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Learning from crisis- A paradigm shift of consumer buying behaviour of Apparels, Post covid-19

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ABSTRACT

The Covid-19 outbreak witnessed a profound impact on the livelihood of each and every individual globally. There is a dramatic shift in Online shopping behaviour which is further pulling consumers towards Digital world with much urgency. The consumers started shopping online in ways that could maintain social distancing and avoiding coming in contact with others. Under this context there is a need to study the lifestyle and spending pattern of consumers before and after pandemic. The study has taken 100 samples from generation X and Y of Bengaluru. The study analyses the consumer buying behaviour prior and post covid-19. The findings can further help companies to assist organizations with leading business productivity in future.

Introduction

The Covid pandemic is not the first time. It all started with "Spanish Flu" 1918–1919, the "Asian Flu" 1957–1958, the "Hong Kong Flu" 1968, SARS 2002–2003, and the "Swine Flu" 2009–2010 has continued to paralyse the world.

Covid virus started spreading over the world in the initial stage of 2020, within a short period of time the virus developed into a pandemic, hitting the economic status worldwide.

Entire world collapsed because of pandemic disease. Most governments restricted social life in order to slow down the virus's spread.

These restrictions included ban on major events to the closure of schools and institutions, as well as economic shutdown. Most retail outlets were closed in countries that mandated a shutdown. As a result, services had to be halted, consumers experienced increasing levels of economic uncertainty at the same time.

During the crisis, media has played a significant role by providing lots of information about the pandemic, and consumers are exposed to media coverage of

the current economic situation.

The deadly virus which causes a highly infectious disease is infecting many individuals and its accelerating worldwide. Any primary contact who is infected can spread the disease just by a touch and the preventive measure against it is to stay at home. This has accelerated online shopping usage, globally. In India, there are lot of new e-commerce traders who have emerged or the existing brick and mortar business has modified themselves into online traders.

The pandemic economic uncertainty during the COVID-19 gives a way to investigate the notable difference in consumer buying behaviour before and after pandemic.

Literature review

(Salehi, 2014) conducted a research with a purpose to distinguish factors impacting purchasers towards web-based shopping in Malaysia. The investigation zeroed in on nine free factors. Five-point Likert Scale is utilized to gauge the powerful factors for web-based shopping. The discoveries of the investigation demonstrated that the initial five elements impact customers towards web-based shopping and security is the factor that contributes most towards online based shopping.

(Furaiji et al., 2012) conducted a research work with an aim to understand the factors affecting consumer buying behaviour in the electric appliances market in Iraq. The primary data was collected through a questionnaire conducted in Basra, a city in southern Iraq. The findings concluded that the independent variables association with the dependent variable is weak. Further it was found that there is a strong association between consumer buying behaviour and social factors, physical factors, and marketing mix.

(Chaturvedi & Gupta, 2014) conducted a research in Jaipur city to identify the social networking sites effect on online consumer buying behaviour of apparels in Jaipur city. The study has taken secondary data to review and concluded that online purchasing of apparels can have a prominent growth, with the support of social media as this platform is the most effective and economic with maximum reach

(Girls et al., 2020) in their research tried to analyse the online shopping trends of south Indian consumers for apparels. The result showed that online shopping is popular among the younger generation and will succeed if the safety issue and trust on online stores is taken care.

(Koch et al., 2020) investigated online shopping motives of generation Y and Z during the COVID-19 lockdown in April 2020. A sample of 451 German consumers is taken for the research. The variables like normative, utilitarian and hedonic motives, and purchase intentions is been taken and analysis is done using SEM.

(Sharma & Sciences, 2020) aims to determine issues and perspectives of online marketing due to COVID-19. This study explores the impact on daily essentials. Half the majority of users opined that social networks plays a significant role in making product choices. The authors opined that the buying behaviour of customers during this pandemic is ignorable.

(Tripathi, 2021) studied about change in customer perception of purchasing during covid outbreak. A total of 187 sample is taken for the study in the cities of Bhilai, Rourkela and Jabalpur, India. It was found that perception of consumer has changed post COVID-19 on online buying of product and services as safety was first priority.

(Kursan Milaković, 2021) has tried to study the consumer behaviour during pandemic using social cognitive theory. Convenience sample of 502 respondents from the Republic of Croatia is taken for the study. Structured questionnaire is been used for researching consumer perceptions and attitude. The study concluded that only few consumers switched to online buying, rest retained their older habits of traditional shopping.

Statement of the problem.

The pandemic crisis has transformed the shopping trends. The traditional brick and mortar had to face a lot of disturbance due to lockdowns and curfews for months together. To acquire upper hand in the market during Covid time, marketers need to know the customer purchase intention in the field of online shopping. Thus, the study is conducted to analyse and identify the factors which influence purchase intention of apparels in online as there is a significant change in the purchase intention of apparels post and prior pandemic

Objectives

- 1.To determine the factors which influence the consumer buying behaviour before and after pandemic.
- 2.To analyse the factors which influence the consumer buying behaviour before pandemic.
- 3.To examine the factors which influence consumer buying behaviour after pandemic.

Hypothesis

H01.1: There is no significant relation between factors influencing consumer buying behaviour before pandemic.

H01.2: There is no significant relation between factors influencing consumer buying behaviour after pandemic

Methodology

Sampling-In the present study, a total of 100 sample is taken. The respondents are chosen from Generation X and Y who are residing in Bangalore. Selection of respondents was done using convenient sampling method.

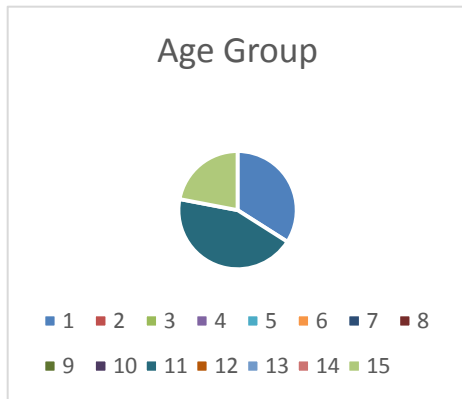
Data collection tools: The present study is exploratory in nature, where a survey method was used to collect the primary data. A structured questionnaire with 10 variables is used to collect the primary data.

The responses are scored on 5-point Likert-type scale ranging from strongly agree to strongly disagree.

The demographic profile and objective 1 are analysed using percentage analysis, whereas objective 2 and 3 is analysed using descriptive analysis like regression tools.

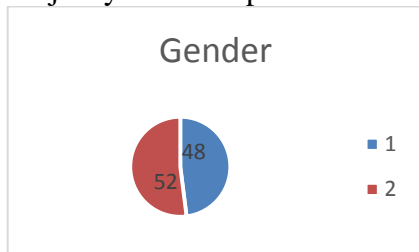
Analysis and Interpretation

Percentage analysis of demographic profile and customer life style.



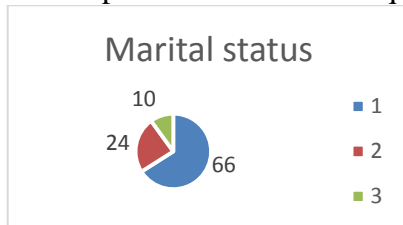
Row Labels	Count of Age group
1	44
2	22
3	34
Grand Total	100

Majority of the respondents fall under the age group of less than 30 and 30- 40.



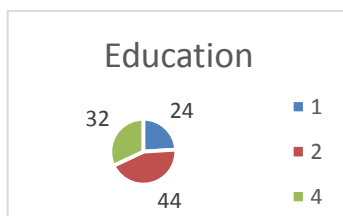
Row Labels	Count of Gender
1	48
2	52
Grand Total	100

The respondents are almost equal among both the genders.



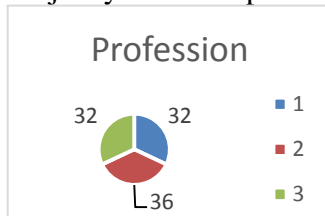
Row Labels	Count of Marital status
1	66
2	24
3	10
Grand Total	100

Major part of the customers falls under married category



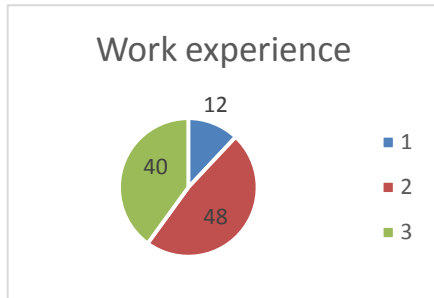
Row Labels	Count of Profession
1	24
2	44
4	32
Grand Total	100

Majority of the respondents are post graduates as well as Intermediate.



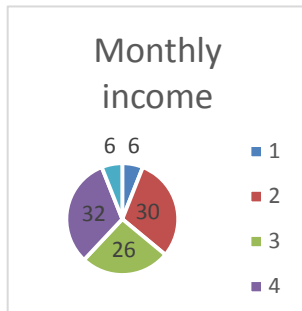
Row Labels	Count of Profession
1	24
2	44
4	32
Grand Total	100

Majority of the respondents are either working professionals or homemakers.



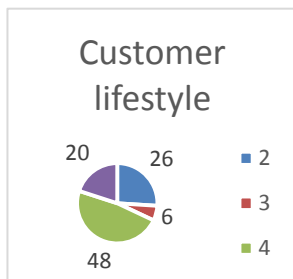
Row Labels	Count of Work Experience
1	12
2	48
3	40
Grand Total	100

Majority of the respondents have a pretty good work experience.



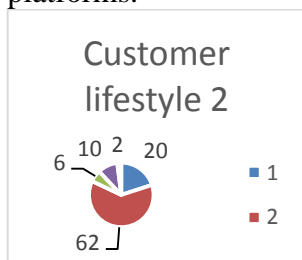
Row Labels	Count of Monthly Income
1	6
2	30
3	26
4	32
5	6
Grand Total	100

Majority of the respondents have a stable income ranging from 20000-50000



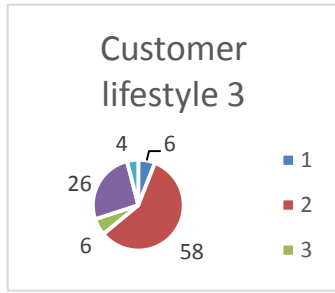
Row Labels	Count of CL1
2	26
3	6
4	48
5	20
Grand Total	100

Majority of the respondents have agreed that pandemic crisis has forced them to shift to online platforms.



Row Labels	Count of CL2
1	20
2	62
3	6
4	10
5	2
Grand Total	100

It is clear from the table that income of the Individual as well as family is not as same as before pandemic. It has reduced.



Row Labels	Count of CL3
1	6
2	58
3	6
4	26
5	4
Grand Total	100

The customer life style factors like family income, standard of living is not the same after pandemic. Majority of the customers are not willing to do any online shopping for clothes even though its new and exciting.

Descriptive analysis through regression.

PI1	MULR	F	F signifi	Coeffect
P1	0.37	5.21	0.0022	0.000654
P2				0.135485
P3				0.211498
PI2	MULR	F	F signifi	Coeffect
P1	0.42	6.866	0.0003	0.050725
P2				0.255773
P3				0.000194
PI3	MULR	F	F signifi	Coeffect
P1	0.91	155.83	9.15E-37	0.003186
P2				0.473364
P3				2.45E-06

Analysis: The factors like Price2 and Price3 has no impact on purchase intention 1 due to lower multiple regression value and coefficients are more than 0.05 whereas price1 has an impact on Purchase intention 1.

The factor Price 1 and price 2 has no impact on purchase intention 2 due to lower multiple regression value and coefficients are more than 0.05 whereas price3 has an impact on Purchase intention 2 as coefficient is lower than 0.05

The factor price 2 has no impact on purchase intention 3 due to lower multiple regression value and coefficients are more than 0.05 whereas price1 & 2 has an impact on Purchase intention 3 as coefficient is lower than 0.05

Interpretation- The price factor like expectation of more discounts and offers, affordable pricing, new and exciting apparels has an impact on purchase intention and customers are likely to do online shopping if there Is more discounts, offers than before and if there is rational pricing which is affordable

PI1	MULR	F	F signifi	Coeffect
Q1	0.28	8.379	0.0046	0.004678

PI2	MULR	F	F signifi	Coeffect
Q1	0.16	2.77	0.098	0.098947
PI3	MULR	F	F signifi	Coeffect
Q1	0.114	1.3	0.256	0.256279

Analysis-The factors like Quality 2 and Quality has no impact on purchase intention 2 & 3 due to lower multiple regression value and coefficients are more than 0.05 whereas Quality1 has an impact on Purchase intention 1.

Interpretation - The quality factors with standard quality and low pricing has continued to remain as priority even during pandemic. Therefore, alternate hypothesis is accepted. Thus, quality has an influence on purchase intention

PI1	MULR	F	F signifi	Coeffect
IB1	0.44	11.7008	2.8E-05	1.88E-05
IB2				0.132998
PI2	MULR	F	F signifi	Coeffect
IB1	0.93	314.23	4.15E-43	0.002578
IB2				1.79E-06
PI3	MULR	F	F signifi	Coeffect
IB1	0.93	239.16	327.003	4.14E-06
IB2				0.000788

Analysis - The factors Impulse buying 2 has no impact on purchase intention 1 due to lower multiple regression value and coefficients are more than 0.05 whereas impulse buying 2 has an impact on Purchase intention 1.

Both the factors impulse buying 1 & 2 has an impact on purchase intention 2 due to lower multiple regression value and coefficients are less than 0.05.

Both the factors impulse buying 1 & 2 has an impact on purchase intention 3 due to lower multiple regression value and coefficients are less than 0.05.

Interpretation - The impulse buying factor buying i.e., restricted buying, regret buying has an influence on purchase intention of due to which respondents have restricted online shopping of apparels only if it is essential and also if it new and exciting. Therefore, alternate hypothesis is accepted. Thus, impulse buying has an influence on purchase intention.

PI1	MULR	F	F signifi	Coeffect
BP1	0.67	26.3	1.65E-12	0.006433
BP2				1.17E-09
BP3				0.063207
PI2	MULR	F	F signifi	Coeffect
BP1	0.945	274.55	5.86E-47	2.66E-15
BP2				0.178345

BP3				0.021997
PI3	MULR	F	F signifi	Coeffect
BP1	0.9	144.894	1.63E-35	1.6E-07
BP2				0.287323
BP3				0.435148

Analysis: - The factors like buying pattern 2 and 3 has no impact on purchase intention 1 due to lower multiple regression value and coefficients are more than 0.05 whereas buying pattern 1 has an impact on Purchase intention 1.

The factor buying pattern 1 and 2 has no impact on purchase intention 2 due to lower multiple regression value and coefficients are more than 0.05 whereas buying pattern 3 has an impact on Purchase intention 2 as coefficient is lower than 0.05

The factor buying pattern 2 and 3 has no impact on purchase intention 3 due to lower multiple regression value and coefficients are more than 0.05 whereas buying pattern 1 has an impact on Purchase intention 3 as coefficient is lower than 0.05.

Interpretation- The buying pattern factor like intention and increased frequency has a impact on purchase intention. The respondents are not intending to buy and also decreased purchase frequency of buying apparels during pandemic time. Therefore, alternate hypothesis is accepted. Thus, buying pattern has an influence on purchase intention

P1	MULR	F	F signifi	Coeffect
CPU1	0.39	5.88	0.00099	0.674573
CPU2				5.94E-05
CPU3				0.933746
PI2	MULR	F	F signifi	Coeffect
CPU1	0.44	7.9	9.13E-05	0.001479
CPU2				0.657329
CPU3				0.000692
PI3	MULR	F	F signifi	Coeffect
CPU1	0.93	216.58	1.35E-42	0.000758
CPU2				0.942245
CPU3				0.000806

Analysis: The factors like Customer perceived utility 1 & 3 has no impact on purchase intention 1 due to lower multiple regression value and coefficients are more than 0.05 whereas Customer perceived utility 2 has an impact on Purchase intention 1.

The factor Customer perceived utility 2 has no impact on purchase intention 2 due to lower multiple regression value and coefficients are more than 0.05 whereas Customer perceived utility 1 & 3 has a impact on Purchase intention 2 as coefficient is lower than 0.05

The factor Customer perceived utility 2 has no impact on purchase intention 2 due to lower multiple regression value and coefficients are more than 0.05 whereas Customer perceived utility 3 has an impact on Purchase intention 3 as coefficient is

lower than 0.05

Interpretation- The Customer perceived utility factor like safety and social distancing and convenience has impact on purchase intention due to which respondents prefer online shopping more than before due to pandemic. Therefore, alternate hypothesis is accepted. Thus, customer perceived utility has an influence on purchase intention.

P1	MULR	F	F signify	Coeffect
RG1	0.59	17.5	3.62E-09	0.155145
RG2				0.000149
RG3				1.68E-09
P2	MULR	F	F signify	Coeffect
RG1	0.29	3.094	3.00E-02	0.045082
RG2				0.114284
RG3				0.626283
P3	MULR	F	F signify	Coeffect
RG1	0.95	353.761	9.59E-52	5.52E-12
RG2				0.448671
RG3				1.51E-09

Analysis: The factors like Reference group 1 &2 has no impact on purchase intention 1 due to lower multiple regression value and coefficients are more than 0.05 whereas Reference group 3 has an impact on Purchase intention 1.

The factor Reference group 2& 3 has no impact on purchase intention 2 due to lower multiple regression value and coefficients are more than 0.05 whereas Reference group 1 & 3 has an impact on Purchase intention 2 as coefficient is lower than 0.05

The factor Reference group 2 has no impact on purchase intention 2 due to lower multiple regression value and coefficients are more than 0.05 whereas Reference group 1 & 3 has an impact on Purchase intention 3 as coefficient is lower than 0.05

Interpretation - The Reference group factors like other spending pattern, impact of family members has influence on purchase intention and are not following others spending pattern even though it is new and exciting are still considering decision of family members during pandemic to do online apparels shopping. Therefore, alternate hypothesis is accepted. Thus, reference group has an influence on purchase intention.

P1	MULR	F	F signifi	Coeffect
SN1	0.12	0.49	0.68	0.253206
SN2				0.786504
SN3				0.943076
P2	MULR	F	F signifi	Coeffect
SN1	0.31	3.55	0.017	0.003049
SN2				0.613701

SN3				0.4463
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Analysis: The factors like Societal norms 2 &3 has no impact on purchase intention 1 due to lower multiple regression value and coefficients are more than 0.05 whereas Societal norms 1 has an impact on Purchase intention 1.

The factor Societal norms 1 has no impact on purchase intention 2 due to lower multiple regression value and coefficients are more than 0.05 whereas Societal norms 2 & 3 has an impact on Purchase intention 2 as coefficient is lower than 0.05

Interpretation- The societal norm factor like intention and lockdown due to pandemic, current economic situation reduced expenses reconsidering the online shopping during lockdown even though it is new and exciting and has reduced their expenses on online shopping. Therefore, alternate hypothesis is accepted. Thus, societal norms have an influence on purchase intention.

P1	MULR	F	F signifi	Coeffect
E1	0.4	6.23	0.0006	0.002164
E2				0.037701
E3				0.796896
P2	MULR	F	F signifi	Coeffect
E1	0.32	3.86	0.011	0.001617
E2				0.880825
E3				0.884465
P3	MULR	F	F signifi	Coeffect
E1	0.95	368.1942	1.65E-52	7.67E-05
E2				0.818336
E3				1.63E-23

Analysis: The factors like Entertainment 3 has no impact on purchase intention 1 due to lower multiple regression value and coefficients are more than 0.05 whereas Entertainment 1 & 2 has an impact on Purchase intention 1

The factor Entertainment 2 & 3 has no impact on purchase intention 2 due to lower multiple regression value and coefficients are more than 0.05 whereas Entertainment 1 has an impact on Purchase intention 3 as coefficient is lower than 0.05

The factor Entertainment 2 has no impact on purchase intention 2 due to lower multiple regression value and coefficients are more than 0.05 whereas Entertainment 1 and 3 has an impact on Purchase intention 3 as coefficient is lower than 0.05

Interpretation- The entertainment factors like respondent’s willingness, fun and enjoyment has an impact on purchase intention but the respondents are not willing or enjoying online shopping of apparels because of pandemic. Therefore, alternate hypothesis is accepted. Thus, entertainment has an influence on purchase intention.

P1	MULR	F	F signifi	Coeffect
CS1	0.35	3.44	0.011	0.124699
CS2				0.004203
CS3				0.004105
CS 4				0.094534

P2	MULR	F	F signifi	Coeffect
CS1	0.35	3.39	0.012238	0.615905
CS2				0.708767
CS3				0.873032
CS 4				0.000637
P3	MULR	F	F signifi	Coeffect
CS1	0.28	2.14	0.081234	0.465057
CS2				0.517658
CS3				0.019588
CS 4				0.901258

Analysis: The factors like Customer service 1 has no impact on purchase intention 1 due to lower multiple regression value and coefficients are more than 0.05 whereas Customer service 2 & 3 has an impact on Purchase intention 1

The factor Customer service 1, 2 & 3 has no impact on purchase intention 2 due to lower multiple regression value and coefficients are more than 0.05 whereas Customer service 4 has an impact on Purchase intention 3 as coefficient is lower than 0.05

The factor Customer service 1,2 &4 has no impact on purchase intention 2 due to lower multiple regression value and coefficients are more than 0.05 whereas Customer service 3 has an impact on Purchase intention 3 as coefficient is lower than 0.05

Interpretation- The Customer service factors like availability of cloths, exchange of apparels and cash on delivery has influence on purchase intention. Therefore, alternate hypothesis is accepted. Thus, customer service has a influence on purchase intention.

Findings

- The customer life style factors like family income, standard of living is not the same after pandemic
- Customers are likely to do online shopping only if there are more discounts, offers and prices are affordable than before.
- The quality factor has continued to remain as priority even during pandemic.
- The impulse buying has reduced during pandemic. They have restricted to online shopping of apparels only if it is essential, new and exciting.
- The respondents are not intending to buy and also decreased purchase frequency of buying apparels during pandemic time.
- The Customer perceived utility factor like safety and social distancing and convenience is the present priority due to which respondents prefer online shopping more than before due to pandemic.
- The Reference group like impact of family members has influence on purchase intention and are not following others spending pattern even though it is new and exciting
- The societal norm factor like lockdown due to pandemic, current economic situation has made the people to reduce expenses and reconsider the online shopping during lockdown

- The respondents are not willing or enjoying and finding fun in online shopping of apparels because of pandemic.
- The Customer convenient service factors like availability of cloths, exchange of apparels and cash on delivery is affected during pandemic.

Recommendations

The buying behaviour of consumers during pandemic time is not going to remain the same. Once the things come back to normalcy the consumers who are now sticking only to purchase of essentials will definitely make purchases of nonessential products and services.

The pandemic crisis will increase the scope of online platform for many of the traders to connect the customers as shopping will be more convenient in online mode.

Thus, there is a significant learning from pandemic crisis for consumers as well as the traders

Scope for future research

The study can be reached out to different urban areas of the country to prove the findings and generalize the apparel purchasing intention of young adults as they are exposed much to digital media.

The age group of the respondents could likewise be extended to incorporate buyers of other or all age gatherings.

The study can also be done on only either male or female consumers to analyse the customer purchase intention.

The other consumer essentials products could be considered and the purchase intention could be analysed.

Scope and limitations of the study.

The study is conducted in Bengaluru city among Generation X and Y.

- This survey is subject to respondents' biasness as their response will be as per their own experience.
- This study is limited to Generation X and Y only.
- The study was conducted on respondents residing in the cosmopolitan city of Bangalore.
- The findings of the study cannot be extended or generalised to smaller cities, towns and rural areas on count of technology and socioeconomic factors.

Conclusion

The present scenario during pandemic is being called into question as a result of the COVID-19 pandemic. The crisis has caused profound economic and social changes and companies must consider consumer behaviour at this moment. The pandemic is gradually convincing that the traditional brick and mortar is getting replaced by maximum of online shopping. Thanks to the exponential growth of e-commerce, brick-and-mortar stores will suffer significant repercussions in the future.

Even though customers have shifted from offline to online and spending more time online during the current crisis, and we find that entertainment, societal norms has an impact on generation X and Y consumers' online shopping intentions as

customers have reduced buying nonessentials and buying more of food, groceries, medicines and even electronic gadgets like laptop or tab as those play a major necessity currently. Furthermore, when things come back to normalcy customers will continue buying more from online and less from offline not restricting themselves only to essentials.

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