

A STUDY ON THE IMPACT OF COVID-19 PANDEMIC ON BRAND PREFERENCE IN PURCHASING DECISIONS TOWARDS SELECTED FMCG

Submitted in partial fulfillment of the requirements for the award of
Master of Business Administration

by
THOTMALING LUNGLENG
Register No. 39410218



DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE JEPPIAAR
NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

APRIL – 2021



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with “A” grade by NAAC | 12B Status by UGC | Approved by AICTE

Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai – 600 119

www.sathyabama.ac.in

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of THOTMALING LUNGLENG 39410218 who carried out the project entitled “**A STUDY ON THE IMPACT OF COVID-19 PANDEMIC ON BRAND PREFERENCE IN PURCHASING DECISION TOWARDS SELECTED FMCG**” under my supervision from January 2021 to March 2021.

Dr.A.PALANI

Internal Guide

External Guide (if Applicable)

(Name in Capital letters with
signature)

Dr. BHUVANESWARI .G, MBA., Ph.D

Dean – School of Management Studies

Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I **THOTMALING LUNGLENG 39410218** hereby declare that the Project Report entitled “**A STUDY ON THE IMPACT OF COVID-19 PANDEMIC ON BRAND PREFERENCE IN PURCHASING DECISIONS TOWARDS SELECTED FMCG**” done by me under the guidance of **Dr.A. PALANI, M.Com., M Phil., MBA, Ph.D** at **SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

THOTMALING LUNGLENG

ACKNOWLEDGMENT

I am pleased to acknowledge my sincere thanks to Board of Management of SATHYABAMA for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to Dr. G. Bhuvaneswari, MBA., Ph.D., Dean, School of Management Studies and Dr. A. Palani, M.Com., M.Phil., M.B.A., Ph.D., Head of the Department, Dept. of Management Studies for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide DR.A.PALANI Sathish, M.B.A., M.Phil., Ph.D., for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the Department of Business Administration who were helpful in many ways for the completion of the project.

TABLE OF CONTENT

CHAPTER NO	TITLE	PAGE NO
	ABSTRACT	i
	LIST OF TABLES	ii
	LIST OF CHARTS	ii
1	INTRODUCTION	1
	1.1 Introduction about the study	2
	1.2 fast moving consumer goods	2
	1.3 the FMCG industry	2
	1.4 objectives of the study	3
	1.5 limitations of the study	4
2	REVIEW OF LITERATURE	
	2. 1 Review of Literature	5
3	RESEARCH METHODOLOGY	
	3.1 The study	21
	3.2 Research design	21
	3.3 Sampling technique	21
	3.4 Source of data	22
	3.5 structure of questionnaire	22
	3.6 sample size	22
	3.7 The tools	22
	3.8 Hypothesis and analytical	23
4	DATA ANALYSIS AND INTERPRETATION	
	4.1 percentage analysis	24
5	FINDINGS, SUGGESTIONS AND CONCLUSION	
	5.1 Findings	76
	5.2 Suggestions	79
	5.3 Conclusion	79
	APPENDIX – I (Questionnaire)	80
	APPENDIX – II ARTICLE	
	REFERENCES	85

ABSTRACT

The uncontrolled spread of COVID-19 pandemic has surpassed all the expectations. Nations closed their borders; the economy is going into recession and the whole world is suffering from the emerged pandemic. Although the effects of the pandemic economically and socially can be measured and estimated, though the changes in the buying behaviour of customers is not easily predicted. As fast-moving consumable goods (FMCG) demand went up and supply went down causing panic hoarding by some of the consumers. It became interesting for the researchers to explore the impact of the COVID-19 pandemic on consumer behaviour. As a result, the main purpose of this project is to know the impact of Covid-19 pandemic on brand preference in purchasing decisions towards selected fast moving consumable goods. The secondary objective is to broaden the scope of consumer behaviour as a field by adding a complementary empirical perspective to the current literature on how a pandemic affects brand preference in purchasing behaviour, since it is a topic lacking in empirical research.

The research methodology adopted for this study is descriptive. A descriptive study is undertaken in order to ascertain and be able to describe the characteristic of the variable of interest in a situation. As far as the data is concerned structured undisguised questionnaire was used to collect primary data. The sampling technique involved in this research is random sample and the questionnaire are distributed through google form.

Keywords

Brand preferences · Consumer behaviour · Buying behaviour · COVID-19 pandemic, online payment, online shopping.

LIST OF TABLES

TABLE NO.	PARTICULARS	PAGE NO
Table 4.1.1	Gender Proportion Of Respondents	24
Table No.4.2	Occupation Wise Classification Of Respondents	25
Table No.4.3	The Monthly Income Of Respondents	27
Table No.4.4	The Familiarity Of Covid-19 Pandemic	29
Table No.4.5	How The Covid0-19 Affected On General Level	31
Table No.4.6	Preference For Shopping For Purchasing FMCG	33
Table No.4.7	Frequency Of Purchase Of Product	37
Table No.4.8	The Awareness Of Brands Available In The Market	49
Table No.4.9	Showing Whether The Branded Products Are Better Than Unbranded Product	51
Table No.4.10	The Rank Of Preference Of The Brand	53
Table No.4.11	The Reason For Making The Purchase In The Prefer Store	55
Table No. 4.12	The Importance Of Price Of Fmcg During The Covid-19 Pandemic	57
Table No.4.13	The No. Of Respondents Looking For Various Schemes In Fmcg During The Covid-19 Pandemic	59
Table No 4.14	Showing Which Schemes The Respondents Are Looking For.	60
Table No.4.15	Switching Of Brand Preference If There Is Some Promotional Scheme With Another Brand	62
Table No.4.16	Classification Of Respondents Why They Are Willing To Change Brand Preference.	64
Table No.4.17	Who Influence The Preference For Brand	66

Table No.4.18	Which Media Influence Your Brand Preference	68
Table No.4.19	In What Way Advertisement Has Influence You	70
Table No.4.20	What Motivates To Buy Online During The Covid-19 Pandemic	72
Table No.4.21	The Factors That Helps To Decide Which Site To Use For Online Shopping	73
Table No.4.22	How Payments Make On Internet	73

LIST OF CHART

CHART NO.	PARTICULARS	PAGE NO
Chart No.4.1.1	Gender Proportion Of Respondents	25
Chart No.4.2	Occupation Wise Classification Of Respondents	26
Chart No.4.3	The Monthly Income Of Respondents	28
Chart No.4.4	The Familiarity Of Covid-19 Pandemic	30
Chart No.4.5	How The Covid0-19 Affected On General Level	32
Chart No.4.6	Preference For Shopping For Purchasing FMCG	34
Chart No.4.7	Frequency Of Purchase Of Product	36
Chart No.4.8	The Awareness Of Brands Available In The Market	38
Chart No.4.9	Showing Whether The Branded Products Are Better Than Unbranded Product	50
Chart No.4.10	The Reason For Making The Purchase In The Prefer Store	54
Chart No. 4.11	The Importance Of Price Of Fmcg During The Covid-19 Pandemic	56
Chart No.4.12	The No. Of Respondents Looking For Various Schemes In Fmcg During The Covid-19 Pandemic	58
Chart No 4.13	Showing Which Schemes The Respondents Are Looking For.	61
Chart No.4.14	Switching Of Brand Preference If There Is Some Promotional Scheme With Another Brand	63
Chart No.4.15	Classification Of Respondents Why They Are Willing To Change Brand Preference.	64
Chart No.4.16	Who Influence The Preference For Brand	65

Chart No.4.17	Which Media Influence Your Brand Preference	67
Chart No.4.18	In What Way Advertisement Has Influence You	69
Chart No.4.19	What Motivates To Buy Online During The Covid-19 Pandemic	71
Chart No.4.20	The Factors That Helps To Decide Which Site To Use For Online Shopping	73
Chart No.4.21	How Payments Make On Internet	75

1.1 INTRODUCTION

The uncontrolled spread of the COVID-19 pandemic has surpassed all the expectations. It was only on March 11th that the world health organization declared the diseases as a pandemic —A pandemic is the worldwide spread of a new disease (WHO, 2010, p. 1). The covid-19 pandemic and the resulting lockdowns have caused significant for people, communities, brands, and businesses. Day to day life of the people around the world has changed in a way that would have been unthinkable a few weeks ago. But as a consumer facing organizations try to find a way through the covid-19 pandemic. It is important to keep in mind that the global consumer was already involving at great speed. That process is now playing out faster than anyone imagined (Roger,K, & Cosgrove 2020) consumer optimism in India has declined as the covid-19 crisis has progressed.

As restriction begin to lift, consumers continue to be worried about personal and family safety. They expect to continue cutting back on spending across most categories, except for some household essentials and at home entertainment, and plan to shop more online for most categories. While at home, they have increasingly adopted digital and low touch activities such as online streaming and digital payments, many of which they intend to continue post covid-19 (www.mckinsey.com)

Considering the above situation, retailers and marketers are also struggling to find various ways to run their business somehow by fulfilling the needs and wants of consumers by understanding their purchase behaviour (either from online or physical mode) during the Covid-19 pandemic.

1.2 FAST MOVING CONSUMER GOODS

Products which have a quick turnover, and relatively low cost are known as Fast Moving Consumer Goods (FMCG). FMCG products are those that get replaced within a year. Examples of FMCG generally include a wide range of frequently purchased consumer products such as toiletries, soap, cosmetics, tooth cleaning products, shaving products and detergents, as well as other non-durables such as glassware, bulbs, batteries, paper products, and plastic goods. FMCG may also include pharmaceuticals, consumer electronics, packaged food products, soft drinks, tissue paper, and chocolate bars. Subsets of FMCGs are Fast Moving Consumer Electronics which include innovative electronic products such as mobile phones, MP3 players, digital cameras, GPS Systems and Laptops. These are replaced more frequently than other electronic products. White goods in FMCG refer to household electronic items such as Refrigerators, T.Vs, Music Systems, etc.

1.3 THE FMCG INDUSTRY

The Indian FMCG sector is the fourth largest sector in the economy with a total market size in excess of US\$ 13.1 billion. It has a strong MNC presence and is characterized by a well established distribution network, intense competition between the organized and unorganized segments and low operational cost. Availability of key raw materials, cheaper labor costs and presence across the entire value chain gives India a competitive advantage.

The FMCG market is set to treble from US\$ 11.6 billion in 2003 to US\$ 33.4 billion in 2015. Penetration level as well as per capita consumption in most product categories like jams, toothpaste, skin care, hair wash etc in India is low indicating the untapped market potential. Burgeoning Indian population, particularly the middle class and the rural segments, presents an opportunity to makers of branded products to convert consumers to branded products.

Growth is also likely to come from consumer 'upgrading' in the matured product categories. With 200 million people expected to shift to processed and packaged food by 2010, India needs around US\$ 28 billion of investment in the foodprocessing

industry. Products belonging to the FMCG segment generally have the following characteristics:

- They are used at least once a month
- They are used directly by the end-consumer
- They are non-durable
- They are sold in packaged form
- They are branded

1.4 OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE OF THE STUDY:

- The main objective of this study is to understand the impact of the covid-19 pandemic on brand preference in purchasing decision.

SECONDARY OBJECTIVES:

- To broaden the scope of consumer behavior as a field by adding a complementary empirical perspective on how a pandemic affects brand preference in purchasing behavior, since it is a topic lacking in empirical research.
- To understand the decision-making criteria of consumers while purchasing low involvement products.
- To understand the recent trends in the consumer behavior in India, amidst Covid-19 pandemic.
- To understand how Covid-19 affects consumer purchase behaviour towards selected FMCG

1.5 LIMITATIONS OF THE STUDY

- The study is limited to Chennai city due to the limitation of time
- The study was conducted under the assumption that the information given by the respondents is authentic.
- The questionnaires are distributed through google form so the sample are collected only people having access to internet connectivity

CHAPTER- 2

REVIEW OF LITERATURE

This chapter will provide the reader with a basic understanding of the previous research and theories within the fields of consumer behaviour, buying behaviour and branding from both a general context and a crisis context. Moreover, this chapter will end with the theoretical framework which is derived from previous research within the topic of branding in a crisis context.

2.1 Consumer behaviour

Utilising consumer behaviour as a starting point, one has to look at the role of consumer decision making process and behaviour. One early and influential perspective which lays the groundwork for the traditional view is Tauber (1972), stating consumer behaviour is inherently rational. He argues there needs to be a distinction between shopping, buying and consuming. Shopping is described as the act of going to a store searching for satisfaction, and not directly with the intentions of buying a product and consuming it. Furthermore, Tauber (1972) states while certain aspects of shopping behaviour is connected with buying behaviour and intentions, other personal motives such as diversion, self-gratification, learning about new trends and physical activity are not. Moreover, focusing on the aspects which are not directly linked with buying can be perceived as an activity of their own rather than something static such as going out to buy a product. Furthermore, there are different emotional states and intangibles such as needs, social aspects and feel good. Thus, consumer behaviour is argued as rational and buying behaviour is the outcome of consumers need for a specific product which becomes strong enough to invest resources such as time and money to buy the product (Tauber, 1972).

However, there are strong criticisms in the literature from other authors regarding the rationality of consumer behaviour. This has led to the view of consumer behaviour being irrational. One common aspect brought up which criticises the rationality of consumer behaviour is the role of impulse buying. Impulse purchases are argued as an emotional (Thompson, Locander, & Pollio, 1990) and hedonistic expression (Bayley & Nancarrow, 1998). The decision making process is argued as irrational since it is characterised by a quick decision making process, thus reducing the rational influence which is described as calculated and thought out (Bayley & Nancarrow, 1998). Additionally, another important aspect is the role of anxiety and dissatisfaction post purchase regarding impulse purchases (Bayley & Nancarrow, 1998; Thompson, Locander, & Pollio, 1990). As a result, if the consumer is dissatisfied post purchase, the decision-making process has to be irrational as there is a lack of purpose for the purchase after it has been rationally assessed. On the other hand, there has also been criticism to the irrational perspective. One common critic is the role of rationality during the impulse stage, stating the impulse decision was still rational due to the person deriving emotional value from the purchase during the moment (Bellini, Cardinali, & Grandi, 2017). However, from a holistic perspective the main difference lies in how rationality is perceived. Rationality is either perceived as a calculated process where decisions are thought out and deliberate (Thompson, Locander, & Pollio, 1990), or directed as an underlying cause dictated by either utilitarian or hedonistic desires (Bellini, Cardinali, & Grandi, 2017). Specifically in the context of impulse shopping as it is one area where consumers are overtly heuristic in their reasoning due to reasons as abundance in product options (Herrmann, Heitmann, Morgan, Henneberg, & Landwehr, 2009). Lastly, while the discussion circulates around the underlying reasoning for behaviour, the behaviour studied is commonly buying behaviour. Thus, one needs to look further into buying behaviour as it offers understanding in both the utilitarian and hedonistic motivations of consumers.

2.1.1 Buying behaviour

There are many factors affecting buying behaviour in consumers. Focusing on buying behaviour in retail, aspects such as store environment (Chang, Eckman, &

Yan, 2011; Mitchell & Harris, 2005; Rhee & Bell, 2002), whether the item is a routine purchase or not (Bayley & Nancarrow, 1998), brand preference (Kaswengi & Diallo, 2015; Mueller & Szolnoki, 2010) and crisis (Ang, Leong, & Kotler, 2000; GázquezAbad, Martínez-López, & Esteban-Millat, 2017; Sneath, Lacey, & Kennett-Hensel, 2009).

Starting with store environment Chang et al. (2011) found hedonistic environmental aspect such as ambience and design had a direct effect on consumers' positive emotional response. Furthermore, consumers which were positively affected by the store environment were more likely to impulse buy as a result of them feeling more motivated, interested and excited during the shopping process (Chang, Eckman, & Yan, 2011). Conversely, Bellini et al. (2017) did not find any direct links between negative aspects in store atmosphere having a negative effect on buying behaviour, and impulse purchasing. An additional aspect is the practical environment of the store which was linked with both utilitarian and hedonistic motivations. Aspects as having few specialty goods and a small assortment deterred consumers from buying at supermarkets. This was due to the low social value related to the lack of specialty items, reducing the social status as consumers could not impress potential dinner guests which relates to the hedonistic aspects. Additionally, regarding supermarkets with a small assortment of products, consumers were less inclined to visit and buy at them. The main factor was the lack of utilitarian approach in being able to do a one-stop purchase in those supermarkets (Mitchell & Harris, 2005). Moreover, while not connected to the in-store environment, the distance between stores and shopping also played an important role in consumer behaviour. Specifically, when it came to the average amount spent per visit. Consumers living farther away visited retail stores less frequently, although they spent more money on average as compared to consumers living closer to the stores which visited more frequently (Rhee & Bell, 2002). However, Rhee & Bell (2002) argue the result could be due to consumers living closer to a store, shop more frequently and thus over a time period it would even at as compared to per visit. Another important aspect was the role of store loyalty, the longer a consumer had been shopping at the same store the less likely they were to switch to another store. The outcome was argued as potentially

due to different store loyalty programs as well consumers extensive knowledge about the store and their offerings after shopping for a long time. Thus, purchases and shopping trips became routine (Rhee & Bell, 2002).

Looking at routine purchases, one thing that becomes evident is the role of preparation for the consumer when shopping. In the context of supermarket shopping consumers which plan ahead and make lists were shown to make fewer impulse purchases compared to consumers which did not make lists in advance. Furthermore, consumers which prepared lists were also more likely to use online and physical resources to compare prices between different stores, and search for coupons or other information relating to store promotions. Consequently, consumers willing to prepare were deemed as more informed compared to consumers which did not (Bellini, Cardinali, & Grandi, 2017). However, other studies found there to be a distinction between routine purchases and non-routine purchases. Routine purchases were usually less prepared due to the inherent nature of them being routine. Thus, through routine consumers was risk averse in trying new brands. Subsequently, less thought and preparation are used before going out to buy routine items such as groceries, relying on a utilitarian approach in the buying decision based on previous experience with the product as well as need (Thompson, Locander, & Pollio, 1990). In spite of these findings, Bayley & Nancarrow (1998) found consumers to be averse in turning shopping into a routine, and pre-disposed to turning the shopping process into an experience. As a result impulse purchases were done in a self-expressive manner to achieve hedonistic value in the process.

Another important aspect in consumer behaviour is the role of brands. There are multiple different aspects to branding and brand theory, which will be expanded upon in the next section of 2.2. However, in the general context of consumer behaviour branding plays a role communications tool for the consumer. Through branding the consumer can get information regarding both hedonistic and utilitarian aspects of a product (Méndez, Oubina, & Rubio, 2011; Mueller & Szolnoki, 2010). The hedonistic aspect is connected to brand preference and is affected by consumer

self-perception and expression. On the other hand, the utilitarian approach focuses on communicating utility in quality and price through the brand (Kaswengi & Diallo, 2015). Subsequently, consumers try to match a product to their preferences in relation to how they perceive themselves socially. Looking specifically at wine, brand and price were strong mediators in the buying decision for consumers with medium to high experience with the product. Conversely, consumers lacking experience with wine were less likely to make buying decision based on brand. Thus, branding cannot exist as communication channel in a vacuum, and consumers need to be knowledgeable with a product or service to feel they can make the adequate choice based on branding (Méndez, Oubina, & Rubio, 2011). Furthermore, consumers can create bonds with brands affecting the hedonic approach to them. Strong feelings towards brands allow for consumers to feel attached to such an extent where it creates preference in products, which they would not prefer over competitors products. While brands such as Coca-Cola and Pepsi were recognized enough that the majority of the respondents could recognize them during a blind taste, products such as olives when consumers had to blind taste between Serpis olives and storebrand olives price consumers preferred the store brand olives during a blind taste. However once they were told which brand corresponded with which product the majority of the segment who perceived themselves as prioritising taste changed their preference and still rated the store-brand as the lowest on quality (Mueller & Szolnoki, 2010).

Finally, while all three aspects of environment, routine purchase and branding are well studied aspects of consumer behaviour, they have overwhelmingly been studied in a normal market context. Subsequently, the limited empirical studies conducted in a crisis context have shown consumer behaviour changes (Puellas, Diaz-Bustamante, & Carcalén, 2016). Consequently, consumer behaviour in a crisis context becomes the next aspect to focus on to better understand the role of consumer behaviour during a pandemic.

2.1.2 Buying behaviour in a crisis

Looking at the field of buying behaviour in a crisis context, the majority of studies have been conducted on buying behaviour during a financial crisis or recession (Ang, Leong, & Kotler, 2000; Gázquez-Abad, Martínez-López, & Esteban-Millat, 2017; Puellas, Diaz-Bustamante, & Carcalén, 2016). Looking at buying behaviour during a financial crisis, a common theme is regarding risk and price. Consumers become increasingly price aware and risk averse as they have to worry about both their current financial situation as well as their future financial situation due to recession (Puellas, Diaz-Bustamante, & Carcalén, 2016). Furthermore, shoppers started to impulse buy less, and becoming increasingly strategic regarding general purchasing as a result of the increased risk aversion connected with the uncertainty which was the result of a recession (Hampson & McGoldrick, 2013). Looking at the buying behaviour of consumers during a recession there is an increased shift towards store brands and promotions offering lower prices on products (Gázquez-Abad, Martínez-López, & Esteban-Millat, 2017). Moreover, spending on green items also went down due to price sensitivity (Hampson & McGoldrick, 2013). While consumers do not perceive themselves as spending more time on pre-planning, there is a distinction between different segments. Family households and low income consumers are one of the segments strongly shifting towards buying more store-brand products and using coupons and promotions. However, this could be due to these segments being more risk averse as a result of their situation. On the other hand, there is a segment that does not care about store-brand products. This segment consists of consumers which put in less preparation in a normal market when it comes to making lists or looking for coupons and promotions while shopping. Furthermore, this segment consists of high-income consumers (Puellas, Diaz-Bustamante, & Carcalén, 2016).

While consumers change their buying behaviour during a financial crisis through the use of coupons, promotions or store-brands, consumers still demand the choice they had before the financial crisis. While consumers are willing to choose from a smaller assessment of product in search for lower prices, they are still less likely to buy store-brands during a crisis if they perceive a lack of choice as a result of supermarkets phasing out named brands and only offering store-brand products.

Additionally, for store-brand products to be successful there is a need for high quality products. This becomes imperative as increased price consciousness in consumers is directly related to lower store loyalty (Gázquez-Abad, Martínez-López, & Esteban-Millat, 2017). This becomes an important aspect if a company wants to achieve success both during and post-recession as 17% of consumers were found to continue purchasing store-brand products post-recession (Food Marketing Institute, 2012 in Gázquez-Abad, Martínez-López, & Esteban-Millat, 2017).

Looking specifically on buying behaviour in the context of a non-financial crisis, Sneath et al. (2009) found there was an increase in compulsive and impulse buying post hurricane Katrina. Furthermore, the empirical data highlighted the interconnectedness between emotion and cognition affecting the increased impulsive behaviour. Consequently, the increased impulsiveness of the consumer was related to their emotional states and their approach of dealing with stress and depression. The impulse purchases were argued as a way for the consumer to deal with their stress and depression, and thus became a way for the consumers to regain control on an emotional and hedonic level (Sneath, Lacey, & Kennett-Hensel, 2009). On the other hand, looking at the Middle Eastern Respiratory Syndrome (MERS) outbreak in South Korea there was a co-dependency between physical and online markets regarding electronic products. Consumers buying electronic products did not feel a need to purchase them physically as they could receive sufficient information to base the purchase online, and thus did not need to go to a physical store risking their health. Conversely, there was no link between a shift in online and physical retail regarding groceries. Additionally, the sales of semi-luxury goods went down by 22% during June and July, indicating consumers were less willing to buy non-necessity products during the pandemic (Jung & Sung, 2017).

Another aspect which should be considered is the crisis context affecting general buying behaviour, and specifically panic buying (also referred to as panic hoarding). Panic buying is an abnormal buying behaviour which can be created in times of disasters and supply shortages (Shou et al., 2011; Tsao, Raj & Yu, 2019) and can

lead to further worse consequences such as stock-out, anxious consumers and further panic buying (Shou et al., 2011). Looking at panic buying in the context of buying behaviour, Shou et al. (2011) describes consumer panic buying as —the act of people buying unusually large amounts of product to avoid future shortage (p.1). Consumer panic hoarding occurs for several reasons, the main reason is due to disruptions in the product supply, which can be caused due to several reasons such as natural disaster, labour strikes, government regulation and many more (Shou et al., 2011; Tsao, Raj & Yu, 2019). Additionally, Shou et al. (2011) emphasizes the complexity of the relationship between consumer panic buying and supply disruption, in which when consumers find that the supply of their products is decreasing due to the mentioned factors they start to buy in large amounts aiming to avoid shortage in the future. Subsequently causing further problems as high unusual demand might lead to stock-out which subsequently leads to further panic buying. In order to avoid this behaviour, retailers might decide to limit the supply, increase prices or enforce a purchasing quota to the customers. On the face of it, these practices might help in decreasing the demand, though it might also make customers increasingly anxious leading to worse or more panic buying (Shou et al., 2011). It was also noted that during supply shortage periods customers start substituting their missing preferred brands with other brands (Tsao et al., 2019).

2.1.3 S-O-R model

There are multiple models and frameworks describing consumer behaviour such as Hawkins's model of consumer behaviour (Hawkins & Mothersbaugh, 2010), Kotler's buying process model (Kotler P. , 1965) and the Stimuli Organism Response model (S-O-R model) (Vieira, 2013). Looking at the first two frameworks there are similarities in how they are constructed. Hawkins model is constructed in three stages. The first stage is external and internal influences such as culture, social status, self-perception and personality. In the second stage, the influences have an effect on consumer self-concept and lifestyle. This effect creates needs and desires which leads to a decision process on whether to purchase a product or service, which is the third and final stage (Hawkins & Mothersbaugh, 2010). Likewise, Kotler's model is also constructed as three stages. The first stage is different buying influences such as price and quality being communicated through different mediums

for the consumer. This leads to the second stage, where the different buying influences will be taken in by the consumer and the consumer will make a decision based on their own self-perception and values. Lastly, there is the third step which is described as outputs, based on the influences and how they are interpreted by the consumer, outputs such as product choice and brand preferences are created (Kotler P. , 1965).

This takes us to the S-O-R model, which also is a three-stage model. The first stage is stimuli which is an environmental and external attributes which can consists of aspects such as sensory stimuli (Vieira, 2013), price (Chang, Eckman, & Yan, 2011) and general environment and situation (Jacoby, 2002) such as the COVID-19 pandemic for example with how it affects the global environment and supermarket shopping patterns. Furthermore, stimuli has an effect on consumer perception and as a result, has an effect on consumer behaviour (Chang, Eckman, & Yan, 2011; Vieira, 2013). Once the consumer has come in contact with one or multiple stimulus, the consumer moves over to the second stage of the model, organism. Organism is related to abstract aspects which are affected by the stimuli. Abstract aspects such as emotional responses and their role in shaping and deciding potential outcomes for the consumer are regulated during this process (Chang, Eckman, & Yan, 2011). Third and lastly is the role of response. Response focuses on the outcome and specific consumer behaviour which has been created throughout the process. Consequently, response is dependent on the topic and phenomenon which is being studied. Furthermore, the response is measured two fold, both through an action or a lack of action (Vieira, 2013). Looking at the S-O-R model compared to Howard (2010) and Kotler (1965), the obvious difference is the flexibility of the S-O-R model in comparison to the other two. As a result, it gives the opportunity to study different phenomena by adjusting the different components within the framework to suit the field and purpose of the study.

2.1.3.1 Organism

While stimuli and response are context dependant in the S-O-R model (i.e. dependant on what is being researched), the strength of the S-O-R model lies in how organism is described and can be utilised to study phenomena (Vieira, 2013). Looking at organism in previous literature, one can find that it is commonly referred to as emotional response or emotional states which are created by consumers after coming in contact with stimuli (Vieira, 2013). In the original framework, there were three different emotional pair reactions to stimuli. Firstly, there was pleasure and displeasure which is connected to whether the consumer likes the stimuli and is satisfied by it. Secondly, there was arousal and non-arousal which is connected to consumer attitude towards the stimuli. Specifically, it is looking at attitude from a hedonistic perspective, and the level of interest it gauges in the consumer ranging from non-interest to elation. Lastly, there was dominance and submissiveness which is connected to consumer perceived control or lack thereof within the studied context (Mehrabian & Russel, 1974 in Vieira, 2013). Moreover, organism through the use of pleasure, arousal and dominance is looking at decision making from a hedonic and heuristic perspective (Vieira, 2013). All three emotional responses are made during a short time frame from coming in contact with the stimuli, and judging the value which can or cannot be derived from a product or service. Consequently, consumer emotional response is created from individual perceptions and previous experiences (Jacoby, 2002). However, there is a distinction between the first two responses in pleasure and arousal versus dominance. While pleasure and arousal are clearly defined as emotional, there are arguments against the use of dominance as an emotional response since it is a cognitive response. Dominance is argued as having low effect as a mediator for response. As a result, it is argued to have low relevance to be studied as a component in the S-O-R model, unlike pleasure and arousal (Chang, Eckman, & Yan, 2011; Russel & Pratt, 1980).

Pleasure and arousal have been argued as integral aspects of emotional response in organism, as well as the S-O-R model as a framework. Additionally, pleasure and arousal as emotional responses can be connected with each other (Chang, Eckman, & Yan, 2011; Vieira, 2013). Pleasure and arousal are closely linked and share

common reasoning in how they are connected with hedonistic value. Pleasure focuses on utility value connected both practically and related to self-perception and lifestyle. On the other hand, arousal mainly focuses on attitudes and environment (i.e. store design and ambience) and social aspects (Chang, Eckman, & Yan, 2011). Similarly, the opposite of each emotional response in displeasure and non-arousal are linked with the same focuses. Moreover, looking at the connection between pleasure and arousal the focus lies on the hedonic aspects of consumer behaviour. The hedonistic aspects of shopping environment in arousal have the potential to increase pleasure, and as a result increase the rate of response in the model. Likewise, there is an opposite effect as well, non-arousal can increase displeasure in consumers resulting in less response (Vieira, 2013).

2.2 Brand preferences

When looking at branding in the context of consumer behaviour, one has to look at brand preference, —Brand preference is the bias a customer holds toward a particular brandll (Chang & Liu, 2009, p. 1690). According to Kaswengi & Diallo (2015) previous research did not focus on the moderating role of a crisis on customer brand preferences of retailer brands, it mainly focused on drivers such as store image, retailer factors, the characteristics of consumers, perceived risk and marketing mix variables. —It is not clear how consumers make their choice of brands in different store formats during crisis periodsll (Kaswengi & Diallo, 2015, p. 70).

2.2.1 Brand equity

Consumer's brand preference can be affected by several factors, the first one is brand equity.

Chang & Liu (2009) claims brand equity has a direct positive effect on brand preference.

Also, Myers (2003) discussed the importance of establishing brand equity, since —the brand with the higher equity in the category generated significantly greater preference.ll (p. 47). Furthermore, Keller (1993) states —brand equity is defined in

terms of the marketing effects uniquely attributable to the brand (p.1). On the other hand, Aaker (1996) divides brand equity into five main dimensions the first four are related to consumer perception which are: Brand associations, perceived quality of the brand, brand loyalty and brand awareness. While the fifth one is related to information generated from the market and is called —Market behaviour measures (Aaker, 1996). Nonetheless, while Keller (1993) divides brand equity into customer-based brand equity and financial brand equity. Bailey & Bill (1996) describe financial brand equity as the gained financial value from the brand. Moreover, Keller (1993) describes customer-based brand equity as —the differential effect of brand knowledge on consumer response to the marketing of the brand (p.2).

2.2.1.2 Customer-based brand equity

Given the context of this thesis, consumer-based brand equity becomes a vital aspect of brand equity to look further at. Keller (1993) explains —Customer-based brand equity occurs when the consumer is familiar with the brand and holds some favorable, strong, and unique brand associations in memory. (p.1), brand knowledge as referred to by Keller (1993) is divided into brand awareness and brand image. And is identified by Kotler as (1991) as —a name, term, sign, symbol, or design, or combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors" (Kotler 1991, p.442). Brand awareness is the ability to recall and recognize the brand performance by the customers. Conversely, brand image is the set of brand associations the customer has in their memory about the brand. There are three main categories of brand associations: benefits, attributes and attitudes (Keller, 1993). Attributes are the descriptive features of a product or service that describes its character and how a customer thinks of this product or service. Attributes are divided into product related attributes such as taste (Keller, 1993). And non-product related attributes which are divided into four types: price and packaging, user imagery and usage imagery (Keller, 1993). Usage and user imagery are formed from the customer's contact with users of the brand, personal experience and from the brand advertisements or word of mouth (Keller, 1993). While brand attitudes are described by Keller (1993) as the overall customer's evaluation of the brand. Brand attitudes are often the basis for the brand choice (i.e. consumer behaviour

and brand preference). Brand attitudes are also consistent with perceived quality since it is related to non-product related attributes, product related attributes and the experiential and functional benefits (Keller, 1993).

The last type of brand associations —benefits is described as the personal value the customers connect to the service or product attributes. Benefits are divided into three classifications: 1) symbolic benefits, 2) experiential benefits and 3) functional benefits. Functional benefits are —intrinsic advantages of product or service consumption and usually correspond to the product-related attributes. (Keller, 1993, p. 4) They are related to safety and physiological needs (basic motivators) (Malsow, 1970, in Keller, 1993). Experiential benefits are linked to a feeling of product or service usage and are generated from the product-related attributes. While symbolic benefits normally are generated from the non-product related attributes and are more of an extrinsic advantage of the service or the product consumed, they are related to self-esteem and social approval (Keller, 1993). The brand associations that are important to customers buying grocery products were identified by Anselmsson, Johansson & Persson (2007) as environmental and/or animal friendliness, origin, organization and health. The intrinsic attributes related to grocery product's quality are appearance, texture, function, taste, consistency, ingredients, packaging and odour. Similarly, the extrinsic attributes related to grocery product's perceived quality are brand name, ingredients, price, packaging, nutrition information and promotion (Anselmsson et al., 2007).

2.2.2 Factors affecting brand preferences

Beside customer-based brand equity, there are others identified factors affecting brand preferences: taste, packaging, price (Méndez et al., 2011), advertisements claim (Florack & Scarabis, 2006) and perceived quality (Wang, 2013). Which are all elements of brand knowledge (Keller, 1993). According to Méndez et al. (2011) when a product is consumed, taste becomes the strongest attribute that affects the choice of a brand, compared to brand packaging and price, nevertheless brand packaging and brand price are factors that directly affects the choice of a brand as consumers only come in contact with taste after their first purchase of the product.

Likewise, Wang (2013) found visual packaging design had a direct influence on the customer's perceived quality of a food product and brand preference. The perceived quality of a food product indirectly affects brand preferences in a positive way (Wang, 2013). The influence of brand packaging and price are related to the product category and on how differentiated this category is. Brand packaging has the most influence in the more differentiated product categories, while price has a greater effect in the generic category (Méndez et al., 2011).

Regarding advertisements claims, brand associations and recall which are part of brand equity are often associated to the uniqueness and strength of the advertisement's claims (Florack & Scarabis, 2006). In order for an advertisement claim to influence the customer's brand preferences it needs to be unique, clear, and memorable. Furthermore, it must relate to the customer's motivation in the purchase context (Florack & Scarabis, 2006). Furthermore, Florack & Scarabis (2006) argues an advertisement claim is most persuasive when it aligns with regulatory goals. —fit between advertising claims and consumers regulatory focus may affect brand preferences and category—brand associations, both of which are important determinants of product choice (Florack & Scarabis, 2006, p.753). Another variable that can affect the choice of a brand is risk aversion. Risk aversion is described as —the extent to which people feel threatened by ambiguous situations and have created beliefs and institutions that try to avoid these (Hofstede and Bond, 1984, p. 419).

Risk-averse consumers tend to not try or buy new products; they feel threatened by the fact that they are uncertain about the performance of these products (Matzler, Grabner-Kräuter & Bidmon, 2008). Consumers who are highly risk-averse tend to stick with their wellrecognized and known brands in order to avoid financial losses by trying new brands (Matzler et al., 2008).

2.2.3 Brand preference in a crisis

According to Kaswengi & Diallo (2015) during a recession customer's shopping behaviours and attitudes are sensitive compared to normal economic situation, the behaviour can be an indication of the customer consciousness, mainly in terms of

brand price. —During the shock, consumers decreased consumption expenditures and switched to cheaper goods (Kaswengi & Diallo, 2015, p. 71). Additionally, quantity and price are crucial factors that customers take into consideration when shopping (Kaswengi & Diallo, 2015). In general, the price of a brand is a notable issue that concerns the decision makers of businesses and customers but is crucial in times of economic recession (Hampson & McGoldrick, 2013). Furthermore, price can be a concern when there is a decline in the disposable income (Hampson & McGoldrick, 2013). In times of economic recession, store brands can be an excellent option for customers who are price conscious (Sinha & Barta, 1999, in Kaswengi & Diallo, 2015), —As household income decreases, consumers switch from national brands to store brands (Kaswengi & Diallo, 2015, p.72). This is the result of economic contraction and expansion periods on the customer's motivational orientations (Millet, Lamey & Van Den Bergh, 2012), —Economic expansions offer opportunities for desirable outcomes (e.g., stock markets rise, jobs are abundant, making profit is feasible, etc.), while economic contractions present a threat to an individual's financial security and well-being (Millet et al., 2012, p.276). Economic contractions periods incentivised consumers to try brands with lower prices (Kaswengi & Diallo, 2015), —This experience can lead consumers to close the perceived quality gap between the brands (Kaswengi & Diallo, 2015, p. 71). Consequently, during the recession store-brands shares increased (Tellis & Tellis, 2009, in Kaswengi & Diallo, 2015).

Moreover, during the recession consumers started to seek more price knowledge, compare prices more when shopping and buy products that are on sale, which led to less visits to shops

(Hampson & McGoldrick, 2013). On the other hand, —loyal consumers are less price sensitive compared with promiscuous customers, suggesting that loyalty could insulate firms from some effects of economic crises (Hampson & McGoldrick, 2013, p.832). Consumers during an economic crisis, became less attracted to organic products, locally produced goods and cruelty free products during periods of frugality, this can be explained by the fact that these products are not necessarily related to quality premium but more related to price premium (Hampson &

McGoldrick, 2013). Changes in consumption during crisis periods are based on the demographics of the customer (Engemann & Wall, 2009), —The burdens of a recession are not spread evenly across demographic groupsll (Engemann & Wall, 2009, p.1). For instance, in 2009 during the economic crisis 76 % of job losses in the US were accounted to men (Engemann & Wall, 2009). Furthermore, a notable difference was found across income, gender, age and employment in customer's shopping adaptations in recession periods (Hampson & McGoldrick, 2013).

Kaswengi & Diallo (2015) argued that socio demographic variables (profession, family size, age and income) are a factor that affects the choice of the brand in times of crisis.

Previous empirical studies illustrated the significant link between store formats, marketing variables and demographics (Kumar & Roy, 2013, in Kaswengi & Diallo, 2015). For instance, the impact of the retailer's marketing elements on brand equity depends on the format of the store, —Specifically, the influence of store access on brand equity is statistically more significant in supermarkets than in hypermarketsll (Kaswengi & Diallo, 2015, p. 72). In crisis periods, customers are more likely to go shopping in hyper markets instead for supermarkets, since hypermarkets provide a bigger variety of products and lower prices compared to supermarkets (Kaswengi & Diallo, 2015). When crisis intensity is high customers tend to adjust their buying strategies based on personal characteristics (e.g. profession, age and income) and not on marketing policies (Kaswengi & Diallo, 2015)

CHAPTER-3

RESEARCH METHODOLOGY

3.1 THE STUDY

The study is descriptive in nature. At the beginning, the first task was to select specific products in low involvement sector to achieve the objectives of this study. The products chosen for this study are hair care, skin care, cool-drinks, toilet soap, detergent powder. The products are chosen keeping in mind that there are changes in buying behaviour due to covid-19 pandemic.

3.2 RESEARCH DESIGN

Research design is the arrangement of conditions for collection and analyse of data in a systematic manner that aims to combine relevance to research purpose with economy in procedure. The research study applied here is purely descriptive

3.3 SAMPLING TECHNIQUE

I have used non probability sampling and convenience sampling technique.

3.3.1 NON-PROBABILITY SAMPLING

Non probability sampling procedure, which does not afford any basis for estimating the probability that each time in the population has been include in the sample.

3.3.2 CONVENIENCE SAMPLING

Convenience sampling (also known as availability sampling) is a specific type of non probability sampling method that relies on data collection from population members who are conveniently available to participate in study.

3.4 SOURCE OF DATA

3.4.1 PRIMARY DATA

Information obtained from the original source by research is called primary data. They offer much greater accuracy and reliability. The data was collected from the respondents through the questionnaire.

3.4.2 SECONDARY DATA

It means that data are already available. It refers to the data that are collected and analysed by someone else. The data was collected from the websites and journals.

3.5 STRUCTURE OF QUESTIONNAIRE

In this study, the primary data is collected through questionnaire from the respondents directly and online form. A questionnaire consists of a number of questions printed or typed in a definite order on a form. Here, open ended and close ended questions; rank order and rating scale are used in the questionnaire.

3.6 THE SAMPLE- The study was conducted in Chennai with the sample size of 120 respondents. The data is collected through self-administered questionnaire among the consumers.

3.7 THE TOOLS:

For data collection: Primary data in this study collected through a questionnaire. A questionnaire consists of a number of questions printed or typed in a definite order on a form. Here, open ended and close ended questions; rank order and rating scale are used in the questionnaire.

HYPOTHESIS FORMULATION

The statistical test, in which the test statistics follow a chi-square distribution, is called the chi-square test. Therefore, chi-square test is a statistical test, which tests the significance of difference between observed frequencies and the corresponding theoretical frequencies of a distribution, without any assumption about the distribution of the population. Chi-square test is one of the simplest and most widely used non-parametric test in statistical work. This test was developed by Prof. Karl Pearson in 1900.

CHAPTER- 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS:

TABLE 4.1.1 GENDER PROPORTION OF RESPONDENTS

GENDER	RESPONDENTS	PERCENTAGE
MALE	62	51.7%
FEMALE	58	48.3%
OTHER	0	0%
TOTAL	120	100

INTERPRETATION:

From the above Table it was noted that 51.7% of the respondents fall in to the category of Male and 48.3% of the respondents fall into the category of Female.

INFERENCE: Majority (51.7%) of the respondents are Male

CHART NO 4.1 SHOWING THE GENDER OF THE RESPONDENTS

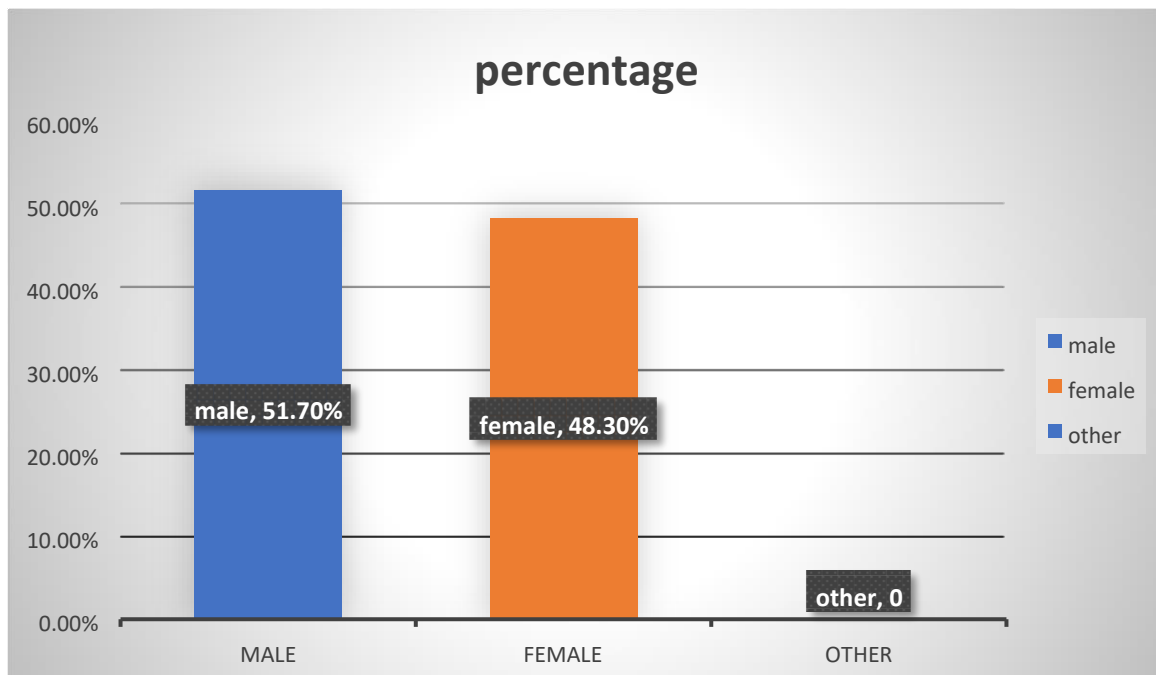


TABLE NO.4.2 OCCUPATION WISE CLASSIFICATION OF RESPONDENTS

OCCUPATION	NUMBER OF RESPONDENTS	PERCENTAGE
Business	6	5%
House wife	2	1.7%
Employed	47	39.2%
Student	65	54.2%
Total	120	100%

INTERPRETATION:

From the Table it was noted that 54.2% of the respondents fall in Student Category, 39.2% of the respondents fall in Salaried Employee, 6% of the respondents fall in Business and 2% of the respondents fall in housewife category.

INFERENCE: Majority (54.2%) of the respondents are students.

CHART NO. 4.2 OCCUPATION WISE CLASSIFICATION OF RESPONDENTS

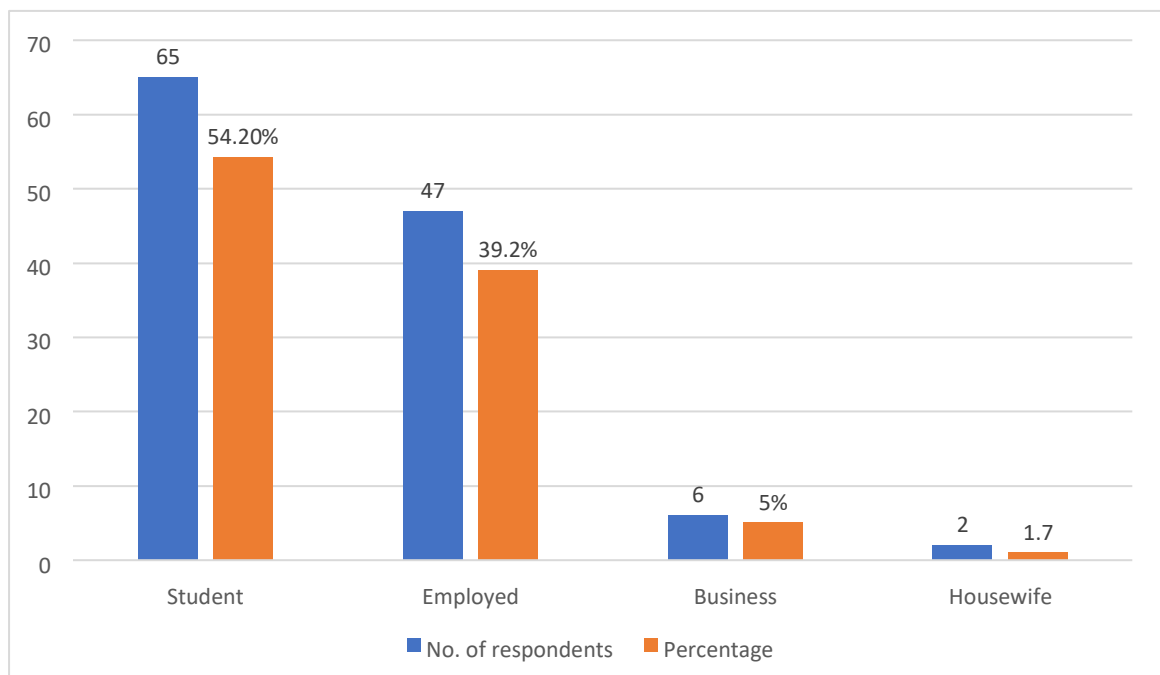


TABLE NO.4.3 SHOWING THE MONTHLY INCOME OF RESPONDENTS

INCOME	NO OF RESPONDENT	PERCENTAGE
Upto 5,000	44	36.7%
5,000-10,000	15	12.5%
10,000-20,000	39	32.5%
Above 20,000	22	18.3%
TOTAL	120	100

INTERPRETATION:

From the above Table, 36.7% of the respondents have upto R.s 5,000. 12.5% of the respondents have R.s 5,000-R.s 10,000. The next level is between R.s 10,000-R.s 20,000 per month. 18.3% of the respondent have above R.s 20,000

INFERENCE: Majority (36.7%) of the respondents get monthly income of upto R.s 5,000.

CHART NO.4.3 MONTHLY INCOME OF RESPONDENT

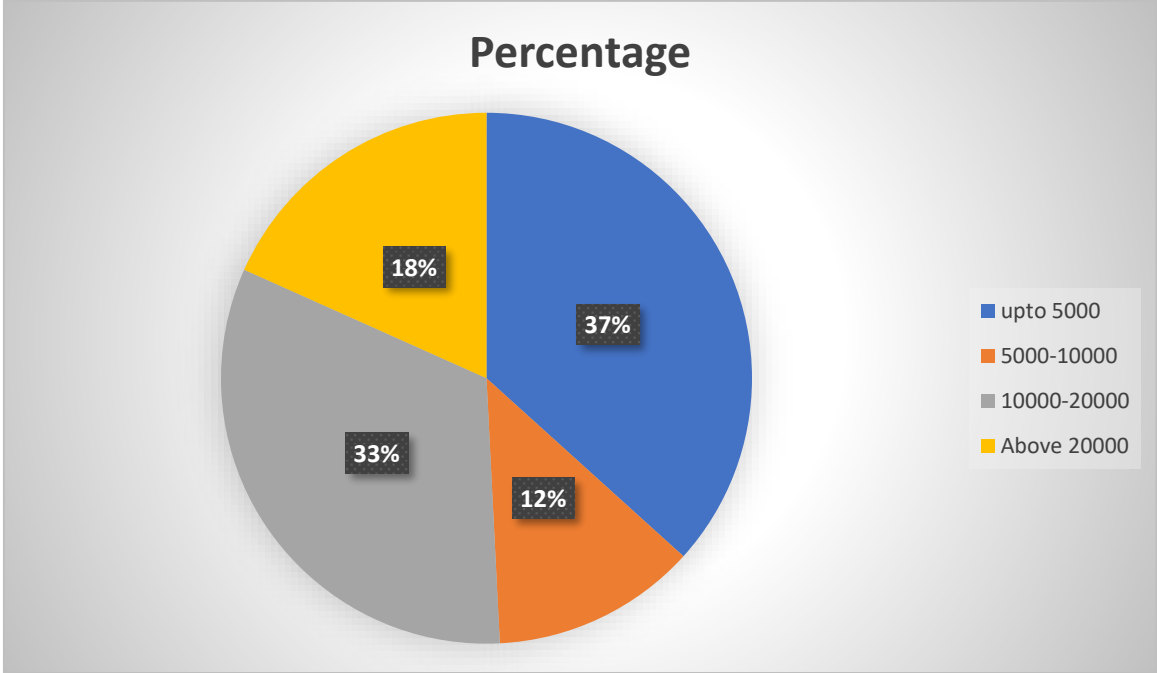


TABLE NO.4.4 SHOWING THE FAMILARITY OF COVID-19 PANDEMIC

	No. Of Respondent	Percentage
Extremely Familiar	33	27.5%
Very Familiar	42	35%
Moderately Familiar	25	20.8%
Slightly Familiar	9	7.5%
Not at all Familiar	11	9.2%
Total	120	100

INTERPRETATION:

From the table it shows that 27.5% of the respondents are extremely familiar with the Covid-19 pandemic. 35% of respondents are very familiar, 20.8% of respondent are moderately familiar, 9 respondents that is 7.5% are slightly familiar and 9.2% are not at all familiar.

INFERENCE:

It is inferred that most of the respondents (35%) are very familiar with Coviid-19 pandemic.

CHART NO.4.4 SHOWING FAMILARITY OF COVID-19 PANDEMIC

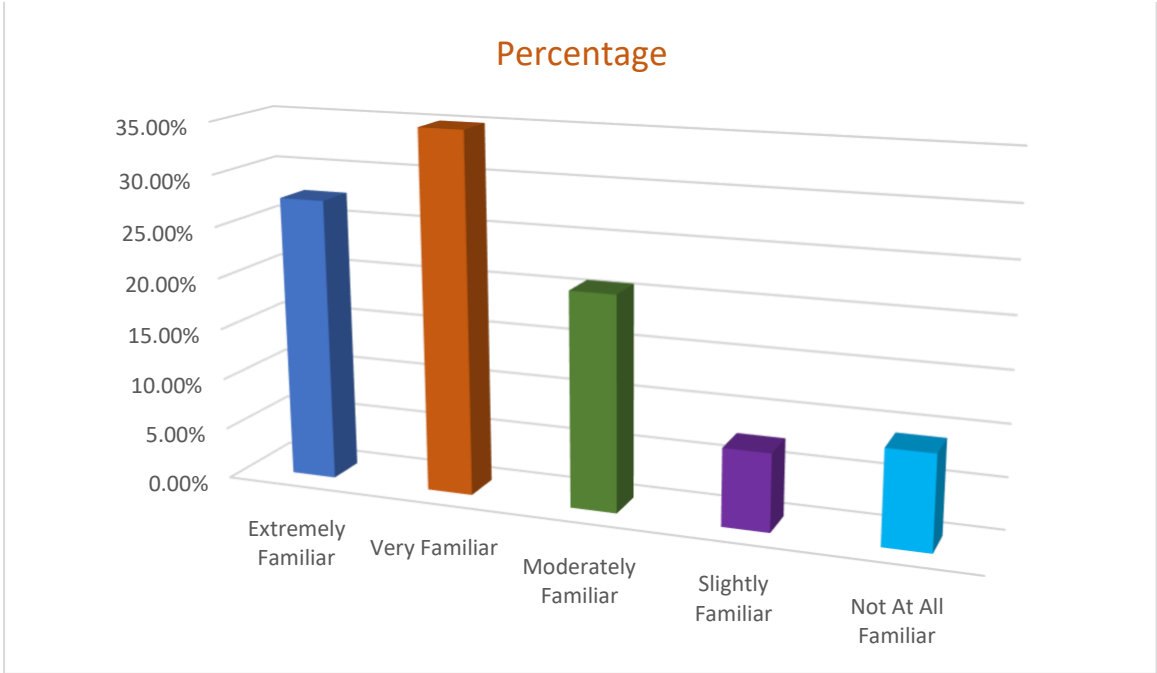


TABLE NO.4.5 SHOWING HOW THE COVID-19 AFFECTED ON GENERAL LEVEL

	No. Of Respondent	Percentage
Extremely Affected	31	25.8%
Very Affected	38	31.7%
Moderately Affected	30	25%
Slightly Affected	14	11.7%
Not at all Affected	7	5.8%
Total	120	100

INTERPRETATION:

From the table it shows that 25.8% of the respondents are extremely affected with the Covid-19 pandemic. 31.7% of respondents are very affected, 25% of respondent are moderately affected, 14 respondents that is 11.7% are slightly affected and 5.8% are not at all affected.

INFERENCE:

It is inferred that most of the respondents (31.7%) are very familiar with Covid-19 pandemic.

CHART NO.4.5 SHOWING HOW THE COVID-19 PANDEMIC AFFECTED ON GENERAL LEVEL.

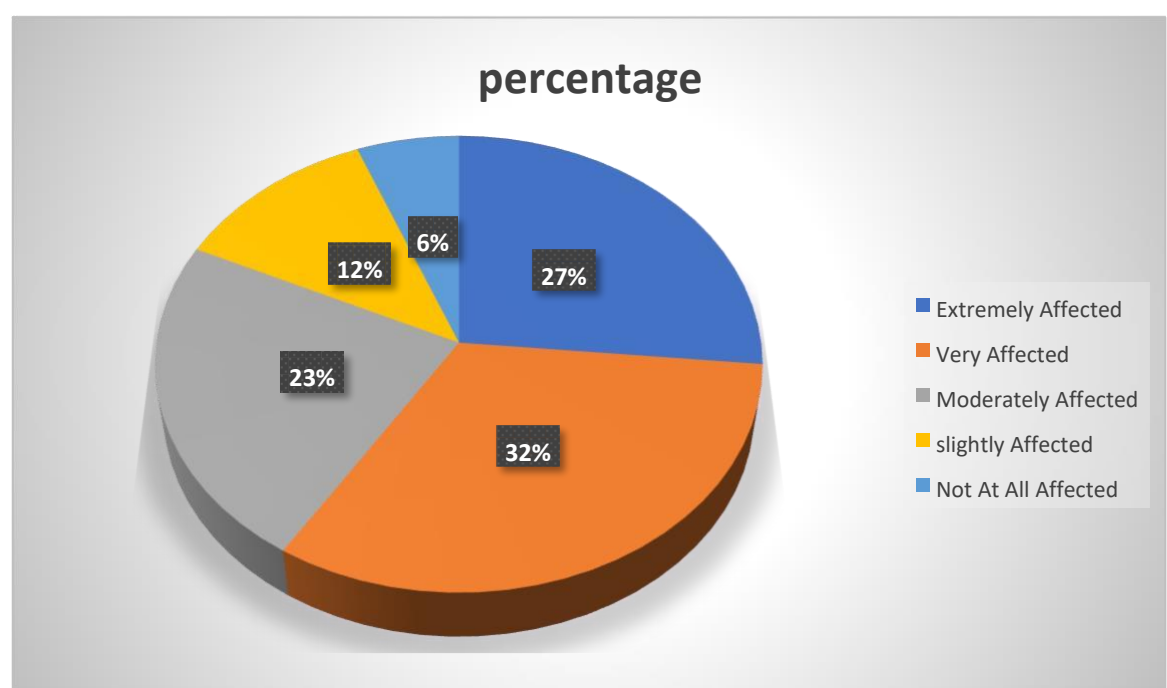


TABLE NO.4.6 PREFERENCE FOR SHOPPING FOR PURCHASING FMCG

	No. Of Respondents	Percentage
Departmental Store	33	27.5%
Super Market	32	26.7%
Convenient Store	51	42.5%
Kirana Store	3	2.5%
Online Store	38	31.7%
TOTAL	120	100

INTERPRETATION:

The above table show that 27.5% of respondents prefer shopping for purchasing of FMCG in departmental store, 26.7% prefer super market, 42.5% prefer convenient store, 2.5% prefer kirana store and the remaining respondents prefer online store.

INFERENCE:

It is inferred that majority that is 42.5% preferred convenient store for purchasing of FMCG.

CHART NO.4.5 SHOWING PREFERENCE OF PURCHASING FMCG PRODUCT

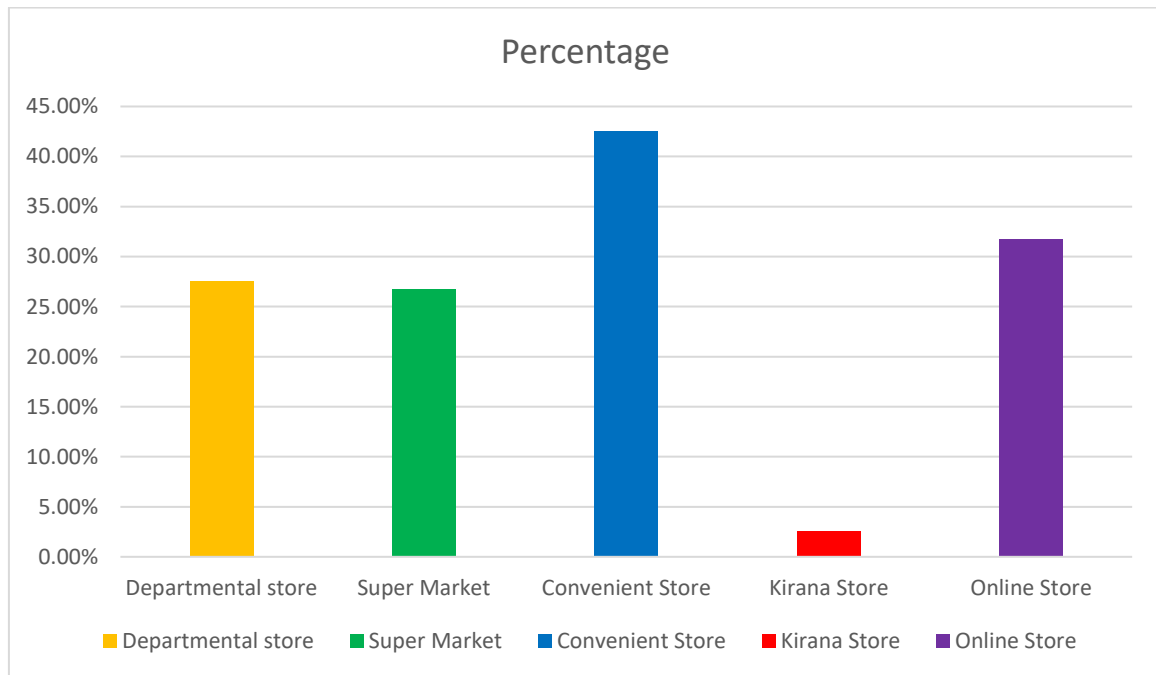


TABLE NO.4.6 SHOWING FREQUENCY OF PURCHASE OF PRODUCT

S.No	Product	Always	Often	Sometimes	Not At All
1	Food	57	44	18	1
2	Toiletries	9	60	47	4
3	Beverages	16	44	49	11
4	Stationary	8	33	66	13
5	Electronics	11	19	73	17

INTERPRETATION:

From the above table it is shown that out of 120 respondents 57 of them always buy food. The majority that is 60 respondents often buy toiletries and 47 of the respondents sometime buy toiletries. In beverages product 49 respondents buy sometimes also 44 respondents buy often.

INFERENCE:

It is inferred that majority of the respondents often or sometimes buy the stated product except the food majority (57 respondents) fall under always category.

CHAART NO.4.6 SHOWING THE FREQUENCY OF PRODUCT PURCHASE BY THE RESPONDENT

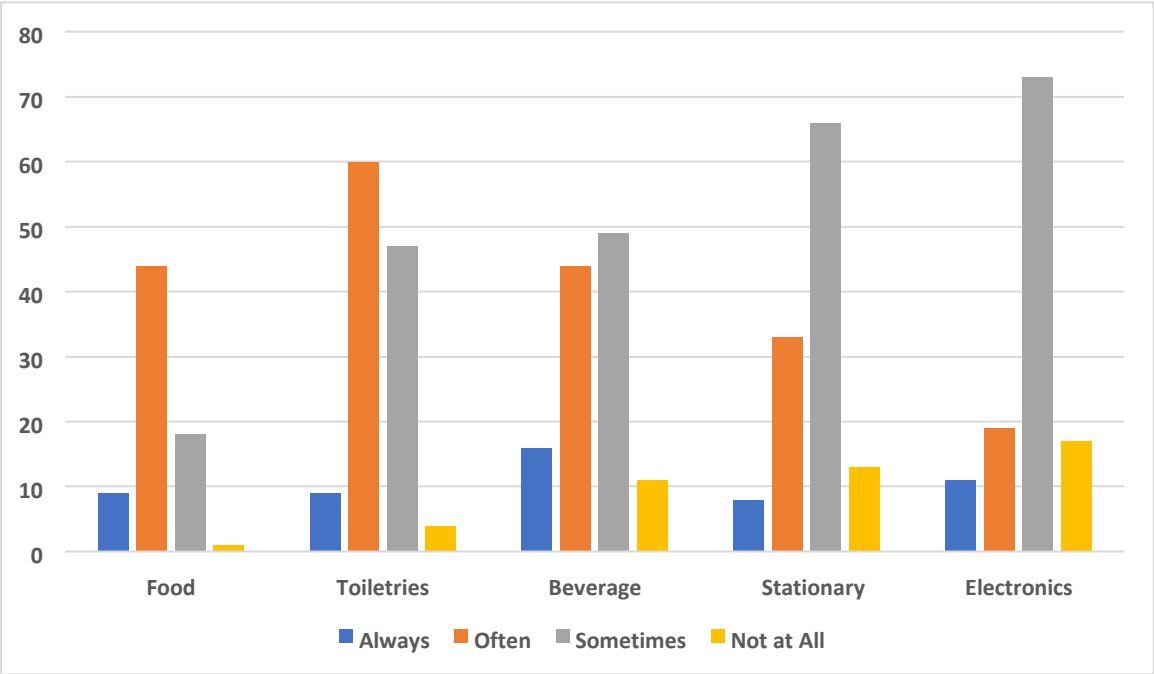


TABLE NO.4.7 SHOWING THE AWARENESS OF BRANDS AVAILABLE IN THE MARKET

4.7.1 Skin Care

BRAND	Total No. Of Respondent	No. of Respondent Aware	Percentage
Fair & Lovely	120	82	68.34%
Garnier	120	89	74.17%
Ponds	120	79	65.84%
Nivea	120	79	65.84%

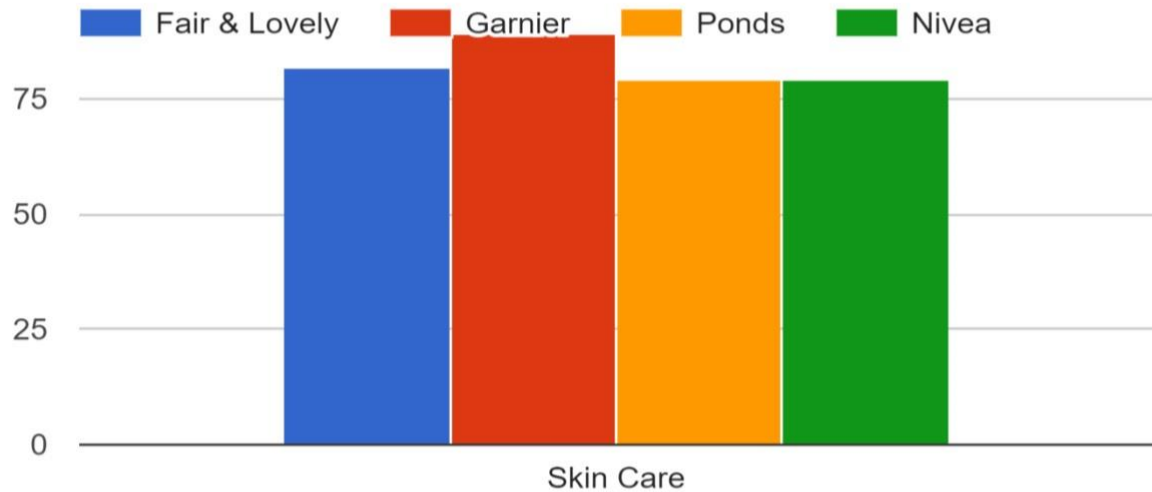
INTERPRETATION:

From the above table it shows that in skin care category 68.34% aware of Fair and Lovely available in the market, 74.17% aware of Garnier brand, 65.84% aware of Ponds and 65.85% of respondents aware of Nivea brand.

INFERENCE:

It is inferred that majority of the respondents aware of the given brand in skin care segment that are available in the market.

CHART NO.4.7.1 SHOWING AWARENESS OF SKIN CARE BRAND AVAILABLE IN THE MARKET



4.7.2 Hair Care

BRAND	Total No. Of Respondent	No. of Respondent Aware	Percentage
Head and shoulder	120	96	80%
Clinic Plus	120	87	72.5%
Pantene	120	76	63.4%
Meera	120	29	24.17%

INTERPRETATION:

From the above table, in hair care segment of the given brand 80% of the respondent aware of head and shoulder available in the market, 72.5% aware of clinic plus , 63.4% aware of pantene and 24.17% aware of the meera brand.

INFERENCE:

Among the hair care brand Meera is the least aware brand that is only 24.17% of the respondent know the brand name.

CHART NO.4.7.2 SHOWING AWARENESS OF HAIR CARE BRAND AVAILABLE IN THE MARKET



4.7.3 DETERGENT POWDER

BRAND	Total No. of Respondent	No. of Respondent Aware.	Percentage
Surf	120	92	76.7%
Ariel	120	85	70.84%
Rin	120	73	60.84%
Tide	120	79	65.84%
Wheel	120	43	35.84%

INTERPRETATION:

From the above table 76.75 aware of surf brand available in the market, 70.84% aware of ariel, 60.84% aware of rin, 65.84% of respondents aware of tide and 35.84% aware of wheel brand available in the market.

INFERENCE:

Wheel brand is the least aware (35.84%) brand in the detergent powder segment

CHART 4.7.3 SHOWING AWARENESS OF HAIR CARE BRAND AVAILABLE IN THE MARKET

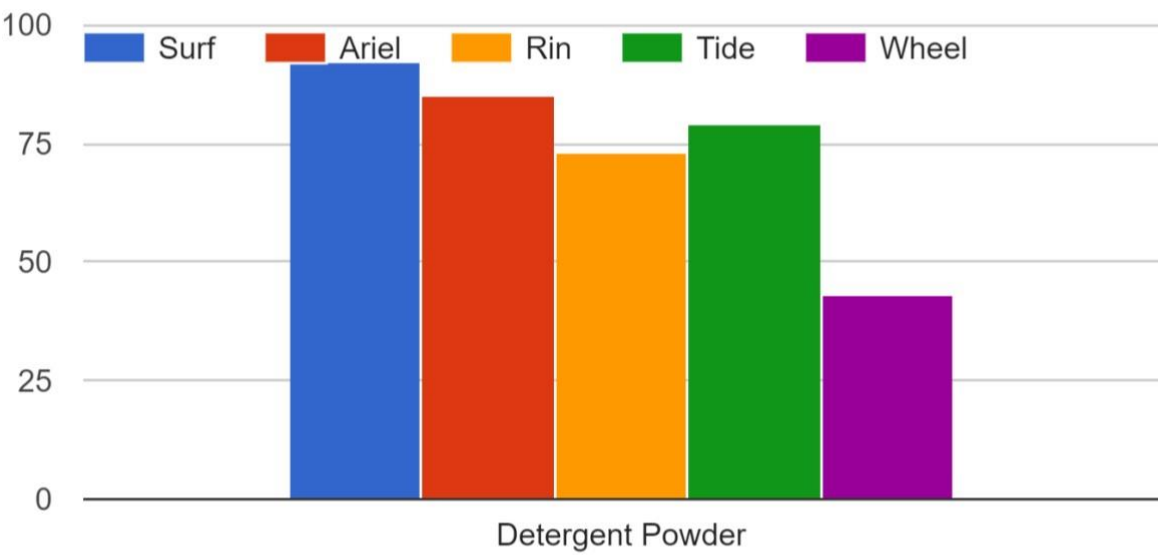


TABLE NO.4.7.4 TOILET SOAP

BRAND	Total No. of Respondent	No. of Respondent Aware.	Percentage
Dove	120	80	66.67%
Cinthol	120	87	72.5%
Medimix	120	48	40%
Dettol	120	88	73.34%
Hamam	120	29	24.17%

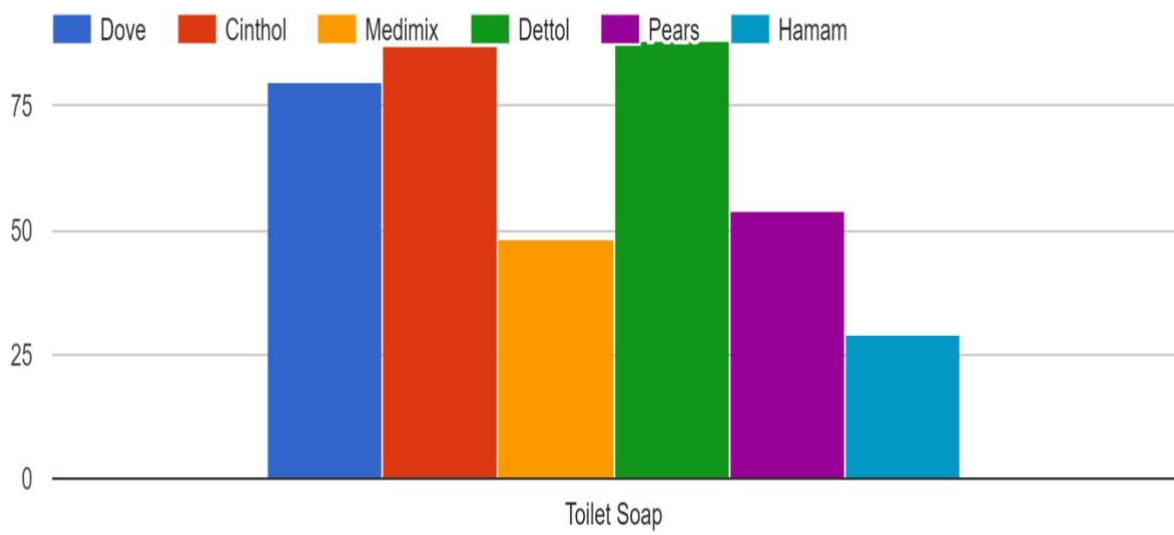
INTERPRETATION:

The above table show that 66.67% of respondents aware of dove brand available in the market in toilet soap segment. 72.5% aware of cinthol brand, 40% aware of medimix, 73.34% aware of Dettol brand and 24.17% aware of hamam.

INFERENCE:

Majority of the respondents(73.34%) aware of Dettol brand.

CHART 4.7.4 SHOWING AWARENESS OF HAIR CARE BRAND AVAILABLE IN THE MARKET



4.7.5 COLD DRINKS

BRAND	Total No. of Respondent	No. of Respondent Aware.	Percentage
Coca Cola	120	103	85.84%
Pepsi	120	86	70.84%
Mirinda	120	69	57.5%
Fanta	120	69	57.5%
Limca	120	52	43.4%

INTERPRETATION:

From the above table, in cold drink segment 85.84% of respondent aware of Coca Cola brand , 70.84% aware of pepsi brand , 57.55 aware of Mirinda, 57.5% aware of Fanta brand and 43.4% aware of Limca brand.

INFERENCE:It is inferred that Coca Cola brand is aware by the majority of the respondent (85.84%).

CHART NO.4.7.5 SHOWING AWARENESS OF COLD DRINKS BRAND AVAILABLE IN THE MARKE

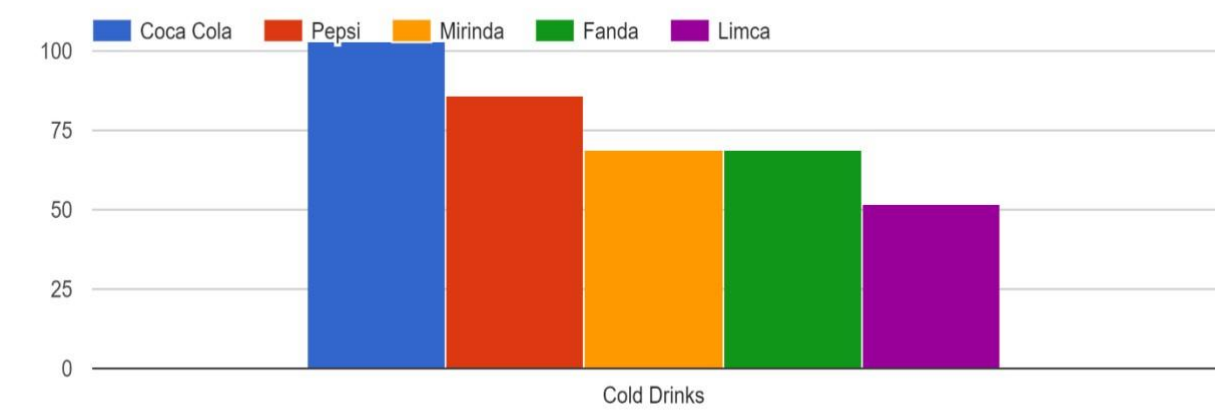


TABLE NO.4.7.6 TOOTHPASTE

BRAND	Total No. of Respondent	No. of Respondent Aware.	Percentage
Colgate	120	95	79.17%
Pepsodent	120	84	70%
Closeup	120	76	63.4%
Promise	120	9	7.5%

INTERPRETATION:

From the above table, in toothpaste segment 79.17% of respondent aware of Colgate brand, 70% aware of pepsodent brand , 63.4% aware of Closeup, 7.5% aware of Promise brand.

INFERENCE:

It is inferred promise brand is not aware by the majority of the respondent (7.5%).

CHART NO.4.7.6 SHOWING AWARENESS OF TOOTHPASTE BRAND AVAILABLE IN THE MARKET

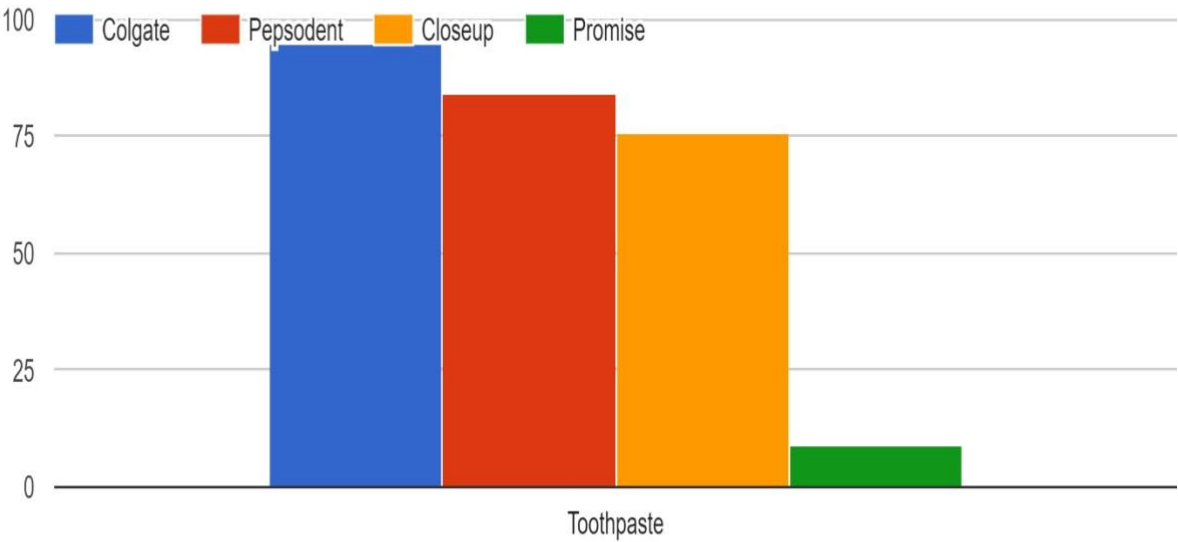


TABLE NO.4.8 SHOWING WHETHER THE BRANDED PRODUCTS ARE BETTER THAN UNBRANDED PRODUCT.

BRANDED PRODUCTS BETTER	ARE	NO. Of RESPONDENTS	PERCENTAGE
YES		96	80%
NO		24	20%
TOTAL		120	100

INTERPRETATION:

The table show that 80% acknowledge that branded products are better and 20% of respondent do not agree.

INFERENCE:

It is inferred that 80% of the respondent agree that branded products are better.

CHART NO.4.8 SHOWING WHETHER THE BRANDED PRODUCTS ARE BETTER THAN UNBRANDED PRODUCT.

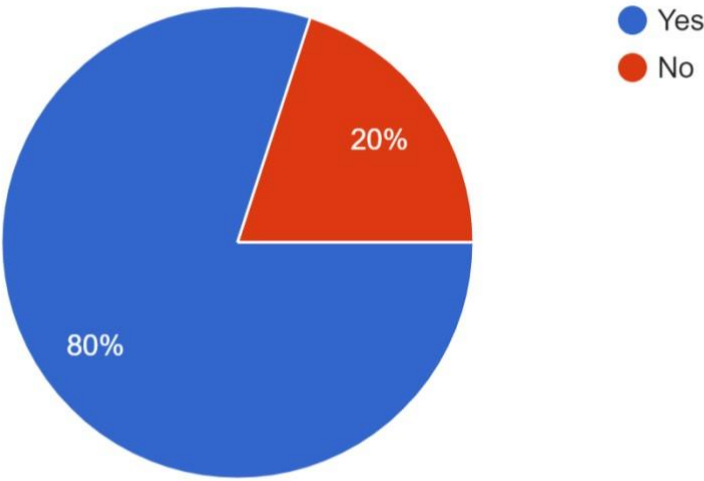


TABLE NO.4.9 SHOWING THE RANK OF PREFERENCE OF THE BRAND

(5- most preferred, 1- least referred)

BRAND	5	4	3	2	1	TOTAL OF RESPONDENTS
SKIN CARE						
Ponds	25	17	32	23	23	120
Garnier	22	29	40	20	9	120
Himalaya	29	30	39	14	8	120
Nivea	29	34	30	17	10	120
HAIRACARE						
Head And Shoulder	39	27	27	7	8	120
Clinic Plus	24	22	34	18	22	120
Pantene	28	27	36	15	14	120
Meera	16	19	20	28	37	120
DETERGENT POWDER						
Surf	53	31	23	12	1	120
Tide	31	36	30	18	5	120
Ariel	25	35	37	15	8	120
Rin	27	27	30	25	11	120
Wheel	15	19	37	28	21	120
TOILET SOAP						
Hamam	21	14	37	24	24	120
Pears	31	34	30	14	11	120

Dove	47	36	26	6	5	120
Cinthol	41	43	21	11	4	120
Dettol	57	37	24	2	0	120
Medimix	23	22	30	25	20	120
TOOTHPASTE						
Colgate	59	33	22	3	3	120
Pepsodent	36	40	27	11	6	120
Closeup	31	33	35	12	9	120
Promise	17	13	33	26	31	120
COLD DRINKS						
Coca Cola	53	32	24	6	5	120
Pepsi	32	34	33	11	10	120
Mirinda	22	25	39	17	17	120
Fanta	28	26	41	10	15	120
Limca	26	23	38	12	21	120

INTERPRETATION:

The above table show the ranking of the brand in different segment of brand. It is a likert scale where 5 is the most preferred and 1 is the least preferred.

TABLE NO.4.10 SHOWING THE REASON FOR MAKING THE PURCHASE IN THE PREFER STORE

REASON	NO. OF RESPONDENT	PERCENTAGE
Discount	29	24.2%
Variety	55	45.8%
Service	25	20.8%
Proximity	7	5.8%
Ambience	4	3.3%
TOTAL	120	100

INTERPRETATION:

From the above table it shows that the majority (45.8%) purchase in the prefer store because of variety available in the store. 24.2% of respondent purchase because of discount, 20.8% purchase because of service rendered. 5.8% purchase because of proximity and 3.3% because of the ambience of the store.

INFERENCE:

It is inferred that majority of the respondents that is 45.8% purchase in the prefer store because of variety.

CHART NO.4.9 SHOWING THE REASON FOR MAKING THE PURCHASE IN THE PREFER STORE

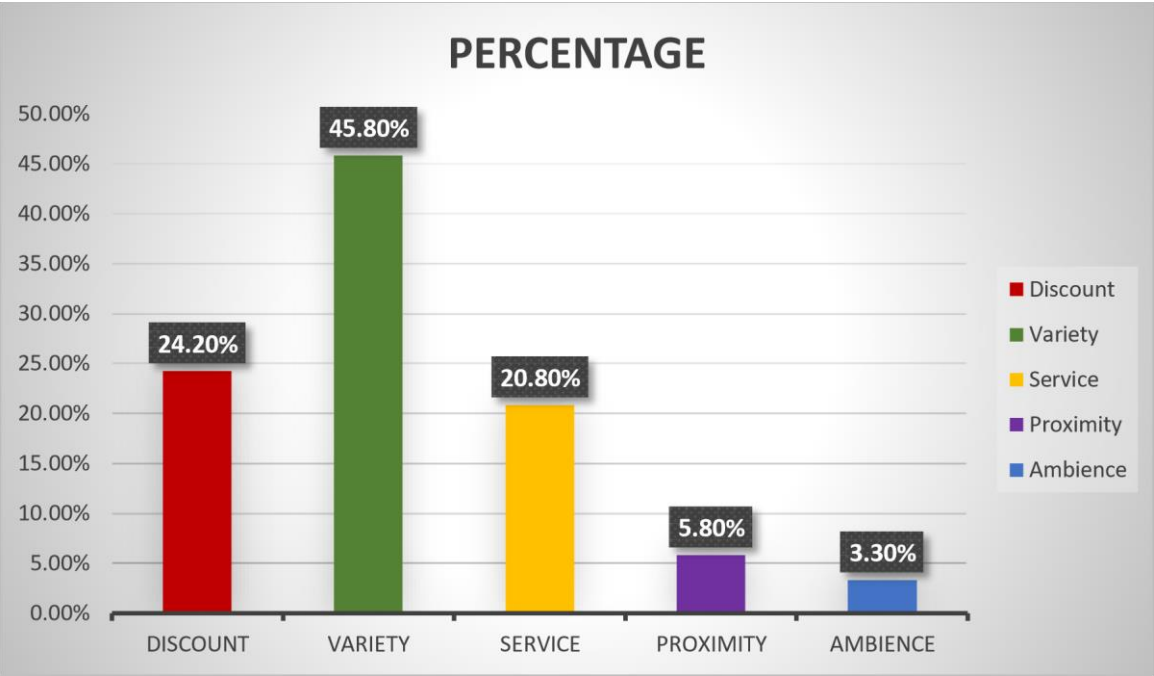


TABLE NO. 4.11 SHOWING THE IMPORTANCE OF PRICE OF FMCG DURING THE COVID-19 PANDEMIC

	No. Of Respondent	Percentage
Extremely Important	35	29.2%
Very Important	54	45%
Moderately Important	21	17.5%
Slightly Important	7	5.8%
Not at all Important	3	2.5%
Total	120	100

INTERPRETATION:

From the table it shows that 29.2% of the respondents felt that the price of the FMCG is extremely important during the Covid-19 pandemic. 45% of respondents falls under very important, 17.5% of respondents are fall under moderately important, 7 respondents that is 5.8% are in slightly important category and 2.5% are in not at all important category.

INFERENCE:

It is inferred that majority of the respondents that is 45% shows that the price of the FMCG during the pandemic are very important.

CHART NO.4.11 SHOWING THE IMPORTANCE OF PRICE OF FMCG DURING THE COVID-19 PANDEMIC

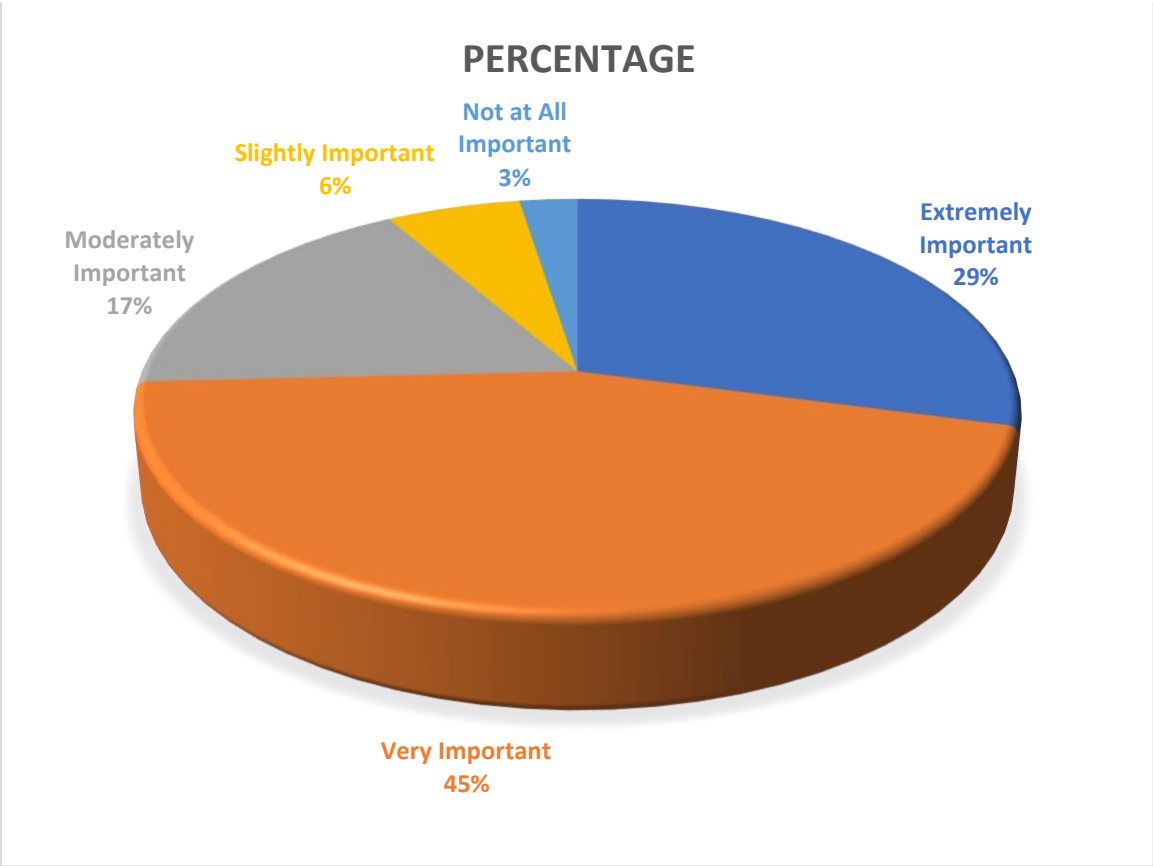


TABLE NO.4.12 SHOWING THE NO. OF RESPONDENTS LOOKING FOR VARIOUS SCHEMES IN FMCG DURING THE COVID-19 PANDEMIC

	LOOKING FOR SCHEME		TOTAL
	YES	NO	
NO. OF RESPONDENT	59	61	120
PERCENTAGE	49.2%	50.8%	100

INTERPRETATION:

From the above table it indicates that 49.2% of respondents are looking for schemes and 50.8% are not looking for the schemes during the covid-19 pandemic.

INFERENCE:

It is inferred that majority of the respondents are not looking for the scheme.

**CHART NO.4.12 SHOWING THE NO. OF RESPONDENTS LOOKING FOR
VARIOUS SCHEMES IN FMCG DURING THE COVID-19 PANDEMIC**

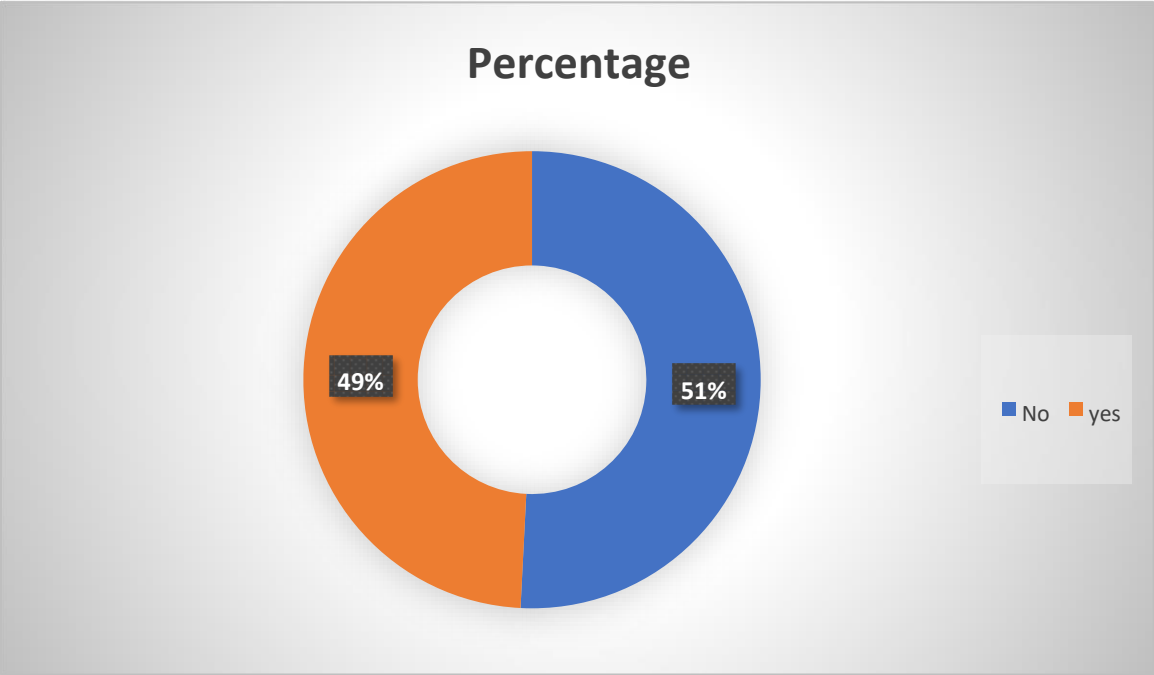


TABLE NO 4.12 SHOWING WHICH SCHEMES THE RESPONDENTS ARE LOOKING FOR.

SCHEMES	NO. OF RESPONDENTS	PERCENTAGE
Coupon	8	13.6%
Extra Quality	13	22.04%
Price Off	31	52.54%
Scratch Card	2	3.4%
Bundling Offer	5	8.5%
TOTAL	59	100

INTERPRETATION:

From the table above, among the respondents looking for schemes are 59. Out of the 59 respondents 52.54% are looking for price off scheme. 13.6% are looking for coupon, 22.04% are looking for extra quality, 3.5% are looking for scratch card and the remaining 8.5% are looking for bundling offer.

INFERENCE:

It is inferred that majority of the respondents are looking for price off scheme in FMCG during the pandemic.

TABLE NO.4.13 SHOW SWITCHING OF BRAND PREFERENCE IF THERE IS SOME PROMOTIONAL SCHEME WITH ANOTHER BRAND

SWITCH BRAND	YES	NO	TOTAL
NO. OF RESPONDENT	77	43	120
PERCENTAGE	64.2%	35.8%	100

INTERPRETATION:

The above table shows that 64.2% of respondents are willing to switch their brand preference if there is some promotional scheme with another brand and 35.8% are not switching brand.

INFERENCE:

Majority of the respondents (64.2%) are willing to switch brand if there are some promotional schemes with another brand.

CHART NO.4.13 SHOW SWITCHING OF BRAND PREFERENCE IF THERE IS SOME PROMOTIONAL SCHEME WITH ANOTHER BRAND

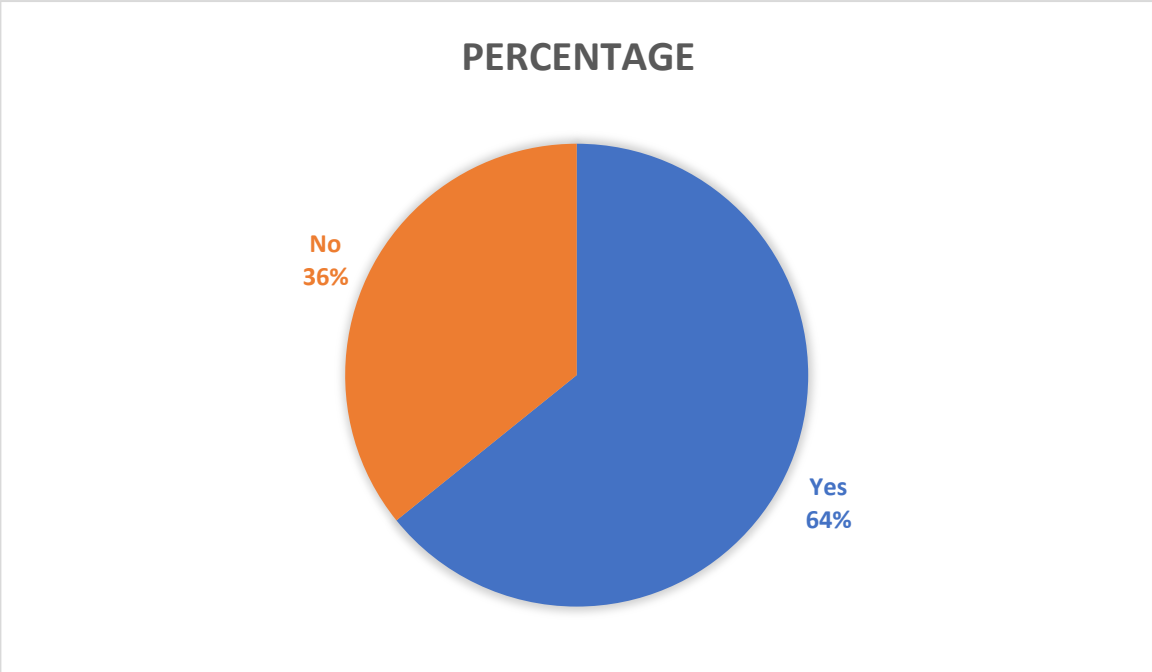


TABLE NO.4.14 CLASSIFICATION OF RESPONDENTS WHY THEY ARE WILLING TO CHANGE BRAND PREFERENCE.

REASON	NO. OF RESPONDENT	PERCENTAGE
Cost	14	11.7%
Quality	44	36.7%
Satisfaction	49	40.8%
More Benefit	9	7.5%
Seasonal	4	3.3%
TOTAL	120	100

INTERPRETATION:

From the above table 11.7% of respondents wish to change brand preference because of cost, 36.7% fall under the reason of quality, 40.8% will change because of satisfaction given by the band. 7.5% of respondents will change because of more benefits and 3.3% because of seasonal.

INFERENCE:

It is inferred that 40.8% of respondent will change because of the satisfaction.

CHART NO.4.14 CLASSIFICATION OF RESPONDENTS WHY THEY ARE WILLING TO CHANGE BRAND PREFERENCE.

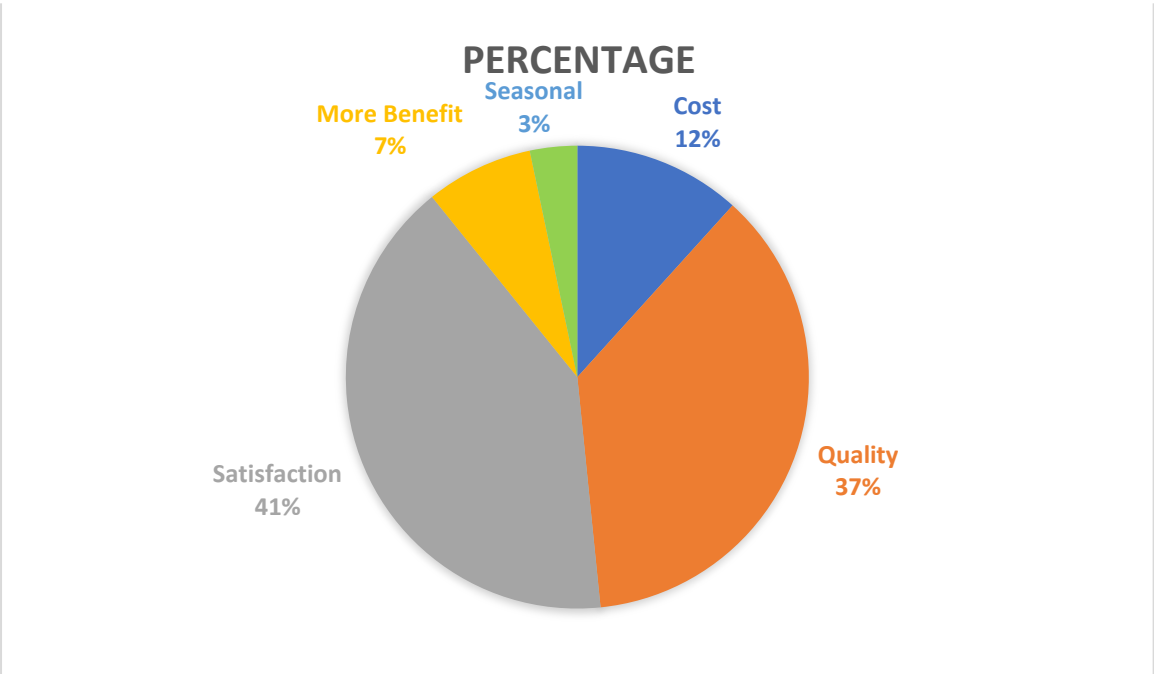


TABLE NO.4.15 SHOWING WHO INFLUENCE THE PREFERENCE FOR BRAND

INFLUENCER	NO. OF RESPONDENT	PERCENTAGE
FAMILY	21	17.5%
FRIEND	26	21.7%
ADVERTISEMENT	20	16.7%
SELF	53	44.2%
TOTAL	120	100

INTERPRETATION:

The above table show that 17.5% of respondents are influence by the family , 21.7% are influence by friend, 16.7% are influence by an advertisement and 44.2% are influence by themselves **INFERENCE:**

It is inferred that majority (44.2%) are influence by themselves for brand preference

CHART NO 4.15 SHOWING WHO INFLUENCE THE PREFERENCE FOR BRAND

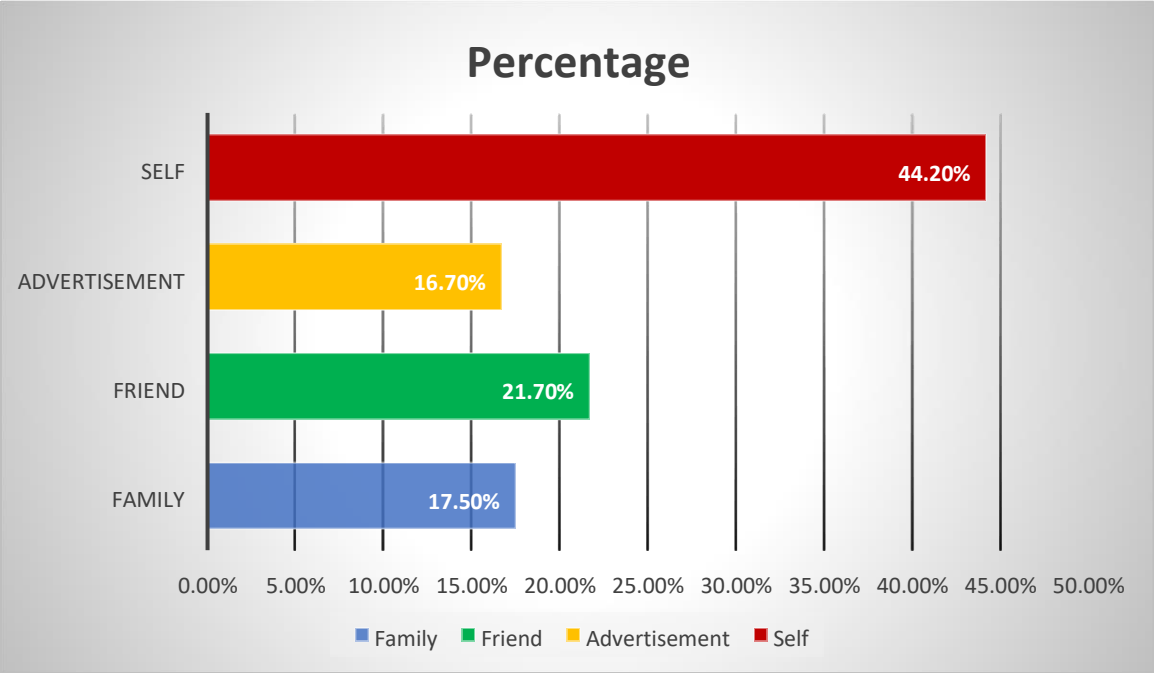


TABLE NO.4.16 SHOWING WHICH MEDIA INFLUENCE YOUR BRAND PREFERENCE

MEDIA	NO. OF RESPONDENT	PERCENTAGE
Television	57	47.5%
Word Of Mouth	38	31.7%
Pamphlets	2	1.7%
Newspaper	23	19.17%
TOTAL	120	100

INTERPRETATION:

The above table show that 57.5% of respondents are influence by the media of television, 31.7% are influence by word of mouth, 1.7% are influence by pamphlets and 19.17% are influence by newspaper.

INFERENCE:

It is inferred that majority (47.5%) are influence by the media of television.

CHART NO.4.16 SHOWING WHICH MEDIA INFLUENCE YOUR BRAND PREFERENCE

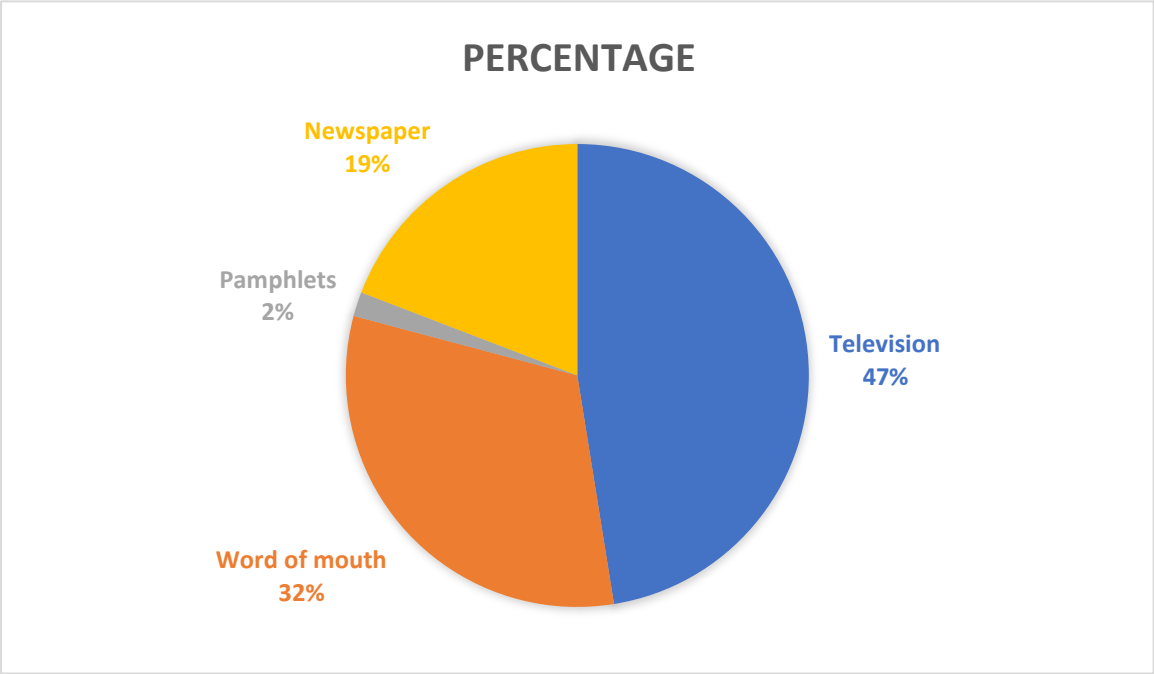


TABLE NO.4.17 SHOWING IN WHAT WAY ADVERTISEMENT HAS INFLUENCE YOU

ATTRIBUTES	NO. OF RESPONDENT	PERCENTAGE
Better Recall	11	9.2%
Positive Impression	47	39.2%
Interest	35	29.2%
Better Exposure	27	22.5%
TOTAL	120	100

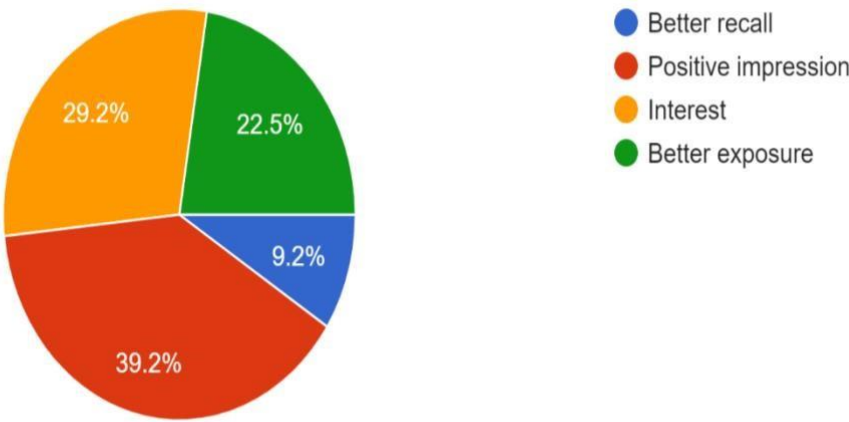
INTERPRETATION:

The above table show that advertisement has influence better recall for 9.2% of the respondents. Positive impression for 39.2% of respondents. Interest for 29.2% of respondents and 22.5% of better exposure.

INFERENCE:

It is inferred that advertisement has influence of positive impression for the majority of the respondents (39.2%)

**CHART NO4.17 SHOWING IN WHAT WAY ADVERTISEMENT HAS INFLUENCE
YOU**



**TABLE NO.4.18 SHOWING WHAT MOTIVATES TO BUY ONLINE DURING
THE
COVID-19 PANDEMIC**

ATTRIBUTES	NO. OF RESPONDENT	PERCENTAGE
No Travel to Shop	71	59.2%
Easy Payment	28	23.3%
No Hidden Cost	3	2.5%
Wide Range of Product	18	15.0%
TOTAL	120	100

INTERPRETATION:

The above table show that 59.2% of respondents are buying online because of no travel to shop. 23.3% of respondent buy online because of easy payment. 2.5% because of no hidden cost and 15% because of wide range of product.

INFERENCE:

It is inferred that majority (59.2%) of respondent buy online because of no travel to shop during the covid-19 pandemic.

**CHART NO4.18 SHOWING WHAT MOTIVATES TO BUY ONLINE DURING
THE
COVID-19 PANDEMIC**

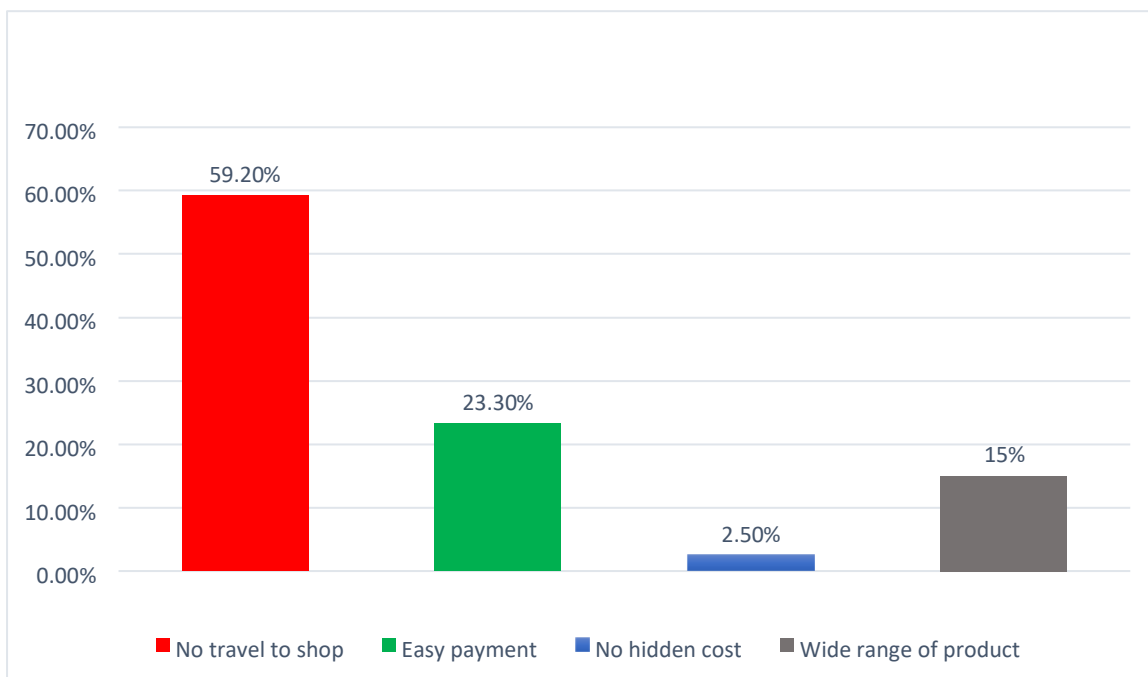


TABLE NO.4.19 SHOWING THE FACTORS THAT HELPS TO DECIDE WHICH SITE TO USE FOR ONLINE SHOPPING

FACTORS	NO. OF RESPONDENTS	PERCENTAGE

Search Engine	33	27.5%
Personal Recommendation	47	39.2%
Special Offer On Sites	35	29.2%
Online Advertising	27	22.5%
Tv Advertising	9	7.5%
TOTAL	120	100

INTERPRETATION:

The above table show that search engine helps 27.5% of respondents to decide which site to use for online shopping. 39.25% of respondents decide base on the personal recommendation. 29.2% help by special offer on site and 7.5% of respondents decide base on TV advertising.

INFERENCE:

It is inferred that majority (39.2%) of respondents decide which site to use base on the factor of personal recommendation.

CHART NO.4.19 SHOWING THE FACTORS THAT HELPS TO DECIDE WHICH SITE TO USE FOR ONLINE SHOPPING

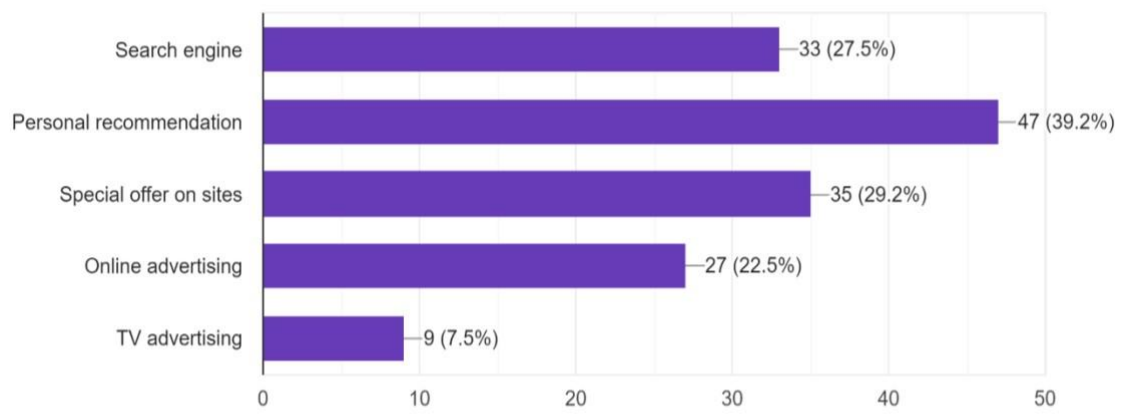


TABLE NO.4.20 SHOWING HOW PAYMENTS MAKE ON INTERNET

CLASSIFICATIN	NO. OF RESPONDENTS	PERCENTAGE
Debit Card / Credit Card	59	49.2%
Internet Banking	19	15.8%
Paypal	5	4.2%
Google Pay	54	45%
Phonepe	16	13.3%
Cash On Delivery	49	40.8%
TOTAL	120	100

INTERPRETATION:

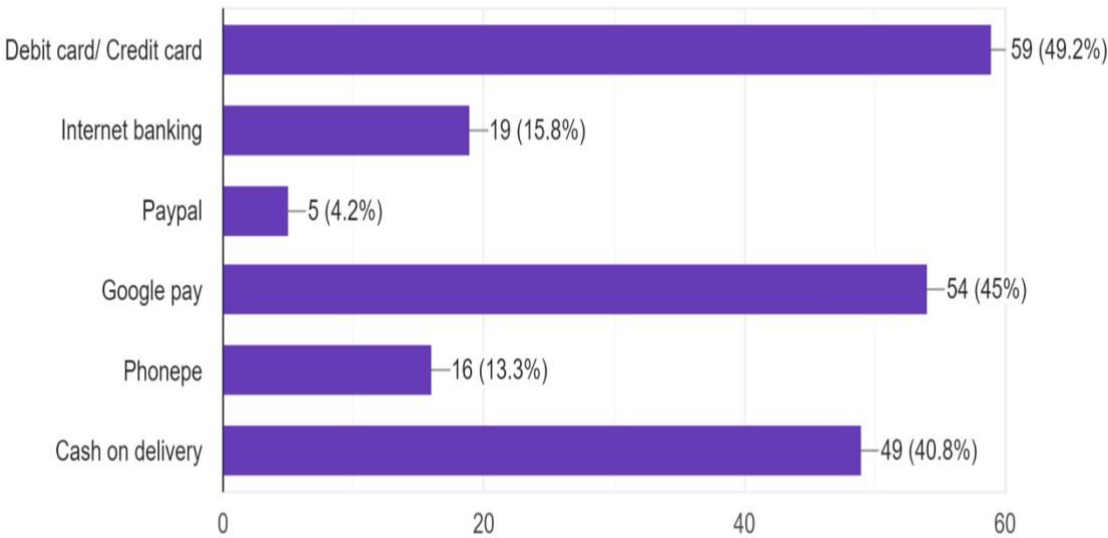
The table show that 49.2% made payment through debit/credit card. 15% pay on internet through internet banking, 4.2% of respondent through paypal, 45% made payment on internet through google pay, 13.3% uses phonepe for payment and the remaining 48.8% make payment through cash on delivery.

INFERENCE:

It is inferred that majority of the respondents 49.2% use Debit/Credit card for making payment on internet.

CHART NO.4.20 SHOWING HOW PAYMENTS MAKE ON INTERNET

120 responses



CHAPTER - 5

RESEARCH FINDINGS AND SUGGESTION

5.1 RESEARCH FINDINGS:

- The project revealed that 51.7% of the respondents are male.
- The project revealed that 54.2% of the respondents are Students and 39.2% of the respondents are Salaried Employees. This could be because most of the Students and Salaried Employees have an access to internet where the questionnaire is collected through google form.
- This project revealed that 36.7% of respondent's monthly income is up to R.S 5,000. The reason behind this is majority of the respondents are students.
- The study revealed that 27.5% of the respondents are extremely familiar with the Covid-19 pandemic. 35% of respondents are very familiar, 20.8% of respondent are moderately familiar, 9 respondents that is 7.5% are slightly familiar and 9.2% are not at all familiar.
- Most of the respondents are more or less affected by the Covid-19 pandemic. 25.8% of the respondents are extremely affected by the Covid-19 pandemic. 31.7% of respondents are very affected, 25% of respondent are moderately affected, 14 respondents that is 11.7% are slightly affected and 5.8% are not at all affected
- This project show that 27.5% of respondents prefer shopping for purchasing of FMCG in departmental store, 26.7% prefer super market, 42.5% prefer convenient store, 2.5% prefer kirana store and the remaining respondents prefer online store
- It revealed that out of 120 respondents 57 of them always buy food. The majority that is 60 respondents often buy toiletries and 47 of the respondents sometime buy toiletries. In beverages product 49 respondents buy sometimes also 44 respondents buy often.

- It is inferred that majority that is 42.5% preferred convenient store for purchasing of FMCG.
- It is inferred that majority of the respondents aware of the given brand in skin care segment that are available in the market.
- Among the hair care brand Meera is the least aware brand that is only 24.17% of the respondent know the brand name.
- Wheel brand is the least aware (35.84%) brand in the detergent powder segment
- The study show that 66.67% of respondents aware of dove brand available in the market in toilet soap segment. 72.5% aware of cinthol brand, 40% aware of medimix, 73.34% aware of Dettol brand and 24.17% aware of hamam.
- Majority of the respondents (73.34%) aware of Dettol brand.
- It is inferred that Coca Cola brand is aware by the majority of the respondent (85.84%)
- It is inferred promise brand is not aware by the majority of the respondent (7.5%).
- The study revealed that 80% acknowledge that branded products are better and 20% of respondent do not agree.
- This project inferred that majority of the respondents that is 45.8% purchase in the preferred store because of variety.
- It is inferred that majority of the respondents that is 45% shows that the price of the FMCG during the pandemic are very important.
- It is inferred that majority of the respondents are not looking for the scheme.
- The study show that majority of the respondents are looking for price off scheme in FMCG during the pandemic this could be low income as most of the respondent are students.
- Majority of the respondents (64.2%) are willing to switch brand if there are some promotional schemes with another brand.
- It is inferred that 40.8% of respondent will change brand because of the satisfaction.

- It is inferred that majority (44.2%) are influence by themselves for brand preference
- The study revealed that majority (47.5%) are influence by the media of television for their brand preference.
- It is inferred that advertisement has influence of positive impression for the majority of the respondents (39.2%)
- It is inferred that majority (59.2%) of respondent buy online because of no travel to shop during the covid-19 pandemic.
- It is inferred that majority (39.2%) of respondents decide which site to use base on the factor of personal recommendation.
- It is inferred that majority of the respondents 49.2% use Debit/Credit card for making payment on internet.

5.2 SUGGESTIONS

- From the study it clearly revealed that the Covid-19 pandemic did not directly affect their price sensitivity in the context of brand preferences for FMCG. However, there were a result of changes in demand and preferences.
- The customers are ready to switch their brand preference if there is scheme available in other brand so, the FMCG companies should aware of this to retain the existing customers.
- Most of the customer are looking for price off schemes during the pandemic so the FMCG companies can come up with more varieties and pricing strategy.
- There is no impact of Covid-19 pandemic in brand preference unless the quality of the product change. Therefore, the quality of the product should not compromise.

5.3 CONCLUSION

This article was a study conducted to know about the impact of Covid-19 pandemic in brand preference in purchasing decisions toward selected FMCG.

From the study it is clear that there is no impact of Covid-19 pandemic in brand preference in purchasing decision. However, there is changes in demand. The most influencing factor that affects the buying decision of the consumers is still the price, followed by quality and then easy availability. People still consider price as the most important factor during the pandemic.

Another finding is that most of the consumers purchase online during the pandemic for the reason of no travel to shop. Many customers want to shop for FMCG in convenient store, Kirana store is the least preferred by the consumers.

The FMCG companies have a wide portfolio of products. Consumer goods are those goods that are used widely by the consumers in their day to day life. So a major task is to make these products available to the consumers.

APPENDIX- I (QUESTIONNAIRE)

I am doing a project on a study on the impact of covid-19 pandemic on brand preference in purchasing decisions towards selected FMCG. The main objective of this study is to understand the impact of the covid-19 pandemic on brand preference in purchasing decision.

Their satisfaction level is measured using percentage method.

1. Personal details

Age: ☐ Below 20 years ☐ 21- 30 years
☐ 31- 40 years ☐ Above 40 years

Sex: ☐ Male ☐ Female

Occupation status:

☐ Student ☐ House wife
☐ Employed ☐ Business

Monthly income of the family

☐ Up to R.s 5,000 ☐ R.s 5,000 to R.s 10,000
☐ R.s 10,000 to R.s 20,000 ☐ Above R.s 20,000

2. How familiar are you with covid-19 pandemic?

☐ Extremely familiar ☐ Very familiar
☐ Moderately Familiar ☐ Slightly Familiar ☐ Not at all familiar

3. How has the pandemic affected you on a general level?

☐ Extremely Affected ☐ Very Affected
☐ Moderately Affected ☐ Slightly Affected ☐ Not at all Affected

4. How are you approaching buying FMCG during the COVID-19 pandemic?

☐ Departmental Store ☐ Super Market
☐ Convenient Store ☐ Kirana Store
☐ Online Store

5. Mention the frequency of purchase for the following products during covid-19 pandemic?

S.No	Product	Always	Often	Sometimes	Not at all
1	Food				
2	Toiletries				
3	Beverages				
4	Stationary				
5	Electronics				

6. Are you aware of these brands available in market? (If yes, tick in the box)

Skin care:

☐ Fair & Lovely

☐ Garnier ☐ Ponds

☐ Nivea

Hair Care:

☐ Head & Shoulder

☐ Clinic Plus

☐ Pantene

☐ Meera

Detergent Powder:

☐ Surf

☐ Ariel

☐ Rin

☐ Tide

☐ Wheel

Toilet Soap:

☐ Dove

☐ Cinthol

☐ Medimix

☐ Dettol ☐ Pears

☐ Hamam

Cold Drinks:

☐ Coca Cola

☐ Pepsi

☐ Mirinda

☐ Fanda

☐ Limca

Tooth Paste:

☐ Coalgate

☐ Pepsodent

☐ Closeup

☐ Promise

7. Do you think branded product are better than unbranded product?

☐ Yes

☐ No

8. Rank preference for the following brand? (5- most preferred, 1- least preferred)

(example: If Garnier is most preferred by you then click 5)

Brand / Rank	5	4	3	2	1
Skin Care:					
Ponds					
Garnier					
Himalaya					
Nivea					
Hair Care:					
Head & shoulder					
Clinic Plus					
Pantene					
Meera					
Detergent Powder:					
Surf					
Tide					
Ariel					
Rin					
Wheel					
Toilet Soap:					
Hamam					
Pears					
Dove					
Cinthol					
Dettol					

Medimix					
Tooth Paste:					
Colgate					
Pepsodent					
Closeup					
Promise					
Cold Drinks:					
Coca Cola					
Pepsi					
Mirinda					
Fanta					
Limca					

9. Select the reason for making purchase in your preferred store?

- ☐ Discount
 ☐ Variety
☐ Service
 ☐ Proximity
☐ Ambience

10. How important is the price of FMCG during the pandemic?

- ☐ Extremely Important
 ☐ Very Important
☐ Moderately Important
 ☐ Slightly Important
☐ Not at all Important

11. Do you look for various schemes in FMCG products during covid-19 pandemic?

- ☐ Yes ☐ No

If yes which schemes?

- ☐ Coupon
 ☐ Extra quantity
☐ Price off
 ☐ Scratch card
☐ Bundling offer
 ☐ Lucky Draw

12. Will like to switch your brand preference if you get some promotional scheme with another brand?

- ☐ Yes ☐ No

13. Give reason for the same?

- ☐ Cost ☐ Quality
☐ Satisfaction ☐ More Benefit
☐ Seasonal change

14. Who influence your preference for brand?

- ☐ Family ☐ Friend
☐ Advertisement ☐ self

15. Does the advertising play any role towards brand preference?

- ☐ Yes ☐ No

If yes, which media influenced your brand preference?

- ☐ Television ☐ Newspaper
☐ Pamphlets ☐ word of mouth

16. In what way advertisement has influence you?

- ☐ Better Recall ☐ Positive Impression
☐ Interest ☐ Better Exposure

17. What motivates you to buy online during the Pandemic?

- ☐ Easy Payment ☐ No hidden cost
☐ Wide range of products ☐ No travel to shop

18. What factors help you to decide which site to use for online shopping?

- ☐ Search Engine ☐ Personal Recommendation
☐ Special Offers on Sites ☐ Online Advertising
☐ Tv advertising

19. How do you make your payments on internet?

- ☐ Debit/ credit card ☐ Internet banking
☐ Paypal ☐ GoogleWallet
☐ Cash-on-Delivery

20.State your suggestion if any

REFERENCE

- Aaker, D. A. (1996).** Measuring Brand Equity Across Products and Markets. California Management Review, 38(3), 102-120.
- Alvehus, J. (2013).** Skriva uppsats med kvalitativ metod: En handbok. Stockholm: Liber AB.
- Ang, S. H., Leong, S. M., & Kotler, P. (2000).** The Asian Apocalypse: Crisis marketing for consumers and businesses. Long Range Planning, 33(1), 97-119.
- Angrist, J. D., & Pischke, J.-D. (2010).** The Credibility Revolution in Empirical Economics: How Better Research Design is Taking the Con out of Econometrics. Journal of Economic Perspectives, 24(2), 3-30.
- Anselmsson, J., Johansson, U., & Persson, N. (2007).** Understanding price premium for grocery products: a conceptual model of customer-based brand equity. Journal of Product and Brand Management, 16(6), 401-414.
- Bailey, R., & Ball, S. (2006).** An exploration of the meanings of hotel brand equity. The Service Industry Journals, 26(1), 15-38.
- Bayley, G., & Nancarrow, C. (1998).** Impulse purchasing: a qualitative exploration of the phenomenon. Qualitative Market Research: An International Journal, 1(2), 99-114.
- BBC. (2020). Coronavirus:** Supermarkets ask shoppers to be 'considerate' and stop stockpiling. Retrieved April 1, 2020, from <https://www.bbc.com/news/business51883440>

- Bellini, S., Cardinali, M. G., & Grandi, B. (2017).** A structural equation model of impulse buying behaviour in grocery retailing. *Journal of Retailing and Consumer Service*, 36, 164-171.
- Black, K. (2010). Business Statistics:** Contemporary Decision Making. Chichester: John Wiley & Sons.
- Bryman, A., & Bell, E. (2011).** *Business Research Methods*. Oxford: Oxford Univeristy Press.
- Chang, H. H., & Liu, Y. M. (2009).** The impact of brand equity on brand preference and purchase intentions in the service industries. *The Service Industries Journal*, 29(12), 1687-1706.
- Chang, H.-J., Eckman, M., & Yan, R.-N. (2011).** Application of the StimulusOrganismResponse model to the retail environment: the role hedonic motivation in impulse buying behaviour. *The International Review of Retail, Distribution and Consumer Research*, 21(3), 233-249.
- Chen, C. F., & Chang, Y. Y. (2008).** Airline brand equity, brand preference, and purchase intentions—The moderating effects of switching costs. *Journal of Air Transport Management*, 14(1), 40-42.
- Datta, Y. (2014). Maslow's hierarchy of basic needs:** An ecological view. *Oxford Journal: An international journal of business & economics*, 8(1), 53-67.
- Degeratu, A. M., Rangaswamy, A., & Wu, J. (2000).** Consumer choice behaviour in online and traditional supermarkets: the effects of brand name, price and other search attributes. *Internationa Journal of Research in Marketing*, 17(1), 55-78.
- Engmann, K., & Wall, H. J. (2009).** *The Effects of Recessions Across Demographic Groups*. Federal Reserve Bank of St. Louis.
- Florack, A., & Scarabis, M. (2006).** How advertising claims affect brand preferences and category–brand associations: The role of regulatory fit. *Psychology & Marketing*, 23(9), 741-755.

- Gázquez-Abad, J. C., Martínez-López, F. J., & Esteban-Millat, I. (2017).** The role of consumers' attitude towards economic climate in their reaction to 'PL-only' assortments: Evidence from United States and Spain. *Journal of Retailing and Consumer Services*, 34, 340-348.
- Hampson, D. P., & McGoldrick, P. J. (2013).** A typology of adaptive shopping patterns in recession. *Journal of Business Research*, 7, 831-838.
- Hawkins, D. I., & Mothersbaugh, D. L. (2010).** *Consumer Behavior: Building Marketing Strategy*. New York: McGraw-Hill .
- Herrmann, A., Heitmann, M., Morgan, R., Henneberg, S. C., & Landwehr, J. (2009).** Consumer Decision Making and Variety Offerings: the effect of attribute alignability. *Psychology & Marketing* , 26(4), 333-358.
- Hofstede, G., & Bond, M. H. (1984).** Hofstede's Culture Dimensions: An independant validation using Rokeach's value survey. *Journal of crosscultural psychology*, 15(4), 417-433.
- Jung, E., & Sung, H. (2017).** The Influence of the Middle East Respiratory Syndrome Outbreak in Online and Offline Markets for Retail Sales. *Sustainability*, 9(411), 1-23.
- Kaswengi, J., & Diallo, M. F. (2015).** Consumer choice of store brands across store formats: A panel data analysis under crisis periods. *Journal of Retailing and Consumer Service*, 23, 70-76.
- Keller, K. L. (1993).** Conceptualizing, measuring and managing customer-based brand equity.
Journal of Marketing, 57(1), 1-22.
- Kotler, P. (1965).** Behavioral models for analyzing buyers. *Journal of Marketing*, 29(4), 37-45.
- Kotler, P. H. (1991).** *Marketing Management: Analysis, Planning, and Control*.

Englewood Cliffs, NJ: Prentice-Hall. Inc.

Legget, R. (2020). Quality and efficiency may beat out the price sensitivities amid coronavirus concerns. Retrieved May 28, 2020, from Nielsen:

<https://www.nielsen.com/us/en/insights/article/2020/quality-and-efficacymay-beatout-price-sensitivities-amid-coronavirus-concerns/>

Matzler, K., Grabner-Kräuter, S., & Bidmon, S. (2008). Risk aversion and brand loyalty: the mediating role of brand trust and brand affect. *Journal of product & brand management*, 17(3), 154-162.

Méndez, J. L., Oubina, J., & Rubio, N. (2011). The relative importance of brandpackaging, price and taste in affecting brand preferences. *British Food Journal*, 113(10), 12291251.

Millet, K., Lamey, L., & Van den Bergh, B. (2012). Avoiding negative vs. achieving positive outcomes in hard and prosperous economic times. *Organizational behavior and Human Decision Processes*, 117(2), 275-284.

Mitchell, V.-W., & Harris, G. (2005). The importance of consumers' perceived risk in retail strategy. *European Journal of Marketing*, 39(7/8), 821-837.

Mueller, S., & Szolnoki, G. (2010). The relative influence of packaging, labeling branding and sensory attributes on liking and purchase intent: Consumers differ in their responsiveness. *Food Quality and Preference*, 21(7), 774783.

Myers, C. A. (2003). Managing brand equity: a look at the impact of attributes. *Journal of Product & Brand management*, 12(1), 39-51.

Nicomedes, C. J., & Avila, R. M. (2020). An Analysis on the Panic of Filipinos During COVID-19 Pandemic in the Philippines. 1-12.

Nielsen. (2020a). A look at how home care product claim preferences have shifted amid the

COVID-19 pandemic. Retrieved 11 2020, May, from Nielsen:
<https://www.nielsen.com/us/en/insights/article/2020/a-look-at-how->

homecareproduct-claim-preferences-have-shifted-amid-the-covid-19-pandemic/

- Nielsen. (2020b).** Key Consumer Behavior Thresholds Identified as the CoronaVirus Outbreak Evolved. Retrieved April 1, 2020, from Nielsen: <https://www.nielsen.com/us/en/insights/article/2020/key-consumerbehaviorthresholds-identified-as-the-coronavirus-outbreak-evolves/>
- Omni. (2020, April 1).** World faces food crisis in wake of coronavirus: UN, WTO. Retrieved April 2, 2020, from <https://afp.omni.se/world-faces-food-crisis-inwake-ofcoronavirus-un-wto/a/1n95yK>
- Puellas, M., Diaz-Bustamante, M., & Carcalén, S. (2016).** Are consumers more rational and informed purchasers during recession periods? The role of Private Labels and retailing strategies. *The International Review of Retail, Distribution and Consumer Research*, 26(4), 396-417.
- Rhee, H., & Bell, D. R. (2002).** The inter-store mobility of supermarket shoppers. *Journal of Retailing*, 78, 225-237.
- Russel, J. A., & Pratt, G. (1980).** A description of the affective quality attributed to environments. *Journal of Personality & Social Psychology*, 38(2), 311-322.
- Saunders, M., Lewis, P., & Thornhill, A. (2009).** Research methods for business students.
- Shou, B., Xiong, H., & Shen, Z. M. (2011).** Consumer panic buying and fixed quota policy.
- Thompson, C., Locander, W., & Pollio, H. (1990).** The lived meaning of free choice: an existentialistphenomenological description of everyday consumer experiences of contemporary married women. *Journal of Consumer Research*, 17(3), 346-361.
- Tsao, Y. C., Raj, P. V., & Yu, V. (2019).** Product substitution in different weights and brands considering customer segmentations and panic buying behavior. *Industrial Marketing Management*, 77, 209-220.

Wang, E. S. (2013). The influence of visual packaging design on perceived food product quality, value, and brand preference. *Journal of Retail & Distribution Management*, 41(10), 805-816.

WHO. (2010). WHO | What is a pandemic? Retrieved March 31, 2020, from World Health Organization:
https://www.who.int/csr/disease/swineflu/frequently_asked_questions/pandemic/en/

Xu, J., & Peng, Z. (2015). People at Risk of Influenza Pandemics: The Evolution of Perception and Behavior. *PloS One*, 10(12), 1-14.

BIBLIOGRAPHY

- Philip Kotler (2006)-marketing management 10th edition.
- L R Potty-research methodology
- Kotler and Keller- marketing management-8th edition.
- Kothari C.R – Research methodology methods and techniques-4th edition.