SJIF Impact Factor 2021: 8.013| ISI I.F.Value:1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 6 | Issue: 4 | April 2021 - Peer Reviewed Journal

IMPACT OF COVID-19 ON CONSUMER SPENDING HABITS

Natasha Machado (C024)
B.Com (Hons.) Sem V, SVKM's NMIMS Anil Surendra Modi School of Commerce

Ria Chopra (C029)
B.Com (Hons.) Sem V, SVKM's NMIMS Anil Surendra Modi School of Commerce

ABSTRACT
In this paper we have used both primary data and secondary data to look into the impact of the lockdown due to spread of the pandemic on consumer behavior. Our objectives behind this paper is to look into the factors which influence consumer behavior and in turn impact various industries, even though companies and government is coming up with various schemes in order to incorporate the new normal into the lifestyle of consumers but people are still reluctant in going out whether it's for weddings, food or shopping. With our study we have drawn various conclusions and suggestions for various sectors keeping in mind the responses of people in our survey.
KEY WORDS: *COVID-19, Consumer, Buying and Shopping Habits*

INTRODUCTION

The COVID-19 pandemic has fundamentally changed the world as we know it. People are living differently, buying differently and in many ways, thinking differently. Supply chains have been tested. Retailers are closing doors. Consumers across the globe are looking at products and brands through a new lens. The virus is reshaping the consumer goods industry in real time, rapidly accelerating long-term underlying trends in the space of mere weeks. Consumers are increasingly worried about the health and economic effects of COVID-19. People are responding in a number of ways and have differing attitudes, behaviours and buying habits. People across the globe are terrified to continue to adapt to a new standard. Fear is high as individuals contemplate what this crisis means to them, but more importantly, what it means to their families and friends and society at large.

The novel coronavirus was first reported in Wuhan, China last year and since then it has become a large-scale pandemic and has spread across the globe. WHO officially declared COVID-19 to be a pandemic on 11th March, 2020. As a measure to stop the spread of the virus as much as possible many countries resorted to nationwide lockdowns, India being one of them. Measures taken by the Indian government to control the spread of the virus include: restricting international as well as domestic travel, shutting down of schools, malls, cinema halls, gyms and other public spaces, maintaining social distance like wearing a mask and maintaining a safe gap of at least one meter between two people when stepping out to get essential commodities, encouraging the use of technology for schools and offices, etc.

Consumers responded to the crisis in a number of ways. Some felt anxious and worried, fueling panic – buying staples and hygiene products. At the other extreme, some customers remain oblivious to the pandemic and continue to do their business as normal, despite warnings from government and health professionals. Now as the world fears a second wave of the pandemic it would be interesting to see if consumers are still fearful or will return to old habits.

SJIF Impact Factor 2021: 8.013| ISI I.F.Value:1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 6 | Issue: 4 | April 2021 - Peer Reviewed Journal

LITERATURE REVIEW

Marianna Sigala (2020) in the paper discusses why and how the COVID-19 can be a transformational opportunity by discussing the circumstances and the questions raised by the pandemic. The paper continues by discussing the major impacts, behaviours and experiences that three major tourism stakeholders (namely tourism demand, supply and destination management organizations and policy makers) are experiencing during three COVID-19 stages (response, recovery and reset). The present analysis is not exhaustive in terms of the COVID- 19 impacts, while impacts may not be uniform across all the actors of the same tourism stakeholder group. The COVID-19 impact on tourism employment creates further pressures on tourism education that has severely been affected by the pandemic. Apart from the virtualization of teaching and learning processes, tourism students and graduates have to also address the halt of industry internships, recruitment and questionable career paths.

Mohamed Ahmed Salem, Khalil Md Nor (2020) in the paper discuss the importance of individuals adoption to a product or technology as a crucial factor as it is crucial to identify the reasons why individuals choose to use or not to use a particular technology. This study empirically assessed the factors that affect consumers 'intention to adopt e-commerce during Coronavirus Disease 2019 (COVID-19) in Saudi Arabia. The 10 factors examined in this study are perceived usefulness (PU), perceived ease of use (PEOU), subjective norms (SN), perceived behavioural control (PBC), perceived lack of alternatives, perceived risk, perceived punishable infractions, risk-taking propensity, perceived external pressure, and government support. Data were collected online among social media users by employing the snowball sampling technique. The present technology is a crucial factor in gaining competitive advantage and success in this competitive era of globalization. It helps in faster production and decision making. Therefore, businesses are seeking innovative solutions to enhance their business performances, to gain more relative advantages, to slash costs, as well as to improve the quality of their services and products by adopting cutting edge technological developments

Jungkeun Kim (2020) in the paper focuses on the relationship between the COVID-19 threat and variety-seeking. Based on several theories, including reactance theory and terror management theory it predicts that the perceived threat of COVID-19 will increase the tendency to choose more and different options in multiple choice settings. This research contributes theoretically and practically in several ways. First, due to the magnitude of the COVID-19 threat and its global impact, it is timely to investigate our consumption patterns during and after the pandemic. This paper provides a novel empirical investigation of the impact of the COVID-19 pandemic on consumption behaviour relating to variety-seeking Second, to the best of our knowledge, the current literature is quite silent on the relationship between disease threat and variety-seeking. Therefore, this study extends our understanding of the antecedent variables for high (vs. low) variety-seeking. Finally, this paper provides both theoretical arguments and empirical evidence of the moderating variables for different types of choice. This moderation effect is important in that it could enhance our theoretical perspective on variety-seeking and allow practitioners and marketers to better manage sales of specific products.

Dr. Vilas Chauhan, Ms. Heer Shah (2020) in the paper talks about changing consumer behaviour during the pandemic. In line with global consumers, Indians too are highlyconcerned about the coronavirus outbreak, and have undoubtedly displayed high optimism. Amid this lockdown and social distancing measures in place, more consumers are now spending across select and essential products like buying groceries through mixed-mode of purchases (both, in-store and online) and sales of hand sanitizers, soaps and home cleaning products have risen. The changes in consumption patterns and in consumer behaviour will be more because of substantially diminished purchasing power in the hands of the consumer, and not so much because of being under lockdown for 3-4 weeks (or a bit more). In the longer run, the COVID-19 recovery is likely to result in a more permanent shift in consumers' attitudes and shopping behaviour, especially in urban areas, with increased usage of home and personal hygiene products and an accelerated shift to digital purchases.

Jody Harris (2020) in the paper has shown food system effects of COVID-19 reported by farmers on production, livelihoods, food environments and diets in households involved in vegetable production in four Indian states. The impacts of COVID-19 and subsequent policy responses on both livelihoods and diets in horticultural households' risk rolling back impressive economic and nutrition gains India has seen over the past decade. India's Right to Food legislation commits the government to action in this area, and suggests

SJIF Impact Factor 2021: 8.013| ISI I.F.Value:1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 6 | Issue: 4 | April 2021 - Peer Reviewed Journal

that food systems, and particularly those making available the most nutrient-dense foods, must be considered in ongoing and future government responses.

Thomas Reardon, Ashok Mishra, Chandra S R Nuthalapati, Marc F Bellemare, David Zilberman (2020) in the paper discusses impact of COVID-19 on India's Food Supply Chain. It talks about effects on food security, post farm gate effects, effects on downstream SMEs, farm sector and informal sector. Through the paper the researchers recommend to not start with the idea of government emergency supplies replacing the market, but rather focusing on how to combine health measures with strategies to make the market work, and helping the FSC heal and rebound Implementing new, broad safety nets for the SMEs and workers in the midstream and downstream segments of the FSCs is necessary in the short run.

Olivier Coibion, Yuriy Gorodnichenko, and Michael Weber (2020) in the paper examines the differential timing of local lockdowns due to COVID-19 causally affects households' spending and macroeconomic expectations at the local level. With the paper they conclude that a dramatic decline in employment and consumer spending as well as a bleak outlook for the next few years. They estimate that this economic catastrophe can be largely accounted for by lockdown. The significant costs that they identified suggest that policymakers should be wary of focusing only on the benefits of lockdown policies and not carefully weighing them against their costs. The analysis also provides that the input for policies aimed to mitigate the consequences of the COVID recession.

Deloitte Report (2020) The report examines various aspects of changes in trends and consumer behaviour. The report firstly examines the sustainability of change secondly examines trends by differentiation by demographics and examines its effect on long term behavioural change after COVID-19. It also discusses the implications across industries. In conclusion the report gives useful insights into short run and medium-term effects of COVID-19 on consumer behaviour in Germany and examines shifts because of the pandemic. The study shows that the current restrictions in the pandemic force the consumers to move from out of home to in home consumption. It also leads to an increase in usage of meal delivery platforms and rise in demand for digital connecting services to connect with the near and dear ones ensuring data security and privacy.

Paolo Mastropietro, Pablo Rodilla, Carlos Batlle (2020) in the paper talks about the pandemic and the consequent lockdown exacerbated energy poverty and insecurity worldwide. Many governments introduced emergency measures to protect energy consumers during confinement. This article reviews and classifies the policies implemented in several jurisdictions around the world, identifying potential inefficiencies, but also best practices. This article presents a global review of these emergency measures and classifies them in six policy groups: disconnection bans, payment extension plans, enhanced assistance programmes, energy bills reduction or cancellation, measures for commercial and industrial users, and creation of financing mechanisms.

Asger Lau Andersen, Emil Toft Hansen, Niels Johannesen, Adam Sheridan (2020) in the paper examines the effect of social distancing laws on consumer spending in the COVID-19 pandemic using transaction data from a large bank in Scandinavia. The researchers exploit a natural experiment to identify the effect of government restrictions separately from the impact of the virus and the health risks it entails: despite similar early experiences with the virus, the Danish government mandated social distancing to slow the spread of the disease while the Swedish government opted for a light-touch approach with a focus on voluntary recommendations. The findings suggest that the vast majority of the fall in economic activity in the COVID-19 crisis can be attributed to perceived disease risks influencing behaviour, rather than government restrictions.

Jagdish Sheth (2020) in this paper discusses the impact of COVID-19, lockdown and social distancing on consumer behaviour focusing on the question whether the old consumer habits will die or make a comeback once the pandemic is over. The focus of this paper is to examine both the immediate as well as the long-term impact of COVID-19 on consumption and consumer behaviour. Discussing about the immediate impact Sheth talks about how the panic among the consumers led to hoarding of essential goods like toilet paper, bread, water, disinfecting and cleaning products, etc. Sheth says that it is expected that most habits will return but some will definitely die. Habits like wearing a mask and maintaining social distance will continue as a modified habit when consumers visit public spaces. The lockdown and social distancing have caused a significant impact on consumer behaviour. Consumers have learned to come up with creative and innovative ways to fulfil their needs despite the shortage of resources available with them. And as consumers continue to

SJIF Impact Factor 2021: 8.013| ISI I.F.Value:1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 6 | Issue: 4 | April 2021 - Peer Reviewed Journal

work, study and relax at home they are likely to adapt to newer technologies that are more convenient and embracing digital technology is likely to modify existing habits.

Colleen P. Kirk and Laura S. Rifkin (2020) in this research paper discuss some of the many unusual consumer behaviour patterns that came to dominate the early days of COVID-19 pandemic. Here they examine both transient as well as transformative consumer behaviours. Disinfectants, cleaning products, toilet paper and water saw the most sales which lead to supply chain disruptions as suppliers were unable to meet this sudden spike in demand. As a coping behaviour, people even started to quarantine with their friends and family to get the feeling of belongingness. Stay at home orders also gave rise to virtual gathering and video calling. Quarantine also increased the number of pets being adopted. Do it yourselves also saw a rise as people started to indulge more in activities like cooking, baking, painting, etc. How different brands advertised themselves during this pandemic also left a mark on consumers about the brands image. Increase in virtual gatherings and video conferencing has also given rise to a lot of mental illnesses and has started to blur the line between what is real and what is fantasy. History has shown that times of crisis often result in major transformations throughout society. Here consumer behaviours were addressed in three phases: reacting, coping and longer-term adapting.

L. Laguna, S. Fiszman, P. Puerta, C. Chaya and A. Tárrega (2020) in this research paper describe the impact of the COVID-19 health crisis on people's interests, opinions, and behaviour towards food. This study shows results from use of social media and an online survey with Spanish consumers. According to the internet search trends analysis searches like symptoms and spread of coronavirus peaked on google between last week of January and first week of March. During mid-march food related searches like flour, bread, fruit, banana and eggs gained popularity. According to the online survey grocery shopping habits didn't change much, only the frequency changed a bit, instead of twice per week more people started visiting only once a week. In conclusion searches like restaurants saw a decrease and recipes and delivery was an increase indicating that people were now cooking and eating more at home. That can also be observed as people bought more raw ingredients instead of readymade from grocery stores.

Bharat Patil and Nerita Patil (2020) in their research paper discuss how the novel coronavirus affected the buying behaviour of consumers. Consumer behaviour suddenly changed in the lockdown situation, when nationwide lockdown was declared the public went to the market to purchase the essential goods. Sellers were black-marketing of essential goods, drugs, face masks, hand gloves and sanitizers. After the declaration of lockdown consumers experienced fear and felt unsecured. The news from television channels and multimedia drastically affected the behaviour of people. Consumers predicted the shortage of essential goods and they rushed to the market for purchase. Online marketing companies suspended their services to protect and care for the life of consumers and their staff during lockdown. In that period consumers were not more conscious about specific brands of goods.

RESEARCH GAP & PROBLEM DEFINITION

Research Gap

Research gap is the area that has not yet been explored or is under-explored. Research gap in this area of research could be a population or sample (age, size, income, location, etc.), research method like focus group or in-depth interviews, data collection and/or analysis, or other research variables or conditions. A lot of research has been conducted on the past and current times analysis however not a lot of attention is given to the future demand that may arise. In this research we have tried to get some insights about the future behaviour of consumers however a lot of topics still remain untouched.

Problem Definition

How Covid-19 affected the buying and spending habits of consumers and how it will affect future behaviour of consumer?

OBJECTIVES OF THE STUDY

i. To understand the factors that are affecting consumer buying and spending in the pandemic situation.
ii. To identify the challenges faced by the consumers due to COVID -19.
iii. To analyze the influence of COVID-19 on the lifestyle of the consumers in the lockdown period.
iv. To identify the pent-up demand that may arise after the pandemic.

RESEARCH METHODOLOGY

To gain a better understanding of how COVID-19 affected the buying and spending of consumers using qualitative data. The research design used is explanatory. The present study is based on the

SJIF Impact Factor 2021: 8.013| ISI I.F.Value:1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 6 | Issue: 4 | April 2021 - Peer Reviewed Journal

behaviour of consumers in the pandemic situation. The sample population selected for this analysis was the middle-income population staying in semi-urban locations in India.

To observe the consumer buying behaviour in the period of nationwide lockdown due to COVID-19 the following sources of data collection were used.

Primary Data

i. A survey of multiple-choice questions was prepared in Google Forms which included both close-ended and open-ended types of question was sent to the sample population on their mobile devices. 192 participants responded out of which 180 responses were included in the analysis as some respondents responded multiple times.

Secondary Data

i. Official and Government websites.
ii. Published reports and surveys concerned to COVID-19 and buying behaviour of consumers.
iii. Websites related to COVID-19 and buying behaviour of consumers.

Scope of the Study

This paper focuses on the consumer buying and spending habits affected by lockdown imposed due to COVID-19. In this study attempt was made to understand the various factors that affect the buying behaviour of the consumer. Present study is only related to the pandemic situation and how the buying behaviour of the consumer was changed and how consumers are thinking about future spending. Mostly the research was carried in the period of phase 4 of lockdown when a lot of services and offices were opening up with certain restrictions and a few relaxations were made on stepping out of the house. However, educational institutions were shut and a lot of people were self-quarantining as a precautionary measure.

RESULTS & DISCUSSION

The emergence of COVID-19 pandemic resulted in a nationwide as well as a worldwide lockdown resulting in drop in employment and personal income. In order to control the pandemic, the Indian government announced nationwide lockdown on 25th March 2020. With this paper our objective was to understand the buying patterns of consumers, challenges faced by consumers during the pandemic, and what influence the lockdown had on consumer behaviour. Based on the primary survey conducted following were the results of how the lockdown affected the consumers behaviour and what is to be expected from them in the coming times.

IMPACT ON RESTAURANTS

Pre-Pandemic	Once or more than once a week	36	20%
	Once or twice a month	68	38%
	Once every 6 months	38	21%
	Once a year	38	21%
During Pandemic	Once or more than once a week	9	5%
	Once or twice a month	43	24%
	Not ordering at all as a precaution	128	71%
Post-Pandemic	Absolutely YES!	126	70%
	No, ordering online is more convenient	54	30%

Source: Primary Data

Since the pandemic people nearly stopped ordering food and completely stopped dining in. According to a report by Deloitte the worst industry hit is the restaurant industry during the pandemic. Restaurants work on two key components: delivery and dine in. In a report by Zomato it stated that it delivered around seven crore food orders since the lockdown. Only about 70 percent of restaurants work on delivery systems while others used work only on dining in systems. The dining in component of restaurants is operating at 8-10% of the pre COVID-19 levels a report by Zomato stated, the report also added that the slump in the industry is driven largely because of the markets being under lockdown and also the fear among people of transmission hence they prefer not to step out. Even after the unlock phases only 17% dining out restaurants are open for business at present which also as a precautionary measure are operating at a low capacity and moreover most restaurants are not even open for business over 10 % restaurants have been shut permanently.

According to our survey figures we can see a clear drop in percentage in food ordering patterns of consumers with around 71% saying that they have stopped ordering from restaurants completely. However, once things get back to normal, we may

SJIF Impact Factor 2021: 8.013| ISI I.F.Value:1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 6 | Issue: 4 | April 2021 - Peer Reviewed Journal

get to see a huge rush at restaurants as around 70% of the respondents said they were eager to go dine at restaurants.

IMPACT ON SHOPPING

Pre-Pandemic	Online	43	24%
	Malls and other stores	137	76%
During Pandemic	Yes	65	36%
	No	115	64%
Post-Pandemic	YES!	127	71%
	No, online is more convenient	53	29%

Source: Primary Data

Shopping malls work in an annuity business with only a few seasonal changes which are acquired through revenue share when store consumption crosses a fixed threshold. Owing to concerns over spread of coronavirus many shopping malls have been closed resulting in revenue loss for apparel/department stores, multiplexes and food retailers. In a report by ICICI Securities Report the pandemic is likely to last at least till Q1 FY21 wherein mall operators stand to lose 20-25% of their revenue with an assumption of the rent-free period. Malls are designed with the purpose to soothe people make people feel good and forget all the stress but with the pandemic and new social distancing and hygiene norms the concept may change as the new rules will demand us to stay more alert which can affect the consumption behavior of people and in turn affect brands and retailers competing for our wallet. In the past years there have been online shopping channels like Myntra, Flipkart Ajio, etc for branded clothes, shoes and accessories. People were using these channels but now with the closed malls and shops they are forced to switch to online channels for purchase of goods. But the question that arises is, whether people will continue this forced change after malls and shops open.

Around 76% of the population preferred malls and other stores over online shopping and around 36% people shopped for clothes online during the pandemic and only 71% were excited to visit malls again. This indicates that 5% of the population found online shopping more convenient. However, there is still a huge number of people excited to visit malls.

IMPACT ON GROCERY SHOPPING

Pre-Pandemic	Yes, all the time	0	0%
	Sometimes	25	14%
	Once or twice	20	11%
	Never	135	75%
During Pandemic	Yes	31	17%
	No, still visiting the store	87	48%
	Both, sometimes I order & sometimes I go to the store	62	34%
Overstocked	Yes	53	29%
	No	65	36%
	Maybe	62	34%
Convenient	Online	26	14%
	Store	154	86%

Source: Primary Data

The past few months many major industries in India saw a halt but the online grocery delivery sector has been given a powerful opportunity to make progress. In the past years there have been a lot of online platforms that have come up with delivery of essential goods and services at home like Big Basket, Urban Clap, etc. In our survey we asked people about their usage of these platforms pre-pandemic, post-pandemic and during pandemic the response was as expected consumers have been using online channels for shopping payment and services more during the crisis , but the increased usage of these channels also depends upon whether the user was a first time user or has used these channels even before the crisis. There can be seen a long-lasting impact on consumers who used more online during the crisis. The past few months since the pandemic the ecommerce websites have seen a considerable growth as well.

75% to the total respondents had never ordered groceries online. In the lockdown phase the

SJIF Impact Factor 2021: 8.013| ISI I.F.Value:1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 6 | Issue: 4 | April 2021 - Peer Reviewed Journal

percentage of people starting to order groceries online went to 51% but 48% were still visiting the store. 63% said that they overstocked or maybe overstocked their groceries indicating that they feared grocery stores going out of stock. 36% continued to fill their groceries as usual. 86% said that they felt shopping at store was more convenient indicating that online grocery sellers need to work harder to make the consumer experience better while shopping for groceries online.

IMPACT ON OTT

Pre-Pandemic	None	101	56%
	1 or 2	66	37%
	Between 3-5	11	6%
	More than 5	2	1%
During Pandemic	Yes	61	34%
	No	119	66%
Post-Pandemic	Yes	43	24%
	Maybe, not sure	42	23%
	No	37	21%
	I don't have any OTT subscriptions	58	32%

Source: Primary Data

The OTT platforms have been witnessing popularity since the pandemic started. Netflix gained over 15.8 million paid subscribers as lockdown audience, other OTT platforms like Hotstar Amazon prime and Zee5 have also witnessed spike in the number of subscriptions. Considering the widespread of COVID consumers are not sure whether they'll go to a theater or not. Many film producers have started to release their movies on these OTT platforms. These platforms will continue to see progress as long as they keep providing various types of content to the consumers on continuous basis.

Around 101 respondents did not have any OTT subscriptions before the pandemic and 66 only had 1 or 2. 61 said that they got a new subscription out of which only 43 would continue to pay post-pandemic however, these could even include those people who had subscriptions before the pandemic. 42 respondents are not sure if they would continue paying for these and 37 said they will not pay. 58 still don't have any OTT subscriptions. 24% population got a new OTT subscription.

IMPACT ON TRANSPORTATION

Pre-Pandemic	Public transport	89	49%
	Uber, Ola, etc	2	1%
	Private vehicle	87	48%
	Walking	2	1%
During Pandemic	Public	6	3%
	Private	104	58%
	Uber, Ola, etc	2	1%
	Walking	3	2%
	Not travelling at all	65	36%

Source: Primary Data

The pressure on organizations has shifted from moving citizens to keeping their core operations running with only a limited workforce. This industry too has been facing a shortfall in revenue. Keeping in mind the falling revenues the transport companies should rethink their long-term plans as most consumers are changing their plans while opting for a vacation abroad or using transport for daily commuting. Most people will be opting out of using public transport like trains, buses etc. those who can afford to pay for cabs will be opting for that, and that too without pooling. Uber keeping up with the changing times has come up with precautions, it has outlined the number of people allowed in a cab, passengers will only be allowed sit in the back seat, drivers will be asked to upload selfies in order to prove that they are wearing masks, drivers will be encouraged to cancel rides if passengers do not follow any norm. The mindset of consumers plays an important role as most people have started to avoid travel, but for those who cannot avoid corporate offices are now offering separate cabs for employees in Delhi and NCR, the state buses will also now offer only 20 people at a time and sanitizing the bus regularly such initiatives will help the transport market to pick pace slowly and steadily.

As per our survey there has been a 46% drop in use of public transport however only a 10% rise in use of private vehicles. This is a result of government putting a ceiling on the capacity of people that will be

SJIF Impact Factor 2021: 8.013| ISI I.F.Value:1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 6 | Issue: 4 | April 2021 - Peer Reviewed Journal

allowed to travel in public vehicles at a time and also making some modes of public transportation available to only certain essential workers. Also, as many people are working from home or have lost their jobs as a result of the pandemic 36% are not travelling at all.

POST-PANDEMIC PLANS

Buy a house, vehicle, etc	2	1%
Meet up with friends and family	75	42%
Travel abroad/go for a small vacation	23	13%
Get back to office/college	24	13%
Other	56	31%

Source: Primary Data

Majority population is eager to meet up with friends and family as lockdown had restricted people's movement and the fear of contracting and spreading the disease was high. 13% population is waiting to travel abroad or even take a vacation nearby which is again restricted due to international flying norms. 13% of the population also seems eager to get back to work as at staying at home must be a very unproductive experience for them. Pent up demand for buying a house or vehicle only made 1% of the respondents. Other 31% responses said things like going shopping, dining out, etc.

CONCLUSION, FUTURE SCOPE AND LIMITATIONS OF THE STUDY

Conclusion

From the following research we can conclude that consumers spending on restaurant and other outside food drastically went down during the pandemic however it looks like it will eventually get back to normal once everything opens up without restrictions and the fear of the disease goes away. Consumers spending on shopping also went down as many malls were closed and not a lot of people were ordering online but people seem eager to step out as there is significant pent up demand in consumers for returning back to the malls. A significant number of people thought that they overstocked when the lockdown was announced and spending on groceries went up. Overstocking might also become a habit as consumers realize it is more convenient to store than to run to the store to grab something last minute. However, selling groceries in the semi-urban area was not a hit since many people were of the opinion that shopping groceries in store were more convenient. Paid OTT subscriptions saw a rise indicating increase on OTT spending of consumers however, a significant amount of the population said they will not or were not sure about continuing this added expense. Transportation spending for those who moved from public to private transport has gone up but a huge population is not travelling at all and for them this spending reduced.

Further, with the trending slogan vocal for local and Atmnirbhar Bharat there has been a slight increase in the usage of local made products than global products. The pandemic compelled our prime minister to reassert the Swadeshi roots of the country in a 31- minute speech and he also announced a 20 Lakh crore package to revive indigenous talent and hidden skills. After this speech many international businesses have announced their plans promising huge investments, from cars defense equipment's to tech parks and much more. Payments systems during the crisis have been shown that they are dependable and durable and have a high level of confidence from the consumers, but with the closure of businesses and the lockdown have resulted in low transactions. As now the pandemic is still unfolding and we can see an increase in the number of cases, the impact on behaviour of consumers will become clearer, in order to assist the recovery from the pandemic and starting of the new normal it is better we start using the digital payments method in order to evolve at a better rate.

Future Scope

1. Similar type of survey can be conducted for rural and urban area populations and also with population of different income groups.
2. How lockdown has given a to early digitalization in India and how consumers are adapting these changes.
3. More research can be done taking the population of labour class in India and how they managed throughout the pandemic.
4. Which pandemic habits continued and which old habits returned will be an interesting area of research when things get back to normal.

Limitations of the Study

1. The study concerned only COVID-19 disease and consumer behaviour in the lockdown timeframe. If other factors such as the market situation, the demand and supply of goods, the transport of goods, the legal aspects of the lockout, the socio-economic impact of the disease could have been considered, the analysis would have had more comprehensive results.
2. Due to nationwide lockdown and social distancing norms visiting the consumers

personally was not feasible.

3. Possibility of sampling error due to time constraints and misinterpretation of certain questions by the respondents.

AKNOWLEDGEMENT

We would like to express our gratitude towards Dr. Arshia Kaul, for giving us the opportunity to do a research paper on 'Impact of COVID-19 on Consumer Spending Habits', and for guiding and helping us wherever required. She gave us an invaluable learning opportunity and guided us throughout the whole process. We would also like to thank NMIMS ASMSOC for providing us with invaluable opportunity and platform to exercise our potential.

REFERENCES

1. *https://www.financialexpress.com/industry/restaurants-reimaginingoperations-to-mitigate-covid-19-impact-says-zomato-report/2060025/*
2. *https://www.numerator.com/resources/blog/update-impact-coronavirus-covid-19-consumer-behaviour-us-11*
3. *https://www.numerator.com/resources/blog/update-impact-coronavirus-covid-19-consumer-behavior-us-11*
4. *https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/a-global-view-of-how-consumer-behavior-is-changing-amid-covid-19*
5. *https://retail.economictimes.indiatimes.com/news/industry/covid-19-has-permanently-altered-indian-consumers-bevahiour/77461328*
6. *https://www.researchgate.net/profile/Mohamed_Salem97/publication/343448244_The_Effect_Of_COVID-19_On_Consumer_Behaviour_In_Saudi_Arabia_Switching_From_Brick_And_Mortar_Stores_To_E-Commerce/links/5f2aab9292851cd302dcb013/The-Effect-Of-COVID-19-On-Consumer-Behaviour-In-Saudi-Arabia-Switching-From-Brick-And-Mortar-Stores-To-E- Commerce.pdf*
7. *https://www.sciencedirect.com/science/article/pii/S2590198220300610*
8. *https://www.researchgate.net/profile/Vilas_Chauhan/publication/341233424_Purakala_UGC_Care_Journal_An_Empirical_Analysis_into_Sentiments_Media_Consumption_Habits_and_Consumer_Behaviour_during_the_Coronavirus_COVID19_Outbreak/links/5eb5185b299bf1287f752d36/Purakala-UGC-Care-Journal-An-Empirical-Analysis-intoSentiments-Media-Consumption-Habits-and-Consumer-Behaviour-during-the Coronavirus-COVID-19-Outbreak.pdf*
9. *http://www.igidr.ac.in/pdf/publication/WP-2020-013.pdf*
10. *https://www.businesstoday.in/current/economy-politics/covid-19-impact-40-per-centdining-out-restaurants-shut-down-permanently-zomato-report/story/413508.html*
11. *https://www.accenture.com/in-en/insights/consumer-goods-services/coronavirus-consumer-behavior-research*
12. *https://www.sciencedirect.com/science/article/pii/S0148296320303271*
13. *https://www.researchgate.net/publication/342757614_Impact_of_the_Perceived_Threat_of_COVID-19_on_Variety-seeking*
14. *https://www.sciencedirect.com/science/article/pii/S0950329320302974*
15. *https://onlinelibrary.wiley.com/doi/full/10.1111/cjag.12231*
16. *https://www.sciencedirect.com/science/article/pii/S0148296320303908*
17. *https://www.sciencedirect.com/science/article/pii/S0148296320303647#:~:text=Will%20old%20habits%20die%20or,convenient%2C%20affordable%2C%20and%20accessible.*

ANNEXURE

- **Google Form Questionnaire**

Impact of COVID-19 on Consumer Behaviour

A survey to analyze how the current global pandemic has affected consumer habits and what to expect from consumers in the near future.

1. Name
2. Age

3. How often did you order food online/home delivery before the pandemic started? (Zomato, Swiggy, etc)
   - Once or more than once a week
   - Once or twice a month
   - Once every 6 months
   - Once a year

4. How often are you ordering food online/home delivery since the lockdown was partially lifted? (Zomato, Swiggy, etc)
   - Once or more than once a week
   - Once or twice a month
   - Not ordering at all as a precaution

5. Once the pandemic is over are you excited to visit your favourite restaurants?
   - Absolutely YES!
   - No, ordering online is more convenient

6. Your favourite shopping destination before the pandemic started?
   - Online
   - Malls and other stores

7. As malls were shut due to lockdown, did you shop for clothes online?
   - Yes
   - No

8. Are you excited to visit your favourite malls to shop once the pandemic is over?
   - YES!
   - No, online is more convenient

9. Did you order groceries online before the pandemic started?
   - Yes, all the time
   - Sometimes
   - Once or twice
   - Never

10. Did you order groceries online/home delivery during the pandemic?
    - Yes
    - No, still visiting the store
    - Both, sometimes I order & sometimes I go to the store

11. Do you think you overstocked your groceries and other essentials after the announcement of lockdown?
    - Yes
    - No
    - Maybe

12. Which mode of buying groceries do you find more convenient?
    - Online
    - Store

13. How many OTT (Netflix, Hotstar, etc) subscriptions did you have before the pandemic?
    - None
    - 1 or 2
    - Between 3-5
    - More than 5

14. Did you get any new OTT (Netflix, Hotstar, etc) subscriptions during the pandemic?
    - Yes
    - No

SJIF Impact Factor 2021: 8.013| ISI I.F.Value:1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 6 | Issue: 4 | April 2021 - Peer Reviewed Journal

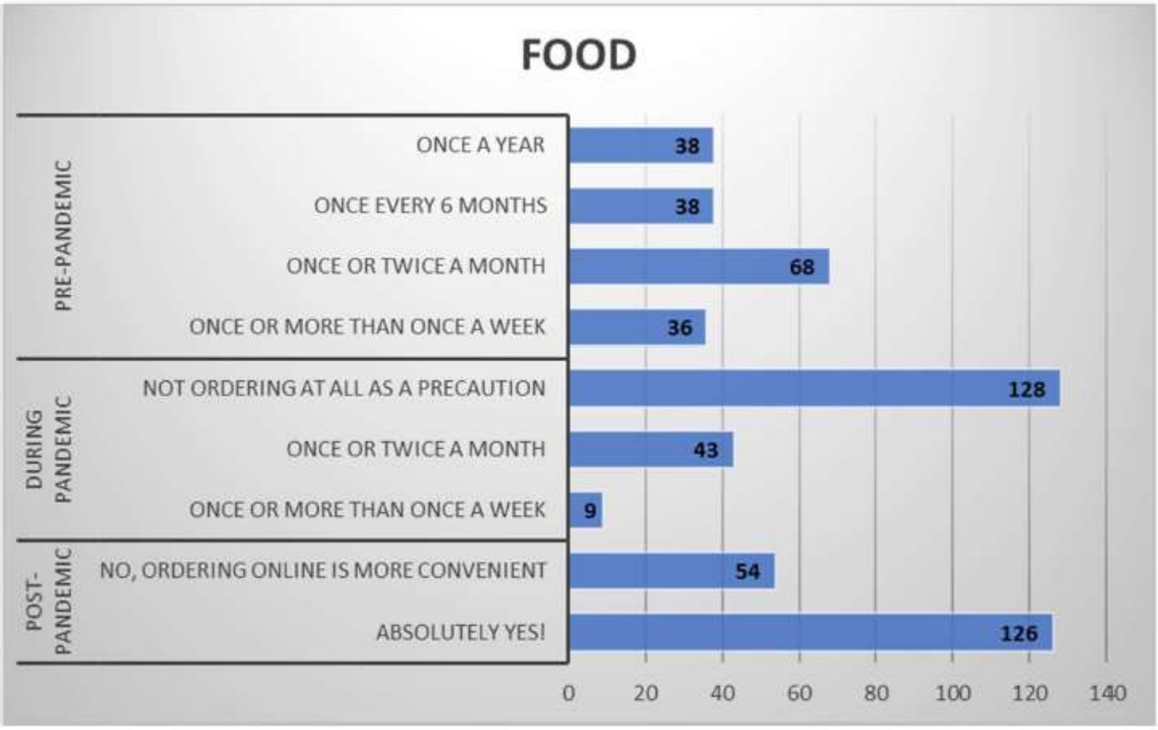
15. If yes do you plan to continue paying for these subscriptions?
    - Yes
    - Maybe, not sure
    - No
    - I don't have any OTT subscriptions

16. How did you travel to work, college, park etc before pandemic?
    - Public transport
    - Uber, Ola, etc
    - Private vehicle
    - Walking

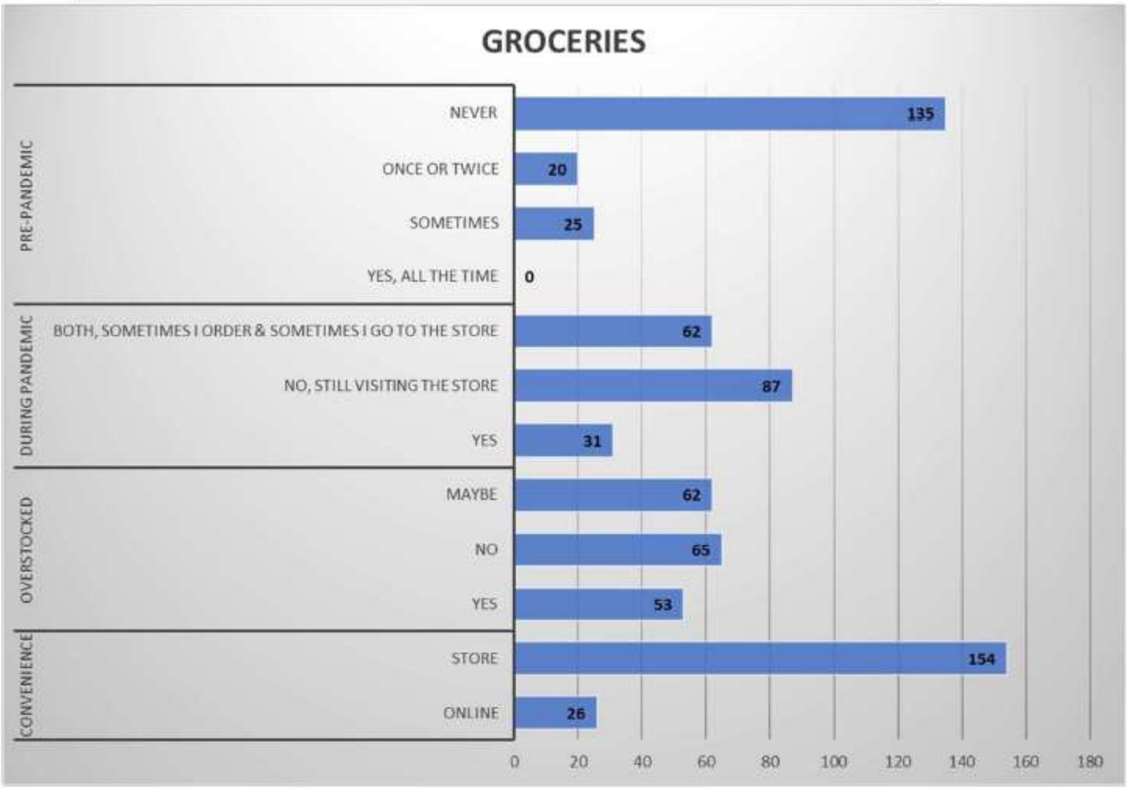
17. Which mode of transport are you using in the current situation?
    - Public
    - Private
    - Uber, Ola, etc
    - Walking
    - Not travelling at all

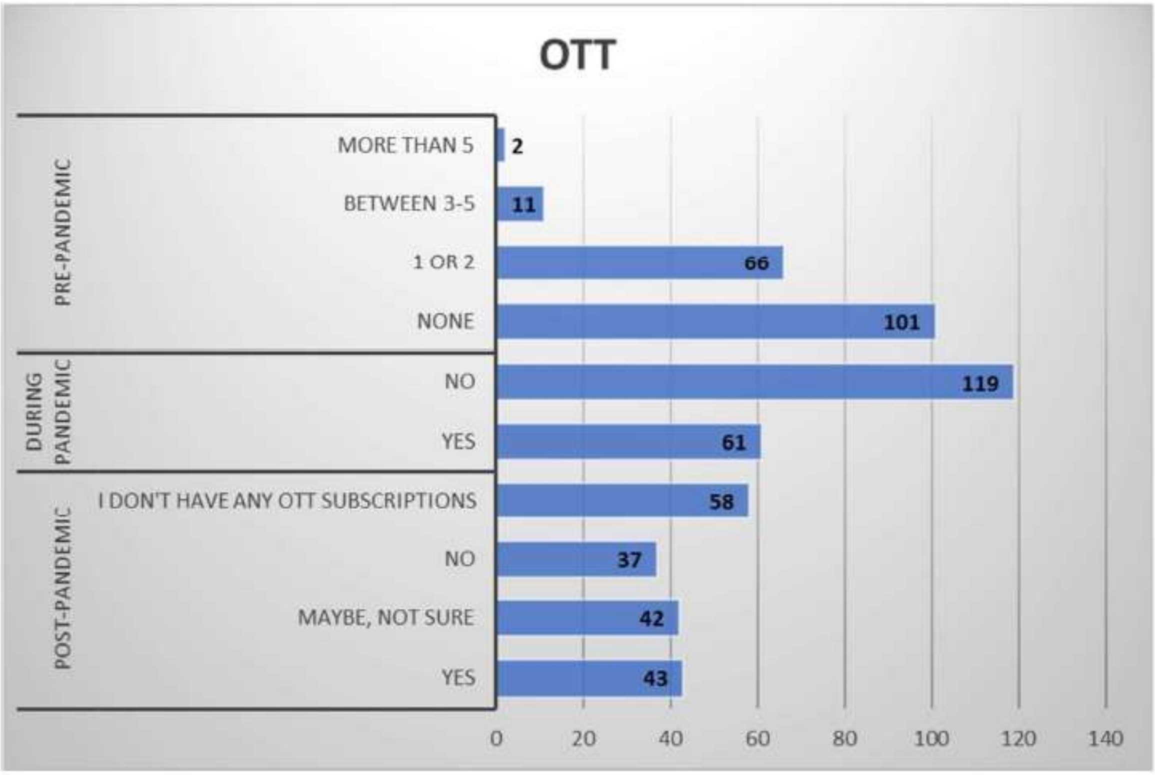
18. Once the lockdown is completely lifted what are you planning to do first?
    - Buy a house, vehicle, etc
    - Meet up with friends and family
    - Travel abroad/go for a small vacation
    - Get back to office/college
    - Other

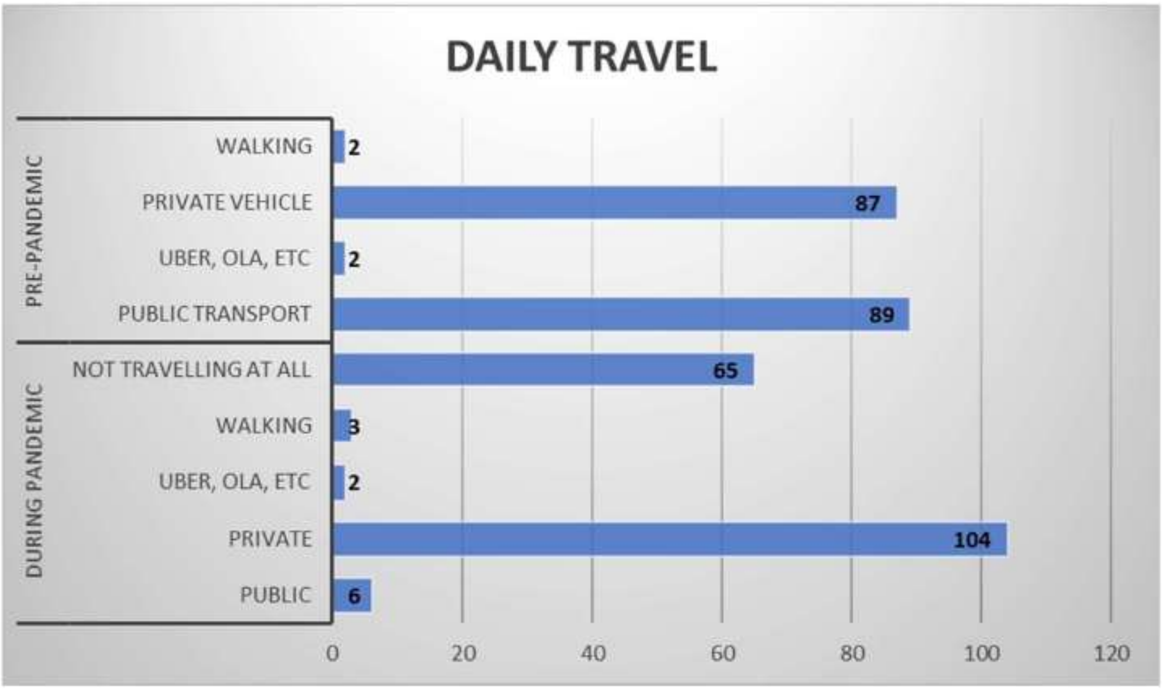
RESPONSES



SJIF Impact Factor 2021: 8.013| ISI I.F.Value:1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 6 | Issue: 4 | April 2021 - Peer Reviewed Journal




OTT
PRE-PANDEMIC
MORE THAN 5
BETWEEN 3-5
1 OR 2
NONE
DURING PANDEMIC
NO
YES
POST-PANDEMIC
I DON'T HAVE ANY OTT SUBSCRIPTIONS
NO
MAYBE, NOT SURE
YES
2
11
66
101
119
61
58
37
42
43
0 20 40 60 80 100 120 140


DAILY TRAVEL
PRE-PANDEMIC
WALKING
PRIVATE VEHICLE
UBER, OLA, ETC
PUBLIC TRANSPORT
DURING PANDEMIC
NOT TRAVELLING AT ALL
WALKING
UBER, OLA, ETC
PRIVATE
PUBLIC
2
87
2
89
65
3
2
104
6
0 20 40 60 80 100 120

SJIF Impact Factor 2021: 8.013| ISI I.F.Value:1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 6 | Issue: 4 | April 2021 - Peer Reviewed Journal