et al., 2020).

The shops will have mandatorily workers with face mask and also they should registered 33markets located outside with nearby municipal corporations. Only the shops can open after the drill of social distancing and wearing of face masks but only with the 50 per cent

of the consumer strength (Agencies, 2020). Every Kirana shops should be sanitised and marked outside circles with 6 feet distance to stand customers to buy the groceries so, then easily they can maintain social distance according to the rules which are done by the government. But maintaining this kind of social distance consumers as well as shop keepers are affecting by time displacement because can't rush against to the rules. So maintaining social distance is easily wasting time of the both buyer and seller. For avoiding time wastage and to maintaining social distance Kirana shops are implementing the new services like home delivery in around.

The expected population (com, 2019/2020) of Bangalore South in 2019/2020 is between 199,116 and 252,487. And there is estimate to have about 28,000 Kirana shops are there in South Bangalore (Bekkalale, 2018).

In an attempt to stop the coronavirus disease spread, it would be better to limit the close face-to-face contact with others for quite a sometime. The physical distancing or social distancing among the individuals is aimed in keeping a safe distance between each other that between yourself and other people who are not from your household. It means maintaining 6 feet (about 2 arm's) from other people (Diseases, 2020). Safety strategies like restricting travel outside and cancelling mass gatherings like wedding, sports event, and live concerts. Community distancing, or more exactly, physical distancing, since interacting happens online, is now the norm. It's specified rise to something and we called the social distancing economy (Pruett, 2020).

The term consumer is used to explain a person who recognises his or her's need, makes a purchase for consumption and then dispose of the product post consumption. But some typical consumer's utility is depended up on the consumption of agriculture and industrial goods (Mehata, Saxena and Purohit, 2020). Consumer behaviour is more important and buying, purchasing, using, evaluating, and disposing of products and services. A temporal displacement or time displacement was a temporal situation in which a certain element from one time period was continuously misplaced into different periods. If not corrected, a temporal displacement could have destructive effects on the timeline. Because of rules and regulations which are announced by the government that shops has to be open and close in some certain time period, and it depended up on the number of cases affected by the deadly virus. So in few areas they must be opened morning to evening, in some areas particular time period.

Pandemic made Kirana stores to realise that their business is an all-season business because of the fact that all other stores were closed and the Kirana retail stores were allowed to be opened for the sake of the consumers during the pandemic lockdown. Indian government has announced that only necessary goods and services should be open in the

lockdown that is into fixed timings like Kirana stores, pharmacy, and other daily requirement services are providing to serve the community and also protecting their regular staff from the disease by ensuring the required precautions. In the pandemic more and more customers are placing orders by phone calls, WhatsApp, online and requesting home delivery. But the Kirana shop owners becoming omni-channel business by chance, so by this kind of demand the Kirana stores entered into advance level of marketing. All neighbourhood grocery stores are turning out godsend for who are constricted to their homes during the lockdown (Nair and Ghaswalla, 2020). Kirana stores become Sanjeevani for Indian consumers during pandemic because only they are the ones who are active and helping meet consumer demands.

Pandemic has brought changes in Kirana store owners in metro and non-metros and they started anchorage online platforms to get a balanced supply of goods (Tandon, 2020). Lockdown made nationwide Kirana's to adopt technology quickly as millions of households moved online to purchase required goods. When supply chains between manufactures, distributors, and shopkeepers were disrupted because of the restrictions but local shopkeepers like Kirana's took to WhatsApp to accept orders and adopted e-payments options along door step services.

In the battle against the COVID-19 virus, the lockdown strategy and the social distancing measures have yielded remarkable results and learning experience for the consumers. It is a well-known that consumption is a time bound and location specific phenomena. During these days of pandemic the consumers have learnt to live with flexible time and rigid location options. They have started to improvise in their lifestyles with creative and innovative ways including working at home and working from home, study at home, relax at home and with family more often. During these days, the stores started to reach to the consumers by f=different means because of the restricted movements of the customers as they were not allowed to go outside (Res, 2020). Consumers have also changed their perception towards Kirana stores and buying behaviour.

2. Literature Review

In this view point, the practice of grocery shopping during the pandemic made a changed in consumer buying behaviour (Grashuis, Skevas and Segovia, 2020). Consumers started doing more expenditure on groceries during COVID-19. The COVID-19 pandemic played a vital role in many aspects. Consumers started changing their grocery buying culture or practices during the lockdown. People felt more comfortable that sitting at home and ordering from nearby Kirana shops what they required instead of ordering through online. Consumers preferred more home delivery method instead of visiting physically. The pandemic brought a lot of changes in economy system of each and every one during the

lockdown. So, the firm competitiveness may change according to the situation and they started providing the both pick-up method and delivery method.

In Bengaluru, the lockdown or pandemic situation the retail chains and Kirana stores reported a sharp surge in sales of staples. Consumers felt very difficult to find the needed necessary goods and services (Mukherjee, et al., 2020). Apart from the retail chain business, Kirana store every malls, super markets were in locked. Online supplies are stopped during the pandemic. So, consumer's depended on nearby by Kirana shops for buying daily necessities and personal hygiene products in the past few days as panic buying. It took hold across India.

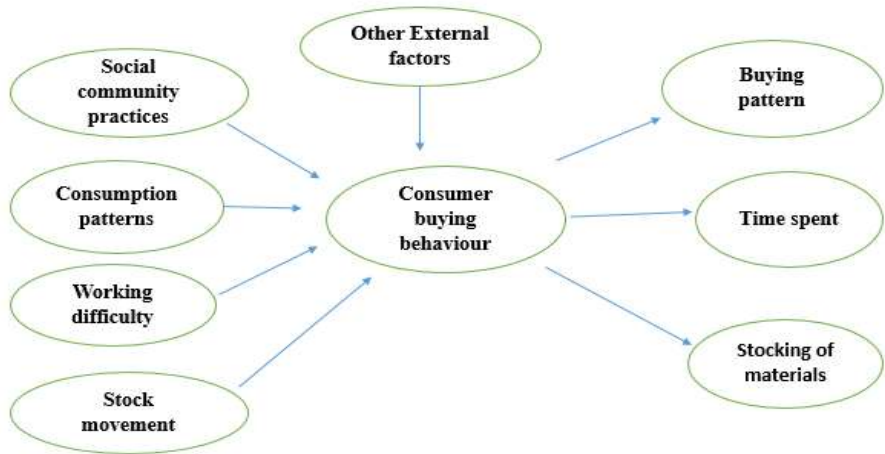
According to Sharma (2017), the 21st century era is become digitalized era in the world. Consumers started buying everything from online and it became as flat form for where everything is available online from gadgets to groceries. This trend has been started in all metros and non-metro cities. In the cities like Bangalore, Mumbai, Delhi the consumers are preferring online business flat forms in their busy schedules. The lifestyle of individuals who are staying in metro cities and the time and the distance of travelling crunch is the major reason behind consumers shifting to go online stores. Another reason for moving to search in online is heavy discounts on products and it is almost available in any time of special occasions in a year. But few are really worried to order home appliances in online because they are having fear towards delivery that product can damage or no warranties. And now the GST has been introduced in all goods and services. So, consumers are don't want to pay extra delivery charge along with GST and taxes. Hence, they are preferring buying products from local stores and it becoming now consumer's first choice.

In India the consumers buying behaviour is deeply connected to the cultural practice because Indian is being influenced by social community practices have experienced as consumer buying behaviour (Varade and Makhija, 2020). Even it carried in COVID-19 pandemic situations. The lockdown is the best evidence of panic buying behaviour and rushing to stock up on necessary grocery goods. During the lockdown period so many sectors are in shutdown. They are like, gyms, schools, shopping malls, colleges, public places, etc. where the risk of spreading virus is too high as per polices announced by the Government. The trail of lockdown was held by Indian Prime Minister Narendra Modi ji, on 22nd March 2020 as a 'Janata curfew'. By successful of doing this one day lockdown the Indian government was announced 1st lockdown of country from 24th March to 14th April 2020. Due to this causes panic in consumers and they started stocking required grocery goods and which leads as panic buying behaviour in consumers. As per the rules and regulations held by government the only grocery, vegetables, milk, pharmacy,

hospitals and ATM’s are available for services. Consumers started giving more importance to stock only required things during pandemic.

The study natters according to Hall, Fieger and Dyason (2020), the pandemic situation taken is that different types of crisis, disasters, and also different types of consumption patterns. Because of this type of changes consumers are pushed into various types of consumption during the COVID-19 like spatial consumption, temporal consumption etc. Every consumption occurred because of the changes are happenen in terms of grocery stocking, services, and facilities to which consumers are habitual. Marinating social distance and hygiene became the major priority during the pandemic. Indian government has adopted some certain safety procedures to handle the situation like maintaining 6 feet social distance, warring compulsory face masks, etc. Even every business sectors or shops will have mandatorily workers with face mask and also they should registered 33markets located outside with nearby municipal corporations. Only the shops can open after the drill of social distancing and wearing of face masks but only with the 50 per cent of the consumer strength. Every Kirana shops should be sanitised and marked outside circles with 6 feet distance to stand customers to buy the groceries so, then easily they can maintain social distance according to the rules which are done by the government. But maintaining this kind of social distance consumers as well as shop keepers are affecting by time displacement because can’t rush against to the rules. So maintaining social distance is easily wasting time of the both buyer and seller. For avoiding time wastage and to maintaining social distance Kirana shops are implementing the new services like home delivery in around.

Figure 1: The Model



The model says very clearly during the pandemic how consumer buying behaviour was actually worked on the basis of different factors. The concept buying behaviour directly depended up on the consumption displacement which occurs in different ways in the business as well as in the society. People started changing their decisions and practice of buying pattern during lockdown. Not only consumer's even Kirana shop owners faced a lot of issues and changes in their business traditional method. Practicing of social community methods become major duty for everyone. Pandemic made difficulty to run a business normally as usual before and to stock up the groceries like earlier. This all effects become dependent variable for the consumer behaviour. But whatever the situation consumer is the ultimate decision maker in the end so, his decisions about buying practice, stocking up the groceries according to their needs and spending time while doing the shopping during the COVID-19 these all fall as independent variables.

Considering the above analysis and research gap, this research is designed to understand the perceptions of the consumers on the various factors which impact of the retail purchase during Lock-down period, to analyse the impact of lockdown *modus operandi* on the buying patterns and to assess the aftermath pandemic, retailing on relation with pre-pandemic scenario. We formulate the following hypotheses.

Hypothesis 1: all factors are have equal loading which are impacting on the retail purchase behaviour

Hypothesis 2: There is no significant difference on the buying preference of the customer

Hypothesis 3: There is no significant relation exists among product availability, staff and accessibility during pandemic purchase

3. Methodology

This ethnographic research is based on consumer buying behaviour in Kirana shops in South Bangalore, India during the pandemic. Kirana shops were open in only some certain time period specifically for grocery, dairy products, vegetables and pharmacy. The Kirana store in South Bangalore was specifically chosen because most of the people from different places, different culture, different location, and religion stay in Bangalore and each and every one leads different types of life styles and hence follow different types of buying behaviour. So, some prefer standard types of buying culture and some go with locally located shops like Kirana stores. But the effects of COVID-19 made all categories of people to turn towards Kirana shops. The data is collected from the consumers visiting to the Kirana shops by survey method using the convenient sampling method. Whoever visited the shops were administered with the interview schedule. The research primarily focuses upon how consumers changed their perception and buying behaviour towards

Kirana stores during lockdown. Basically, the study focuses on how Kirana stores runs their business during the lockdown and how they attracted the consumers towards them. Using the correlation method, we understand the association between t on which basis the consumer purchase behaviour is standing. The main objective of the study is to analyse the impact of COVID-19 on consumer buying behaviour in Kirana shops. The study was taken for a period of 60 days. To validate the researcher claim, in this study chi-square test was employed for establishing relationship between categorical data, viz., product category and buying behaviour. Similarly, ANOVA was utilized for understanding the variance among the factors and factor analysis was deployed to reduce the dimensions identified into major factors (based on loading).

4. Data Collection Method

In this research, the data collection technique used was convenience sampling technique to collect the required data. The sample size of the research conducted was 252 respondents comparing respondents from 5 Kirana shops in South Bangalore. The 5 Kirana shops which were taken for the research purpose were Sri Bhiraveshwara Rice Traders, Bhuvaneswari Rice Traders, Bhagavan Rice Traders, Chowdeswari Rice Traders, and Raita Mitra Rice Traders.

We assumed 95% confidence level and equal responses from all the respondents and an error of 6% of the true value. The samples were collected from a cross section of people staying in that area. It comprises of respondents with different demographic dimensions.

We got to understand after doing research on the study that how consumers were having and facing the problems for purchasing groceries during the pandemic. All online platforms of business sectors were closed during lockdown. It was implied that people had to resort to Kirana stores, fearing the increase in cases owing to the contact with the delivery persons in case of online purchase.

Through the literature review, the questioners related to the factors influencing the consumer buying behaviour about the Kirana shops during the lockdown. Responses in the statements in the questioners were measured on a five-point scale ranging from 1 to 5 with 1 indicating strongly agree and 5 indicating strongly disagree, in some statements 1 indicating highly satisfied and 5 indicating highly dissatisfied and also in few statements 1 indicating high rating and 5, a low rating. The collected data were statistically processed subsequently findings were inferred.

5. Analysis and Interpretation

In this study the descriptive statistics used to understand the effects of COVID-19 on consumer buying behaviour in Kirana shops. The data analysed using various statistical tools to validate the researcher proposition.

5.1. Social community practices

During the COVID-19 the Indian Government took safety measures as first priority to avoid spreading deadly virus. Maintaining social distance is very important practice among the social community practice. While collecting the data for the study, we understand that most of the respondents are 'neutral' to the 'social distancing', it could be inferred that 'customers' not considering too much on the social distancing as a major factor. It is also found that majority respondents are not agreeing completely that they don't face any problems. But 31 people inferred 'strongly agree' as they are facing problem while they maintain the social distancing along with 39 people felt no problem in maintaining social distancing. As the business practice is to maintain social norms and safety for the both employees, staff and customers. It is observed that 67 people feel more safety measures are maintained in retail shop against 252 people, and 68 people are agreed for the same.

5.2. Consumption patterns

The external event is one of the major factors which influence the consumption displacement viz., stock availability, service, and habituated amenities which are experienced by the customer. It is also characterized by the element in space and time where consumption occurred with the movements of demand among market forces and statutory compliance in the COVID- 19. In this research the consumption displacement occurs in buying behaviour, waiting time, availability of product, and even in pricing. Most number of the people are agreed that they have faced the problems due to spatial displacement.

5.3. Working difficulty

Some rules and regulations passed from the government that impacted on all business and industry to the extent of suspension of operations. Out the major sectors of the economy 'food retail' i.e., Kirana was the sector constituted as it is essential for the society. This 'essentiality' is endorsed in majority, however, 76 people out of 252 for neutral for this statement. It could understand that the timings of operation are more on the severity of the pandemic, and local governance regulations. It is to be noticed that consumers focused on 'how staffs of attitude, appearance, and product knowledge and most of the consumers agreed that during pandemic the shop staffs are having knowledge on the severity of the pandemic. Due to the lockdown people compelled to stay at home and they were not supposed to come out. And most of the people are worried about the deadly virus so they preferred home delivery for the grocery shopping from Kirana shops and they contacted shop owners by phone call to place an order. 112 consumers are strongly agreed that they placed an order.

5.4. Stock movement

As the regulation of the pandemic crisis, most the business was not in operation, this led for low stocking-up. Most of the Kirana shop owners felt very difficult to keep more stock. People were required to adjust with stock available at Kirana shop. For the question that availability of products (temporal displacement) during pandemic most of consumers 'agreed' that they got what they required basically in groceries at Kirana stores.

5.5. Buying pattern

The pandemic leads the consumers in to panic buying behaviour because of the lockdown. Most of the people spent very less timings during the purchase of products during lockdown. This kind of panic buying behaviour may be and may not be affected on the consumer satisfactions towards shopping experience in Kirana stores (spatial displacement). For this statement 64 people among 252 responses chosen neutral because according to them they were didn't felt any changes to much in buying behaviour. Even 62 consumers expressed their opinion of satisfaction towards the product information and quality provided by Kirana shops as neutral because pandemic made everyone as panic towards everything.

During the lockdown 125 consumers are ranked highest score for quality of the product because whatever situation may be, the consumers always expect the quality of product. Out of respondents, 97 people said that the price of the products are little bit high during pandemic. However, 98 consumers continued the purchasing behaviour according to their buying habits. Around 99 consumers among 252 gave more importance to touch and feel emotion in buying behaviour. COVID-19 effected on even economy of the people, so most of the consumers preferred only required grocery products. Pandemic leads very difficult to get requisite stock, product/brand in outlets, hence 92 people contented with available brands or products in the market. Only 32% people chosen Kirana shops during lockdown only because, that they can pile up stock easily for a week. COVID-19 helps the Kirana business to get hike in their business and it made the all consumers to turn towards the Kirana shops. The study agreed that 91 consumers from 252 responses that they preferred only Kirana shop during lockdown and also the consumer number base is also increased.

5.6. Time spent

Only few business sectors were having permission to open during lockdown that to only few hours viz., Kirana shops, grocery products, dairy products, pharmacy, hospitals, vegetable, fruits, and ATM's. On the basis of rules and regulations researcher framed a question on an average timings of spending time in the shop during pandemic, majority of the people consented that they shop only for 10 minutes.

5.7. Stocking of materials

Panic buying behaviour and sudden announcement of lockdown leads all types of consumers to pile upstock. But after the few days of during lockdown people started getting habituated to the circumstances. So, it makes them to purchase products according to their needs. Whatever about the situation, 49.4% of people preferred groceries as their main preference.

Hypothesis 1

H1₀: There is no association between the buying behaviour and type of product categories

H1_a: There is association between the buying behaviour and type of product categories

Since the variables in categorical data (product viz., dairy, snacks etc), to validate chi square test of association is used.

6. Result of Chi-Square test of Independence

$$\chi^2 = \sum \frac{(oij - eij)^2}{eij}$$

where χ^2 = Chi-Square test of Independence; oij = Observed value of two nominal variables; eij = Expected value of two nominal variables.

Table 1: Chi-square tests results

Statistic	Value	Df	Asymp. Sig. (2-tailed)			
Pearson Chi-Square	34.67	12	0.001			
Likelihood Ratio	29.67	12	0.003			
Linear-by-Linear Association	0.15	1	0.702			
N of Valid Cases	251					
Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Buying Behaviour * type of product categories	251	99.60%	1	0.40%	252	100.00%

As the above result in Table 1 shows p value <0.05, we reject the null hypothesis and accept the alternative hypothesis, i.e., "there is association between the buying behaviour and product categories.

Hypothesis 2

H2₀: $\mu_1 = \mu_2 = \mu_3 = \mu_4 = \mu_k$

H2_a: $\mu_1 \neq \mu_2 \neq \mu_3 \neq \mu_4 \neq \mu_k$

Since the data is in Likert scale and as it is more than two variables, ANOVA single factor adopted for validating hypothesis:

H₂₀: There is no difference between the means of the buying behaviour and type of product categories.

H_{2a}: There is association between the buying behaviour and type of product categories.

Table 2: Results of ANOVA

Summary						
Groups	Count	Sum	Average	Variance		
Buying behaviour	251	1025	4.083665	0.932972		
Waiting tie	251	942	3.752988	1.194741		
Availability of variety products	251	944	3.760956	1.198629		
Pricing	251	910	3.625498	1.571187		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	28.74402	3	9.581341	7.825448	3.64E-05	2.613804
Within Groups	1224.382	1000	1.224382			
Total	1253.126	1003				

From the above results in Table 2, it can infer that the null hypothesis is rejected (p value <0.05) and its alternate hold true. This concludes that there is significant difference among the 'Buying behaviour, waiting time, availability of variety of products and pricing.

Hypothesis 3

H₃₀ : there are no latent underlying structures and that all variables load equally

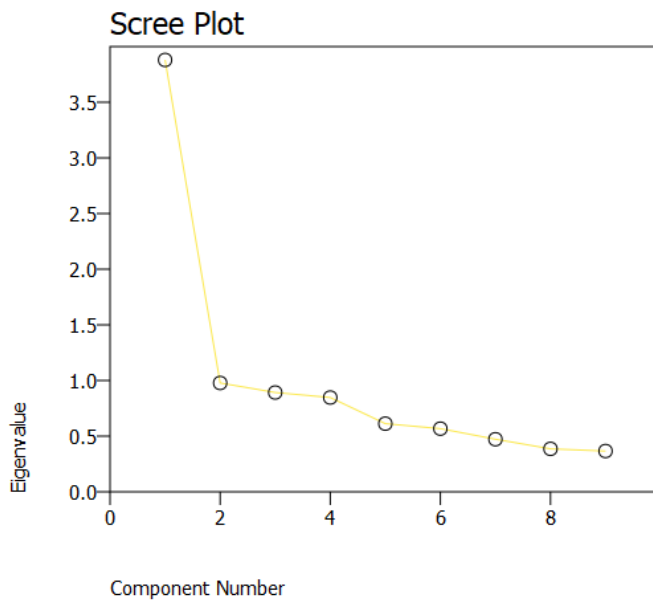
H_{3a} : there are latent underlying structures and that all variables load not equally

Table 3: Showing total variance Explained

Comp- onent	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.88	43.11	43.11	3.88	43.11	43.11	3.88	43.11	43.11
2	0.98	10.86	53.97						
3	0.89	9.91	63.88						
4	0.85	9.41	73.29						
5	0.61	6.8	80.1						
6	0.57	6.3	86.4						
7	0.47	5.25	91.64						
8	0.39	4.29	95.93						
9	0.37	4.07	100						

Table 4: Showing the component and rotated component matrix

	Component Matrix	Rotated Component Matrix
	1	1
Accessible	0.61	-0.61
Safety Precaution	0.48	-0.48
Buying Behaviour	-0.64	0.64
Waiting Time	-0.76	0.76
Availability Of Variety Products	-0.7	0.7
Pricing	-0.75	0.75
Staff's Attitude	-0.51	0.51
Staff's Appearance	-0.68	0.68
Staff's Product Knowledge	-0.73	0.73



From the above test result, there is a significant loading factor for some variables (>1 , Eigenvalues), it could be concluded that, there is significant difference among the factors. Hence accepting the H_{a1} , i.e., "there are latent underlying structures and that all variables load not equal.

This study helps us to understand the practice of buying behaviour. Literally pandemic made all kind of consumers to turn back towards traditional practices purchasing in Kirana shops to purchase the essential groceries. The Covid-19 played an important role in hike of

business scale at Kirana shops at South Bangalore. Few of the findings from this study are as shown below.

- Most of the consumers chosen the Kirana shops for purchasing grocery items and better to stock up the goods during lockdown according to their needs and wants.
- Consumers preferred essential goods and services during the pandemic instead of going behind branded items.
- Many Kirana shop owners offered and implemented the new technologies in their service sectors. They started taking orders from WhatsApp groups, phone calls and then they started providing home delivery services.

6. Conclusion

The uncertainty taken place due to the spreading of deadly virus of COVID-19 has strongly impacted on the consumer buying behaviour. As per the research studies and results that everybody gave more importance to physical survival in the pandemic situation and it has been proved that people are more cautious about essential goods and services. This kind of behaviour of consumers depends on several outermost factors but still other demographics have an immense impact. Sometimes the purchase behaviour depends on the consumer professionalism and standard of living. As per our analysis consumers preferred Kirana shops to stock up grocery products easily during lockdown. Most of the consumers compromised in the terms of brands, quality of required goods during pandemic. Due to lockdown most of the business sectors faced lot of problems to stock up the goods. In these critical times, most of consumer's value remains same and they moved with available products in the market. But the lockdown become the main reason to get hike in Kirana business.

People (consumer) again started following old traditional practice of buying behaviour such as from Kirana shops impacted by temporal displacement, spatial displacement. Covid-19 made all kind of consumers to depend on Kirana stores. Thus, this leads to increase the consumer number base. The situation changed all the consumers including the generation X, Y, Millennials because Kirana shop owners implemented new terms into their business strategy like taking orders from phone calls or WhatsApp groups and then they started providing home delivery services that is free of cost. Even the role of shop owners and staff members of the shop played major role in the terms attracting the consumers towards them. Most of changes in business sectors and consumer buying behaviour changed after the announcement of lockdown on 23rd March 2020.

Overall study says that government has a strong influence during the lockdown and it made panic situations. With the proper protocols and instructions from the government, the retail sectors like Kirana shops were able to keep the stock of groceries and it helps to

provide the proper services to the consumers and it makes the impact on consumer buying behaviour turn towards them.

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