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A Study on Transition in Purchase Behaviour of Consumers from Street Vendors to Online Shopping Due to Corona Virus Pandemic

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Abstract
The purchase behaviour of consumers has been different after the outbreak of corona virus pandemic. The aim of this study is to find out the commodities towards which the consumers had resorted to online purchase and the commodities towards which the consumers had retained purchase from street vendors. The researcher had included various commodities like fruits, vegetables, stationery items, milk, fish, meat, clothes, chocolates, accessories, soaps, detergents, dal, rice, pulses, toys, chips, ice-creams, home appliances and plastic items in the study. The researcher would also find out whether the consumers have ordered food from restaurants. Also, whether consumers preferred making pakoras and vada pav at home rather than purchasing it from local street vendors. An interview schedule consisting of statements was prepared in which consumers opinion was measured using 5-point scale from strongly disagree to agree. The study brought to light that more and more consumers resorted to online shopping post the pandemic.

Keywords: Purchase, online, street vendors, corona virus pandemic.

1. INTRODUCTION

The global coronavirus pandemic has made and proceeds with make gigantic harm the world economy overall and to worldwide exchange specific. Various reasons add to the vulnerability that organizations and end purchasers are at present confronting. These incorporate, yet are not restricted to, declining pay, traverse borders, changed buyer interest, and modified market player behavior. Customers are being urged to make extra buys on online marketplaces because of the Coronavirus pandemic's global lockdown, social distance, and different insurances. Accordingly, the professional workplace saw quick changes during the quarantine. Eventually, the Crown Emergency accelerated the development of online shopping. A new, really knowing, monetarily tied carefully submerged client has emerged on a global scale.
Because of decreased provider exercises welcomed on by pay misfortunes, limited transportation choices, and pandemic moderation measures, B2B sellers and producers have been compelled to bring down marketing and creation costs, find new providers both locally and globally, and go with choices all the more rapidly. National businesses were given the chance to expand the range of products they offer in order to offset imports and provide the resources other businesses and international company subsidiaries require. Contrarily, B2C markets saw a drop in cross-border mobility and purchasing power. Furthermore, consumers continued to favor low-cost goods and services but also made a move toward health and safety. More attention was paid than usual to products that make a living area seem cozy and comfortable. In

general, customers delayed some of their demands due to the ambiguity and unpredictability of the circumstances. Both the consumer and industrial markets needed to expedite digitization and simplify the process of finding and buying products on the internet.

Online sales flooded quickly because of the flare-up. Because of limitations on visiting actual organizations and the way that many individuals were stone cold broke, individuals started shopping online, which prompted an expansion in how much cash spent there. Indeed, even before the pandemic, most buyers were mindful buyers. Thus, Coronavirus hurried the interaction by which some purchasing classes, such encounters, were dynamically downgraded on their need records.

2. LITERATURE REVIEW

Eger.L et.al (2021) claimed that our regular social interactions, occupations, schooling, leisure activities, and shopping habits have all been affected by the COVID-19 epidemic. Individuals were buying, living, and, for the most part, thinking in separate ways. For a long time, consumers had been adopting new technology that made house quarantine easier. In this study, the researcher documented some of the numerous odd consumer behavior patterns that dominated the early stages of the COVID-19 pandemic crisis in the Czech Republic during its second wave. In order to inform academics and marketers about how pandemic crises impacted consumer behavior, the researcher offered viewpoints centered on the Fear Appeal theory to help comprehend changes in consumer behavior and results. According to the study's findings, fear has a major role in influencing consumer behavior when it comes to shopping during the COVID-19 epidemic. The more fear, the bigger the shift in behavior. The items that consumers continued to buy from street sellers after the epidemic and those that they chose to buy online have not yet been discovered by the researcher.

According to Sayyida, S., et. al. (2021) after coronavirus pandemic the consumers tend to utilise online mediums to decrease direct contact with marketers, retailers, street vendors and other consumers. This study analysed the effect of novel corona virus on consumer behaviour in the retail sector. This paper utilised methods which were quantitative in nature to obtain data from different countries like Germany, Canada, the United States, Latin America and France. The findings revealed that the trends in shopping during the novel corona virus pandemic were complete shopping online and webrooming. The second quarter of 2020 saw the largest increase in online retail sales during the new corona virus pandemic, while the third quarter saw another fall. Over 35% of all retail sales during the epidemic were made online at the highest levels. Customers' unusual purchasing behavior in response to their fears of supply chain disruptions due to the corona virus pandemic drove a rise in online retail sales in the second quarter of 2020. This paper's data analysis revealed that during the new corona virus pandemic, customer purchasing behavior changed, with a propensity to use digital and online information prior to making a purchase. Easy availability of information on web and also the corona virus pandemic situation force consumers to reduce face to face contact with marketers and make customers find information online before buying.

Fanelli, R., (2020) wrote a paper which gives new information about changes in food-related behaviour and eating habits in Italy during the first lockdown period of the corona virus pandemic. This paper was one of the first to analyse the results of different surveys done in Italy to find out the effect of the corona virus lockdown on the food-related behaviour and eating habits of Italian people. The findings indicated that more and more people preferred to purchase food items from retail shops and not from shopping malls. This is because shopping malls were considered too crowded and less safe as compared to retail shops. This study also revealed that people purchased less ready – to- eat food and preferred buying more healthier foodstuffs like fruits and vegetables. Survey also revealed that people preferred cooking and baking at home. People were also concerned about food safety and desired to buy the freshest food for their family and children. However, the researcher had not analysed the specific purchase behaviour of people in terms of non-food items like stationery and toys.

Zychowicz, M et.al. (2020) found out that there was decline in trust in media than in other information sources on the corona virus pandemic in Poland. Media trusted information and trust in information from friends and bloggers raised the fears of limited access to food as the pandemic became rampant and increased the purchase of larger quantities of food than normal. Hence, government and its institutions will have obstacles in spreading pandemic-related information via media and its organizations, because of comparatively less trust in them and their participation in not only raising the occurrence of fears regarding availability of food but also in creating panic-behaviour in buying food. Hence, it is essential for government and its agencies, which consider the views of scientists, physicians and doctors when making recommendations and policies, to converse and communicate with the people via radio networks, government operated websites and television. Hence, it would be possible to bring about a fall in the foreseen impact of the friends and mass media of increasing the occurrence of availability of food fears and uncertainty in behaviour of food purchase in the pandemic. In the first wave of the corona virus pandemic, the possibility of existence of fears related to availability of food as the corona virus increased and the buying of greater amount of food than normal raised when increased perceived stress was claimed. However, the researcher has not analysed the Change in the Purchase Behaviour of Consumers from Street Vendors to Online Shopping Due to Corona Virus pandemic.

2.1.OBJECTIVES

- To Study Change in the Purchase Behaviour of Consumers from Street Vendors to Online Shopping Due to Corona Virus pandemic.
- To identify the commodities for which consumers have shifted from street vendors to online shopping.
- To investigate the commodities that consumers continue to purchase from street vendors despite the pandemic.

2.2.HYPOTHESIS

H0: There is no significant change in the purchase behaviour of consumers from street vendors to online shopping due to corona virus pandemic.

H1: There is significant change in the purchase behaviour of consumers from street vendors to online shopping due to corona virus pandemic.

3. RESEARCH METHODOLOGY

3.1.Sampling Design

The study sample size and sampling technique are included in the sampling design.

3.2.Sample Size

The sample size used in this study is 150.

3.3.Research Method

A non-probability purposive sampling strategy is used in this study. This methodology entails the deliberate selection of participants who exhibit particular attributes or expertise relevant to the research subject, therefore yielding significant insights into the phenomenon being studied.

3.4.Sample Technique

The study utilizes the One Sample t-test as its sampling technique. This statistical method is applied to test whether the mean of the selected sample significantly deviates from a specified population mean, providing a basis for inferential analysis.

4. DATA ANALYSIS

Table below shows the Distribution of Socio-Demographic Characteristics Across the Sample.

Table 1: Age

Age	Frequency	Percentage
18 – 28 years	40	26.6
29 – 38 years	50	33.3
39 – 48 years	35	23.3
49 & above	25	16.6
Total	**150**	**100.00**

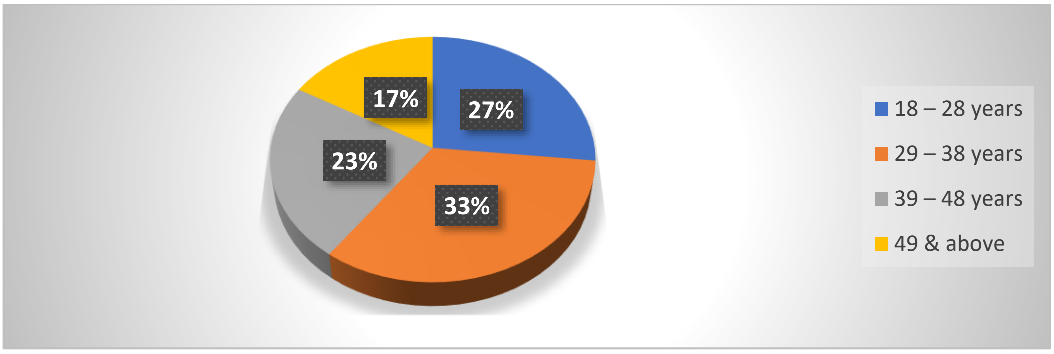

Figure 1: Graphical representation of Age

The age distribution of the research participants is shown in Table 1. The age group of 29 to 38 years old accounts for 33.3% of the sample total and is home to the bulk of participants. The next age group, comprising 26.6%, is 18–28 years old. 23.3% of participants are between the ages of 39 and 48, while 16.6% of participants are older than 49. With a minor concentration in the younger to middle-aged categories, this distribution shows a very balanced age range.

Table 2: Gender

Gender	Frequency	Percentage
Male	50	33.3
Female	70	46.6
Other	30	20
Total	**150**	**100.00**

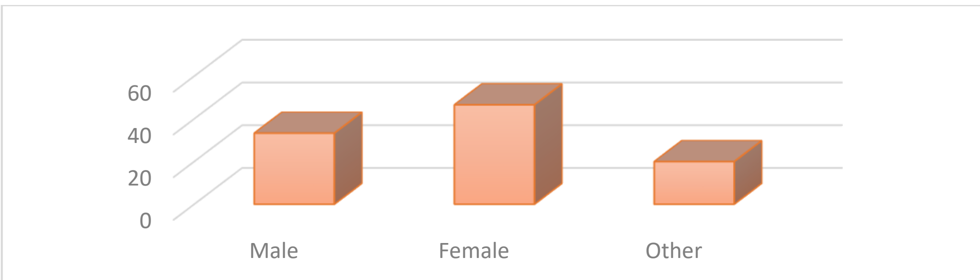

Figure 2: Graphical representation of Gender

Table 2 shows the gender distribution of the participants in the study. The largest group consists of females, who represent 46.6% of the sample. Males make up 33.3% of the participants, while individuals identifying as other genders account for 20%. This distribution highlights a diverse sample with a higher representation of females and a notable proportion of participants identifying as other genders.

Table 3: Employment

Employment	Frequency	Percentage
Employed	63	42
Unemployed	12	8
Retired	35	23.3
Student	15	10
Others	25	16.6
Total	**150**	**100.00**

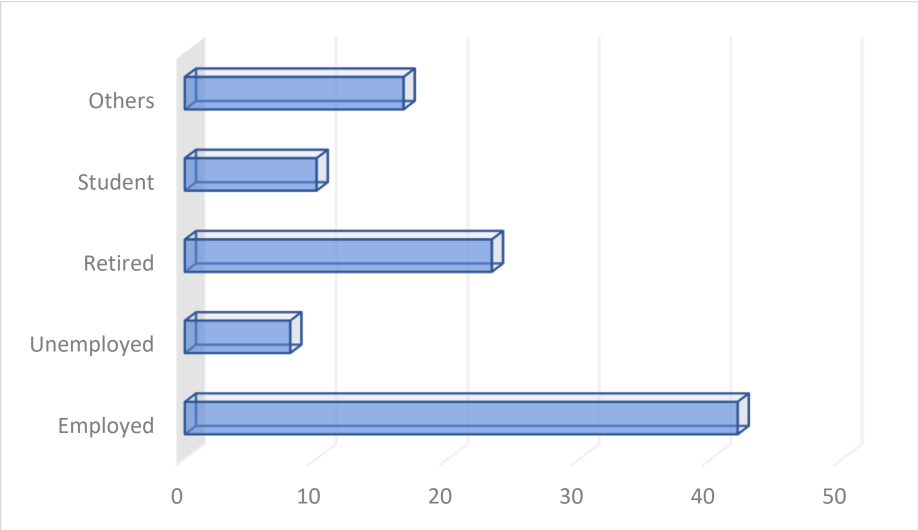

Figure 3: Graphical representation of Employment

Table 3 illustrates the employment status of the study participants. The majority, 42%, are employed. Retired individuals make up 23.3% of the sample, while 16.6% fall into the 'Others' category. Students represent 10% of the participants, and the unemployed comprise 8%. This distribution indicates that a substantial portion of the sample is engaged in employment, with significant groups also being retired or classified under other employment statuses.

Table 4: Shopping Behaviour

Shopping Behaviour	Frequency	Percentage
Offline	70	46.6
Online	80	53.3
Total	**150**	**100.00**

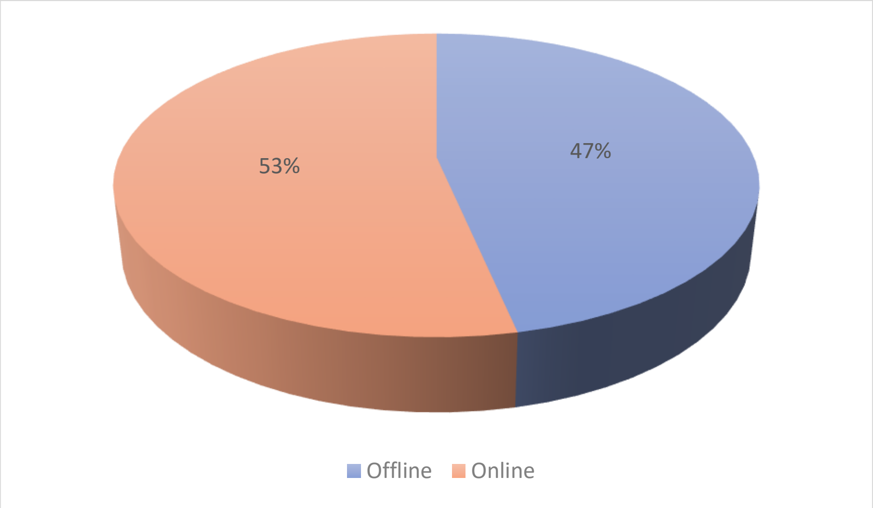

Figure 4: Graphical representation of Shopping Behaviour

Table 4 details the shopping behaviour of the participants. A slight majority, 53.3%, prefer online shopping, while 46.6% prefer offline shopping. This indicates a nearly even split in shopping preferences, with a slight inclination towards online shopping among the study participants.

4.1.Summary Statistics and Hypothesis Testing

Table 5: Summary Statistics and Hypothesis Testing

Variables	N	Mean	Std. Deviation	P (value)
I Purchased vegetables from online shop	150	2.087	1.0740	.322
I purchased soaps and detergents from online groceries store	150	2.587	1.3015	.132
I purchased fruits from online shop	150	1.873	.8770	.387
I purchased clothes from online shop	150	3.340	1.4039	.000
I purchased accessories from online store	150	3.480	1.5049	.000
I purchased dal, rice and pulses from online store	150	2.240	1.1451	.000

I purchased raw fish and meat from online store	150	1.680	.8136	.287
I purchased milk from online store	150	1.907	1.0255	.451
I purchased stationery items from online shops	150	3.360	1.5897	.365
I purchased toys for kids from online shops	150	3.280	1.5286	.000
I purchased ready to eat food products like chapati, dhokla, pasta etc. from online shop	150	1.973	1.0229	.000
I ordered food from restaurants	150	2.633	1.2063	.348
I preferred making pakoras and vada pav at home	150	3.307	1.3054	.000
I purchased home appliances from online shop	150	3.347	1.4581	.000
I purchased plastic buckets, mugs and glasses from online shop	150	2.547	1.2880	.151

Source: Compiled from Field Survey

As all the values of skewness and kutosis for each indicator is below 0.5 indicating normality in the data set, thus parametric one sample t – test is applied to examine the significant change in consumer behaviour from street vendor shopping to online shopping. The following were the findings of the study:

1. Purchase of clothes showed a significant change in the behaviour of the consumers from street vendor shopping to online shopping as the P value is < 0.05 and the mean value is greater than 3 and the standard deviation is + 1.4
2. Purchase of accessories showed a significant change in the behaviour of the consumers from street vendor shopping to online shopping as the P value is < 0.05 and the mean value is greater than three and the standard deviation is + 1.5.

3. Purchase of stationary items showed a significant change in the behaviour of the consumers from street vendor shopping to online shopping as the P value is < 0.05 and the mean value is greater than three and the standard deviation is + 1.58.
4. Purchase of toys for kids showed a significant change in the behaviour of the consumers from street vendor shopping to online shopping as the P value is < 0.05 and the mean value is greater than three and the standard deviation is + 1.52.
5. The preference for making pakoras and vada pav at home showed change in the behaviour of the consumers from street vendor shopping to online shopping as the P value is < 0.05 and the mean value is greater than three and the standard deviation is + 1.3.
6. Purchase of home appliances showed a significant change in the behaviour of the consumers from street vendor shopping to online shopping as the P value is < 0.05 and the mean value is greater than three and the standard deviation is + 1.45.

5. CONCLUSION

Hence, it can be concluded from above analysis that all the essential items did not show any significant change in the purchase behaviour of consumers from street vendor shopping to online shopping as their P value is less than 0.05 and the mean value is less than three. But all non-essential items showed significant change in the purchase behaviour of consumers from street vending to online shopping. This is because during the pandemic when partial lockdown was imposed the government allowed the off line sale of essential items whereas items not considered essential were purchased online by the consumers.

6. FUTURE SCOPE

This work provides various directions for further investigation. First, more research can look into how the COVID-19 pandemic has affected consumer behavior in the long run and whether the trend of online shopping continues once the pandemic's constraints loosen. Researchers could also look into how different demographics—like age, gender, and income—affect the shift from buying from street vendors to online retailers. Studies that draw comparisons between various nations and areas may shed light on the cultural and economic factors that shape consumer behavior. Furthermore, it would be beneficial to investigate how new technologies like artificial intelligence (AI) and machine learning may improve the online shopping experience and increase consumer acceptability. Lastly, additional studies might evaluate the sustainability and environmental effects of growing e-commerce, directing company plans and policy toward greener practices.

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