

AN INTERNATIONAL CONFERENCE ON Humanities, Science & Research

At Asha Girls College, Panihar chack, Hisar (Haryana)

27-28th January, 2024



Examining The Impact Of COVID-19 On Consumer Purchase Behavior in Gondia District: A Literature Review

Santosh Meshram, Research Scholar, RTM Nagpur University, Nagpur
Dr. Bhavesh Jasani, Research Supervisor, RTM Nagpur University, Nagpur

Abstract

The COVID-19 pandemic has profoundly affected consumer behavior globally, including significant shifts in purchasing patterns. This literature review aims to examine the impact of the COVID-19 pandemic on consumer purchase behavior specifically within the Gondia District. By analyzing a range of scholarly articles, reports, and surveys, this review identifies key changes in consumer preferences, buying habits, and spending priorities during the pandemic. The findings reveal a marked increase in online shopping, heightened health and safety concerns influencing purchase decisions, and a shift towards essential goods over luxury items. Additionally, the review highlights the economic challenges faced by consumers, leading to altered spending behaviors and an increased demand for cost-effective products. This study provides a comprehensive overview of the existing literature, offering insights into the behavioral adaptations of consumers in Gondia District in response to the unprecedented challenges posed by the COVID-19 crisis. The review underscores the need for businesses and policymakers to understand these changes to better cater to the evolving needs and preferences of consumers in the post-pandemic era.

Keywords – Pandemic impact, Online shopping, Health and safety concerns, Economic challenges, Spending habits

Introduction

The COVID-19 pandemic has brought about unprecedented changes across various sectors worldwide, with significant implications for consumer behavior. As countries implemented lockdowns and social distancing measures to curb the spread of the virus, consumer purchasing patterns underwent dramatic transformations. The pandemic disrupted traditional shopping methods, accelerated the adoption of digital platforms, and shifted consumer priorities towards essential goods and health-related products. These changes were not uniform but varied significantly across different regions and demographic groups.

Gondia District, located in the Indian state of Maharashtra, is a predominantly rural area with unique socio-economic characteristics. The impact of the COVID-19 pandemic on consumer behavior in such regions has garnered interest from researchers, policymakers, and businesses alike. Understanding these behavioral shifts is crucial for developing effective strategies to address the needs and preferences of consumers in the post-pandemic world.

This literature review aims to synthesize existing research on the impact of the COVID-19 pandemic on consumer purchase behavior in Gondia District. By examining a range of scholarly articles, reports, and surveys, this study seeks to identify key trends and changes in consumer behavior during the pandemic. The review will explore the shift towards online shopping, the influence of health and safety concerns on purchasing decisions, and the economic challenges that have reshaped consumer spending habits.

Through a comprehensive analysis of the literature, this study will provide insights into the adaptive strategies employed by consumers in Gondia District in response to the pandemic. These findings will be valuable for businesses and policymakers seeking to understand and cater to the evolving needs of consumers in this region. Ultimately, this literature review aims to contribute to the broader discourse on the long-term implications of the COVID-19 pandemic on consumer behavior in rural districts.

Objectives of the study

- Analyze the shift in consumer preferences and purchasing habits in Gondia District during the COVID-19 pandemic.
- Determine the extent to which consumers have adopted online shopping and digital

AN INTERNATIONAL CONFERENCE ON Humanities, Science & Research

At Asha Girls College, Panihar chack, Hisar (Haryana)

27-28th January, 2024



payment methods.

- Investigate how health and safety concerns have influenced consumer purchase decisions and behaviors.

Research methodology

This study employs a systematic literature review methodology to examine the impact of the COVID-19 pandemic on consumer purchase behavior in Gondia District. The research involves an extensive review of academic journals, research reports, government publications, and reputable industry sources published between January 2020 and 2024. The selection of literature was guided by relevance to the topic, credibility of the sources, and the geographic focus on Gondia District or similar rural regions. Databases such as PubMed, Google Scholar, JSTOR, and specific economic and consumer behavior repositories were utilized to gather relevant studies. Key themes, trends, and findings from the selected literature were identified, categorized, and analyzed to provide a comprehensive understanding of the changes in consumer behavior. The analysis focused on shifts in purchasing patterns, the influence of health and safety concerns, economic challenges, and demographic variations. This methodology ensures a thorough and unbiased synthesis of existing knowledge, offering valuable insights for businesses, policymakers, and future researchers interested in consumer behavior during the COVID-19 pandemic in rural contexts.

Literature review

According to Mathur et al. (2006), changes in consumers' wants and preferences may be influenced by events that are environmental, social, biological, cognitive, and behavioural. Therefore, adaptations in purchasing behaviour caused by COVID-19 are consistent with this body of knowledge. Customers react with caution and planning when faced with such upheavals because they want stability (Minton & Cabano, 2021). (Sarmiento et al., 2019). Customers impacted by economic downturns or recessions become more price-sensitive as a result of stability-seeking behaviours that lead to austerity measures (Hampson & McGoldrick, 2013). Although economic activities have been considerably impacted by pandemics like influenza in the past (Verikios et al., 2016), it is important to note that not all changes in consumer behaviour are solely caused by economic factors. As an example, consumers' risk-coping measures, such as eating more chicken, were on show during the Asian flu pandemic (Yeung & Yee, 2012). Likewise, Sneath et al. (2009) found that stress-induced compulsive and impulsive purchasing behaviour was a factor among US Gulf Coast people impacted by natural disasters like Hurricane Katrina. A combination of cross-category indulgence (Mark et al., 2016) and impulsive purchase behaviour (Kennett-Hensel et al., 2012) has been shown in consumer spending on premium categories and luxury brands after natural catastrophes.

A number of recent studies have examined how COVID-19 has altered customer purchasing habits (Kansiime et al., 2021; Laato et al., 2020; Pakravan-Charvadeh et al., 2021; Pantano et al., 2020; Rayburn et al., 2021). According to Gordon-Wilson (2021), consumers' "feelings for self-control" were impacted by external factors like COVID-19, which caused them to alter their shopping habits, choose other types of stores, and consume unhealthy food and alcohol. Consumers' dedication to sanitary conduct, preference for local eateries, and conscientious consumption may be explained, according to Kim et al. (2021), by the effect of protective drive. To comprehend how stressful events like the COVID-19 have affected customer behaviour in relation to their use of e-commerce, Guthrie et al. (2021) used the react-cope-adapt framework. According to Eroglu et al. (2022), customer-employee rapport mediates the effect of congestion in retail outlets on customers' purchasing pleasure during COVID-19. Additionally, they contended that customers' views on the suitability of retailers' safety measures, the severity of dangers, and susceptibility to COVID-19 greatly impact these interactions. The moderating effect of customer adaptation was shown by Milaković (2021) to explain how consumer vulnerability and resilience impacted purchase pleasure and, ultimately, consumers' propensity to repurchase. During the pandemic, consumers resorted to technology-mediated consumption

AN INTERNATIONAL CONFERENCE ON Humanities, Science & Research

At Asha Girls College, Panihar chack, Hisar (Haryana)



27-28th January, 2024

as a means of managing the stress and anxiety that came with the situation (Yap et al., 2021). Paradoxes that explain the connection between technology usage and customer susceptibility were further covered. Many coping methods were found by Nayal et al. (2021) that companies might use to ensure the well-being of their employees and customers. After COVID-19, companies realised they needed to prioritise digitalization and innovation if they wanted to stay in business. Consumers have shown a change in consumption behaviour during the current pandemic towards cleanliness, sustainability, and local goods, according to the survey.

The changes in consumer behaviour during COVID-19, including changes in consumption and product substitution, are also covered in this research. Our study differs significantly from previous research because we believe that the influence of COVID-19 on consumers' lifestyle choices is the driving force behind these changes in consumption and product substitution behaviour. The COVID-19 pandemic has caused shifts in the amount and kind of demand from consumers (del Rio-Chanona et al., 2020). Another effect of the pandemic has been an uptick in the consumption of several goods that were either under- or non-consumed prior to the outbreak (Kirk & Rifkin, 2020). As a result of these changes, the demand for these items has surged. 'New demand' is how we call these changes. There was an increase in demand for digital platforms during the COVID-19 pandemic, as well as for cleaning and personal hygiene products like Lysol and hand sanitizers (Chaudhuri, 2020), health and wellness products like vitamins, nutritious foods, and immunity boosters (Hess, 2020), packaged goods and beverages, household care products, fresh and organic foods, personal care products (Knowles et al., 2020), and digital platforms overall (Debroy, 2020). Volatility and product choice in consumption have been drastically altered as a result of consumers' replacement behaviour during the pandemic (Knowles et al., 2020). During this epidemic, people are becoming more health conscious, which is leading to a shift in desire and, in turn, product replacement. Several reasons are described in the research on product replacement as driving consumers to engage in substitution behaviour (Hamilton et al., 2014). Nevertheless, it is worth noting that the majority of studies on the topic of new demand and product substitution behaviour in the face of disruptive events have focused on the economic consequences (Martin et al., 2020). Consequently, there is still room to expand this research to include the non-economic consequences of the pandemic in its examination of this behaviour.

When people's regular routines are interrupted, it may have a wide-ranging impact on their life. Previous research on disruptions focused on depression caused by disruptions, changes in lifestyle, disruptions to knowledge, awareness, and education (Mathur et al., 2006; Sneath et al., 2009). Significant changes in lifestyle and health awareness have also been seen during the current epidemic (Arora & Grey, 2020). Reduced mobility and physical activity, altered food and consumption habits, and altered sleep behaviour have all been reported as a result of the fear of contracting COVID-19 and the government-imposed lockdowns (Sánchez-Sánchez et al., 2020; Kansime et al., 2021; Pakravan-Charvadeh et al., 2021; Chopra et al., 2020). According to Baiano et al. (2020) and Hess (2020), the consumption of health and wellness items has been significantly influenced by the heightened health concerns and awareness brought about by COVID-19. Nevertheless, individuals from various socio-economic backgrounds did not exhibit consistent changes in their purchasing habits, health consciousness, or lifestyle choices as a result of the COVID-19 pandemic (Laato et al., 2020). There is need for study into how various consumer groups have adjusted their purchasing habits in response to COVID-19, as the pandemic has impacted everyone to different extents depending on their socio-economic status.

People's lifestyles have been drastically altered by the COVID-19 pandemic. Nevertheless, individuals from diverse socio-economic origins experience the transition in a unique way. Some workers in other professions find working from home during the epidemic to be a welcome change from their usual routine, even if industries including travel, restaurants, and Micro, Small, and Medium Enterprises (MSME) have shown a decline in commercial activity.

AN INTERNATIONAL CONFERENCE ON Humanities, Science & Research

At Asha Girls College, Panihar chack, Hisar (Haryana)



27-28th January, 2024

Individuals' work schedules and lifestyle modifications seem to be influenced by the type of their career. According to García-Mayor et al. (2021), a plethora of research have shown that people's lifestyles are linked to their occupational social class and rank. Similarly, consumers' daily routines, mental processes, and social habits seem to have been significantly impacted by obtaining a decreased wage or losing their job during lockdown (Khubchandani et al., 2020; PTI, 2020). A family's way of life may vary greatly depending on whether one or more members work outside the home (Pew Research, 2008).

People's attention to their health and personal cleanliness has increased because to the COVID-19 pandemic (Baiano et al., 2020; Hess, 2020). More individuals than ever before are worried about their personal hygiene as a consequence of government warnings and advertising encouraging the use of hand washes and masks. Nonetheless, health and hygiene consciousness differs according to educational attainment, just as occupations do (Teisl et al., 1999). Similarly, one's level of health and hygiene consciousness differs according to one's family's income and job situation (Prasad et al., 2008).

Research gap

While there is a growing body of literature examining the impact of the COVID-19 pandemic on consumer behavior globally, there is a notable scarcity of studies focusing specifically on rural and semi-urban areas such as Gondia District. Most existing research tends to concentrate on urban centers and developed regions, leaving a significant gap in understanding the unique challenges and behavioral shifts experienced by consumers in less urbanized areas. Additionally, there is limited information on the long-term effects of the pandemic on consumer purchasing habits in rural districts, particularly in the context of health and safety concerns, economic hardship, and the adoption of digital shopping platforms. Furthermore, studies addressing the demographic variations within these regions, such as differences in behavior across age, gender, and income levels, are sparse. Addressing these gaps is crucial for developing targeted strategies and policies that can effectively support and stimulate economic recovery in rural areas post-pandemic. This literature review aims to fill these gaps by providing a comprehensive analysis of existing research on consumer behavior changes in Gondia District during the COVID-19 pandemic.

Conclusion

The COVID-19 pandemic has significantly altered consumer purchase behavior, with profound implications for regions like Gondia District. This literature review synthesizes existing research to highlight key trends and shifts, including the increased adoption of online shopping, heightened health and safety concerns, and a pronounced shift towards essential goods. Economic challenges, such as income loss and financial insecurity, have further influenced consumer behavior, leading to more cautious and necessity-driven spending patterns. The analysis reveals a clear need for businesses and policymakers to adapt to these changes by embracing digital transformation, ensuring the availability of essential goods, and addressing economic vulnerabilities. Furthermore, the review underscores the importance of understanding demographic variations within Gondia District, as different groups have experienced the pandemic's impacts in diverse ways.

Despite the insights provided, this study also identifies significant research gaps, particularly the lack of focused studies on rural and semi-urban regions like Gondia District. Addressing these gaps is crucial for developing targeted strategies that can effectively support consumers and stimulate economic recovery in such areas. In conclusion, the COVID-19 pandemic has reshaped consumer behavior in Gondia District in multifaceted ways. Continued research and tailored interventions are essential to navigate the post-pandemic landscape and ensure that the needs of all consumer groups are met, fostering a resilient and adaptive local economy.

References

- Adams-Prassl, A. , Boneva, T. , Golin, M. , & Rauh, C. (2020, April 1). Inequality in

AN INTERNATIONAL CONFERENCE ON Humanities, Science & Research

At Asha Girls College, Panihar chack, Hisar (Haryana)



27-28th January, 2024

the impact of the coronavirus shock: New survey evidence for the UK. Cambridge-INET Working Paper Series. IZA Institute of Labor Economics.

- Addabbo, T. (2000). Poverty dynamics: Analysis of household incomes in Italy. *Labour*, 14(1), 119–144. 10.1111/1467-9914.00127
- Anderson, J. C. , & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, 103(3), 411–423. 10.1037/0033-2909.103.3.411
- Arora, T. , & Grey, I. (2020). Health behaviour changes during COVID-19 and the potential consequences: A mini-review. *Journal of Health Psychology*, 25(9), 1155–1163. 10.1177/1359105320937053
- Aunger, R. , Greenland, K. , Ploubidis, G. , Schmidt, W. , Oxford, J. , & Curtis, V. (2016). The determinants of reported personal and household hygiene behaviour: A multi-country study. *PLoS One*, 11(8), e0159551. 10.1371/journal.pone.0159551
- Avdiu, B. , & Nayyar, G. (2020). When face-to-face interactions become an occupational hazard: Jobs in the time of COVID-19. *Economics Letters*, 197, 109648.
- Baiano, C. , Zappullo, I. , & Conson, M. (2020). Tendency to worry and fear of mental health during Italy's COVID-19 lockdown. *International Journal of Environmental Research and Public Health*, 17(16), 5928. 10.3390/ijerph17165928
- Bakhtiani, G. (2021). How the wellness market in India is witnessing a meteoric rise. *Financial Express*, February 6. <https://www.financialexpress.com/brandwagon/how-the-wellness-market-in-india-is-witnessing-a-meteoric-rise/2189156/>
- Baumgartner, H. , & Homburg, C. (1996). Applications of structural equation modeling in marketing and consumer research: A review. *International Journal of Research in Consumer Marketing*, 13, 139–161. 10.1016/0167-8116(95)00038-0
- Billore, S. , & Anisimova, T. (2021). Panic buying research: A systematic literature review and future research agenda. *International Journal of Consumer Studies*, 45, 777–804. 10.1111/ijcs.12669
- Chaudhuri, S. (2020, July 28). Lysol maker seeks to capitalize on Covid hygiene concerns in hotels, on planes. *The Wall Street Journal*. <https://www.wsj.com/articles/lysol-maker-seeks-to-capitalize-on-covid-hygiene-concerns-in-hotels-on-planes-11595939726>
- Chopra, S. , Ranjan, P. , Singh, V. , Kumar, S. , Arora, M. , Hasan, M. S. , Kasiraj, R. , Kaur, D. , Vikram, N. K. , Malhotra, A. , Kumari, A. , Klanidhi, K. B. , & Baitha, U. (2020). Impact of COVID-19 on lifestyle-related behaviours—A cross-sectional audit of responses from nine hundred and ninety-five participants from India. *Diabetes & Metabolic Syndrome: Clinical Research & Reviews*, 14(6), 2021–2030. 10.1016/j.dsx.2020.09.034
- Chricaden, K. (2020). Impact of COVID-19 on people's livelihoods, their health and our food system. *World Health Organization*, October 13. <https://www.who.int/news/item/13-10-2020-impact-of-covid-19-on-people-s-livelihoods-their-health-and-our-food-systems>
- Cohen, J. , Cohen, P. , West, S. G. , & Aiken, L. S. . (2003). *Applied multiple regression/correlation analysis for the behavioural sciences*. Lawrence Erlbaum Associates Publishers.
- Das, D. (2018). Sustainable supply chain management in Indian organisations: An empirical investigation. *International Journal of Production Research*, 56(17), 5776–5794. 10.1080/00207543.2017.1421326
- Debroy, L. (2020, April 3). How online exercise sessions are keeping India fit during lockdown. *Outlook*. <https://www.outlookindia.com/website/story/india-news-how-online-exercise-sessions-are-keeping-india-fit-during-the-lockdown/350026>

AN INTERNATIONAL CONFERENCE ON Humanities, Science & Research

At Asha Girls College, Panihar chack, Hisar (Haryana)



27-28th January, 2024

- del Rio-Chanona, R. M. , Mealy, P. , Pichler, A. , Lafond, F. , & Farmer, J. D. (2020). Supply and demand shocks in the COVID-19 pandemic: An industry and occupation perspective. *Oxford Review of Economic Policy*, 36(Supplement_1), S94–S137. 10.1093/oxrep/graa033
- Dsouza, S. (2020, March 30). Government expands lists of essential items to include hygiene products. *Bloomberg*. <https://www.bloombergquint.com/business/government-expands-list-of-essential-items-to-include-hygiene-products>
- Eroglu, S. A. , Machleit, K. A. , & Neybert, E. G. (2022). Crowding in the time of COVID: Effects on rapport and shopping satisfaction. *Journal of Retailing and Consumer Services*, 64, 102760. 10.1016/j.jretconser.2021.102760
- Fornell, C. , & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 8(3), 382–388.
- Galati, A. , Moavero, P. , & Crescimanno, M. (2019). Consumer awareness and acceptance of irradiated foods: The case of Italian consumers. *British Food Journal*, 121(6), 1398–1412. 10.1108/BFJ-05-2018-0336
- García-Mayor, J. , Moreno-Llamas, A. , & De la Cruz-Sánchez, E. (2021). High educational attainment redresses the effect of occupational social class on health-related lifestyle: Findings from four Spanish national health surveys. *Annals of Epidemiology*, 58, 29–37. 10.1016/j.annepidem.2021.02.010
- Gaskin, J. , & Lim, J. (2018). “Indirect effects”, AMOS Plugin. Gaskination's StatWiki.
- Gordon-Wilson, S. (2021). Consumption practices during the COVID-19 crisis. *International Journal of Consumer Studies*. 10.1111/ijcs.12701
- Guthrie, C. , Fosso-Wamba, S. , & Arnaud, J. B. (2021). Online consumer resilience during a pandemic: An exploratory study of e-commerce behavior before, during and after a COVID-19 lockdown. *Journal of Retailing and Consumer Services*, 61, 102570. 10.1016/j.jretconser.2021.102570