

# Consumer Buying Behavior Of Groceries House Hold Products Through Digital Marketing In The Lockdown Period With Special Reference To Chennai City

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## ABSTRACT

Considering the temporary closure of many food-away-from-home establishments, consumer expenditure on groceries during the COVID-19 pandemic has increased. While grocery shopping is an essential activity, not much is known about the dynamic relationship of the COVID-19 pandemic to the behavior of grocery shoppers. Hence the research study focuses on consumer behavior towards groceries house hold products through digital marketing platform in the lockdown period with special reference to Chennai city. In this context the researcher has made a structured questionnaire and collected 100 respondents from research area and analyzed weighted average, weighted average rank, standard deviation and anova . The research study mainly attempts to know the customer behavior during the pandemic due to full lock down and there will be drastically changes on online shopping determined by the present researcher the changes will create competitive benefits for emerging firms.

**Keywords:** consumer buying behaviors, E Grocery, corona virus COVID-19, Essential items, Lockdown.

## INTRODUCTION

Due to the pandemic the people have a confident sense of fear to come out from their home to execute their day-by-day necessary activities and normal life of living style. with increasing an online shopping option, people might be used online platform to order the groceries items like fruits, vegetable and other perishable and non-perishable commodity they by the online website has emerged in plenty.

Grocery product

Grocery products are very necessary one for day to today life either perishable or non-perishable commodities it is like rice, pulses, oil, soaps brushes, toothpaste, breads and etc.

Why purchasing digitally?

Consumer mostly encourages door delivery in the form online mode than physical shopping at anywhere. Because it creates tremendous expectation among the consumer and also, they opted better quality standard products their own preference meanwhile they have a freedom to re order choice and cancellation of the order the impact of on-line portal or website that will provide consumer are opting the maximum level in the e – grocery market it influences customer go into online shopping not only grocery items all of the entire articles.

Customers shifts towards digital marketing

In recent days the consumer is suddenly move towards online shopping due to curfew in that situation many people were not willing to go outside from their home to procure the necessary

commodity of day today life. because digital marketing provides the plenty of opportunities to consumer to choose their wants and also gives timeless purchasing creditability that will help to their genuine preferences towards household product and others. one of major advantage of digital marketing from customer thought if customer is not satisfied after delivery, they might be returned the commodity the only opportunities are in the digital marketing customer are easily to shift towards online.

### **Consumer behavior**

Consumer behavior is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services, and how the consumer's emotions, attitudes and preferences affect buying behavior. People in India have mostly behaved on offline shopping but many brand might influence online shopping and offer seamless online shopping currently Indians contribute more than 21 new internet users has emerged particularly the rapid digital adaption and essential of digital consumption in Chennai

### **LITERATURE REVIEW**

McKinsey & Company, (2020) in their article "perceptiveness on retail and consumer goods" stated that during the lockdown period the majority of people are both offline and online. Retail stores are either temporarily closed or adversely suffering from the lack of transportation facilities raw material and financial activities. and other hand online shopping is played a vital role among the people to opted their own decision of purchasing mode. Shishpal, Anuradha Yadav, Pawan Kumar and Parmod (2021) in their article "impact of covid – 19 on consumer essential buying behavior – An Indian perspective" stated that the marketer to understand the changes in the purchasing habits of the customer importantly related to the factors of essential deliver price, packaging and labeling, stock and material shortage, smooth delivery and digital support, product freshness and authenticity of the product and services at the time of nationwide lockdown situation. Dunzo daily pannunga (2022) Times of India stated that Chennai now gets freshest groceries

delivered groceries, fruits and vegetables and meat and fish in 19 min.

Vesheshta thakur and Prabha kiran (2021) in their studies "impact of the covid-19 pandemic outbreak on panic buying behavior in the FMCG sector" stated that the COVID-19 in the longer-term recovery is likely to result in a more permanent shift in consumers' attitudes and shopping behavior, especially in urban areas, with increased usage of home and personal hygiene products and an accelerated shift to digital purchases.

### **STATEMENT OF THE PROBLEM**

The digital marketing communication is playing a vital role in the corporate contemporary world it has been provided number of opportunities and product information such as books music, fashion accessories, clothing, banking and online game may has investigated by the researcher but major field like that house hold products Most of us are in a hurry buying groceries at retail shops and supermarkets. This is being witnessed in most parts of the country after the lockdown was announced. It is crucial to understand that our lives are more important than the shortage of groceries. So, it is best thing order on online only with marketing communication The researcher found that many researchers were identified about consumer behavior under online shopping before covid – 19 therefore it is still a question during the pandemic how it creates an impact among the consumer buying behavior towards grocery products on digital communication. It was not identified by any researcher hence that is research gap of present study.

### **NEED FOR THE STUDY:**

With drastically announcement of government during the pandemic period many people avoid gathering places and also human contact in this situation how the people have their preference to move further in order to live in the normal condition of life. This study reveal that consumer preferences towards grocery shopping in emerging digital world. The study covers all the important aspects of grocery retailing and consumer shopping behaviors in grocery purchasing through online. The proposed work will also help and guide the consumers to improve their level of awareness in terms of

expiry date and quality of the products, the grocery owners by providing them with a practical framework on emerging online retail formats Hence this study focus on consumer buying behavior of groceries house hold products through digital marketing in the lockdown period with special reference to Chennai city.

### OBJECTIVES

To identify the factors influencing the consumer towards grocery products to purchases digitally  
 To identify the preference of online purchase of groceries items  
 To identify the problems encounter while making purchase on digital marketing

### RESEARCH METHODOLOGY.

The present study is conducted based on the quantitative analysis of the primary data and

well-structured questionnaire was prepared to know the choices and preferences of the consumer on online grocery shopping. In this study we use purposive Sampling method, and sampling size is 100.

### Hypothesis:

Ho: There is no association between age and factor influencing the consumer to purchase house hold grocery items on line

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HO: There is no significant relationship between age and digital marketing communication

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Table – 1 Chi square test

	Value	df	Asymp.sig.(2-sided)
Pearson chi-square	2.610	6	.036
Likelihood ratio	3.051	6	.032
Linear – by- linear association	.062	1	.063
N of valid cases	100		

Source : primary data

From the Pearson chi square analysis it is clear that significant is less than 0.05 ( 0.036 shows that there is association between age and factor influencing the consumer to purchase house hold grocery items in online

Table – 2 ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
digital marketing communication	Between Groups	14.141	6	2.357	2.937	.011
	Within Groups	74.619	93	.802		
	Total	88.760	99			

Source; Primary data

From the above table it is found that digital marketing communication which are related with age of the customer (p= 0.011) there is significant relationship between age and digital marketing communication.

Table – 3

Influencing factor	Mean	Std. Deviation
Price product	3.70	1.055

Free gifts	2.94	1.038
Offer discount	3.74	.986
Security trust	3.76	1.080
Support of service	3.64	1.174
Flexible transactions	3.80	1.107
User friendly technology	4.10	.931

Source: primary data

Table reveal that factor influencing the consumer to purchase house hold grocery items in online based on mean most of the consumer are influenced by user friendly technology(4.10) followed by flexible transaction (3.80) security trust (3.76) and offer discount (3.74) and the lest influencing factors are free gift (2.94) followed by support of service (3.64) and price product (3.70) .

Table – 4

Consumer preference	Mean	Std. Deviation
Fruits and vegetables	3.46	1.656
Pantry	3.44	1.402
Meats	3.20	1.552
Dairy	3.38	1.589
Spices	3.56	1.445

Source : primary data

The above table 4 is about mean and standard deviation of consumer preference towards purchase of online groceries items. In that based on mean most of the consumer are prefer to purchase spices (3.56) in online followed by fruits & vegetables (3.46), and Pantry (3.44). And the least preference towards meats (3.20) and dairy (3.38).

Table – 5

<b>Problems associated with digital marketing</b>	<b>Weighted average</b>	<b>Rank</b>
Mistake in delivery order	3.36	3
Website provides misleading information	3.18	5
Mismatch of order product than web image	3.44	2
No personal touch, or check quality	3.50	<b>1</b>
Additional hidden cost attached	3.00	6
Loss of time due to network problem	3.44	2
Too many messages bug to customer	3.18	5
Emotional barriers & protection of credit card / net banking debit personal information	3.26	4

Source: primary data

The above table 5 is about problem associated with digital marketing, based on weighted average rank, most of the consumer are stated that there is no personal touch, followed by mismatch of order product with web image, and loss of time due to network problem. And the least rank for additional hidden cost attached, website provides misleading information and too many messages bug to customer.

### Findings

In this study we found out that most of the consumer are female consumer, and they are influenced by user friendly technology since now a day's everyone is using smartphone so it is easy for online purchase. Consumer prefer to purchase spices and vegetable in online because during this pandemic situation online purchase is easy when comparing to offline line purchase, this shows that most of the consumers are very clear to avoid social interaction during this covid situation. Then problem associated with digital marketing communication, we found that there is lack of personal touch, since consumers are preferring to use customized online application and they're not worrying about the digital security. Finally, consumers are influenced by digital channel communication because it helps to know the information about various product available in market without stepping out of the home and it saves the time of shopping so these are the factors influencing the consumer towards online shopping.

### Suggestion:

Considering this pandemic situation, its best to purchase groceries through online shopping, in this study we would like to suggest to introduce online shopping without internet since it is easy

for smart phone users to access the online shopping web site, then think about the basic phone users. Most of the Indian mothers are using basic mobile for communication, if big basket, flip kart and Amazon would have accepted the order through phone call then it would be accessible for all Indian kitchen panty and it also increases the sale at the same time it reduces the social interaction during this pandemic.

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