


CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE AND OFFLINE SHOPPING: PRE, DURING AND POST COVID 19 PANDEMIC

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 20 February 2023</p> <p>Accepted 08 May 2023</p>	<p>Purpose: The objective of this study is to examine consumer buying behaviour & figure out what factors influence consumer buying behaviour in towards online and offline shopping before ,during and post Covid 19 outbreak.</p> <p>Theoretical framework: The essay covers numerous consumer buying behaviour strands. This study examines consumer buying behaviour and factors. As it is based on previous research, it provides a full literature review. The research also identified under reported concerns.</p> <p>Design/methodology/approach: A comprehensive review of 90 published articles was conducted by using multiple databases on various areas. After reviewing the required literature, variables were combined with the goal of simplifying trends in literary works relating to consumer buying behaviour. The article lays forth a conceptual framework for assessing both online and offline consumer buying behaviour and would aid in our understanding of the phenomena.</p> <p>Findings: The results highlighted elements like convenience, payment methods, and offers, all of which are key aspects to take into account when making a purchase.</p> <p>Research, Practical & Social implications: Practitioners, politicians, and researchers may use the data to better understand consumer buying behaviour. The study's theoretical contributions will provide beneficial recommendations. The results will help marketers and consumer behaviour academics. This study sheds new light on COVID-19 consumers' buying habits. This study affects companies that provide online and offline purchasing services. Situational circumstances affect policy.</p> <p>Originality/value: The findings of this research provide insight into consumer buying patterns for both online and offline shopping. This research advances our knowledge of both online and offline shopping by providing a conceptual framework for analyzing consumer buying behavior before and after the Covid-19 outbreak.</p>
<p>Keywords:</p> <p>Consumer Buying; Consumer Behaviour; Online Shopping; Offline Shopping; Pandemic; Covid 19.</p> <div data-bbox="172 1039 480 1285" style="text-align: center;">  </div>	<p>Doi: https://doi.org/10.26668/businessreview/2023.v8i5.1843</p>

COMPORTAMENTO DE COMPRA DO CONSUMIDOR PERANTE AS COMPRAS ONLINE E OFFLINE: PRÉ, DURANTE E PÓS A PANDEMIA COVID 19

RESUMO

Objetivo: O objetivo deste estudo é examinar o comportamento de compra do consumidor e descobrir quais fatores influenciam o comportamento de compra do consumidor em relação às compras online e offline antes, durante e após o surto de Covid 19.

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Referencial teórico: O ensaio abrange inúmeras vertentes do comportamento de compra do consumidor. Este estudo examina o comportamento e os fatores de compra do consumidor. Como se baseia em pesquisas anteriores, fornece uma revisão completa da literatura. A pesquisa também identificou preocupações relatadas.

Projeto/metodologia/abordagem: Uma revisão abrangente de 90 artigos publicados foi realizada usando vários bancos de dados em várias áreas. Depois de revisar a literatura necessária, as variáveis foram combinadas com o objetivo de simplificar as tendências em obras literárias relacionadas ao comportamento de compra do consumidor. O artigo apresenta uma estrutura conceitual para avaliar o comportamento de compra do consumidor online e offline e ajudaria em nossa compreensão dos fenômenos.

Resultados: Os resultados destacaram elementos como conveniência, formas de pagamento e ofertas, que são aspectos importantes a serem levados em consideração na hora de fazer uma compra.

Implicações de pesquisa, práticas e sociais: Profissionais, políticos e pesquisadores podem usar os dados para entender melhor o comportamento de compra do consumidor. As contribuições teóricas do estudo fornecerão recomendações benéficas. Os resultados ajudarão profissionais de marketing e acadêmicos de comportamento do consumidor. Este estudo lança uma nova luz sobre os hábitos de compra dos consumidores COVID-19. Este estudo afeta empresas que prestam serviços de compras online e offline. Circunstâncias situacionais afetam a política.

Originalidade/valor: as descobertas desta pesquisa fornecem informações sobre os padrões de compra do consumidor para compras online e offline. Esta pesquisa avança nosso conhecimento sobre compras online e offline, fornecendo uma estrutura conceitual para analisar o comportamento de compra do consumidor antes e depois do surto de Covid-19.

Palavras-chave: Compra do Consumidor, Comportamento do Consumidor, Compras Online, Compras Off-line, Pandemia, COVID-19.

COMPORTAMIENTO DE COMPRA DEL CONSUMIDOR DURANTE COMPRAS ONLINE Y OFFLINE: ANTES, DURANTE Y POST PANDEMIA DE COVID 19

RESUMEN

Propósito: El propósito de este estudio es examinar el comportamiento de compra del consumidor y descubrir qué factores influyen en el comportamiento de compra del consumidor con respecto a las compras en línea y fuera de línea antes, durante y después del brote de Covid 19.

Marco teórico: El ensayo cubre numerosos aspectos del comportamiento de compra del consumidor. Este estudio examina el comportamiento de compra del consumidor y los factores. Al estar basado en investigaciones previas, proporciona una revisión exhaustiva de la literatura. La encuesta también identificó preocupaciones reportadas.

Diseño/metodología/enfoque: se realizó una revisión exhaustiva de 90 artículos publicados utilizando múltiples bases de datos en diversos campos. Después de revisar la literatura necesaria, se combinaron las variables con el objetivo de simplificar las tendencias en las obras literarias relacionadas con el comportamiento de compra del consumidor. El artículo presenta un marco conceptual para evaluar el comportamiento de compra del consumidor en línea y fuera de línea y ayudar en nuestra comprensión de los fenómenos.

Resultados: Los resultados destacaron elementos como la conveniencia, los métodos de pago y las ofertas, que son aspectos importantes a tener en cuenta al momento de realizar una compra.

Implicaciones sociales, prácticas y de investigación: los profesionales, los formuladores de políticas y los investigadores pueden utilizar los datos para comprender mejor el comportamiento de compra de los consumidores. Las contribuciones teóricas del estudio proporcionarán recomendaciones beneficiosas. Los resultados ayudarán a los profesionales de marketing y expertos en comportamiento del consumidor. Este estudio arroja nueva luz sobre los hábitos de compra de los consumidores de COVID-19. Este estudio afecta a las empresas que prestan servicios de compra online y offline. Las circunstancias situacionales afectan la política.

Originalidad/Valor: los resultados de esta investigación aportan información sobre los patrones de compra de los consumidores tanto online como offline. Esta investigación avanza en nuestro conocimiento de las compras en línea y fuera de línea, proporcionando un marco conceptual para analizar el comportamiento de compra del consumidor antes y después del brote de Covid-19.

Palabras clave: Compras del Consumidor, Comportamiento del Consumidor, Compras en Línea, Compras Fuera de Línea, Pandemia, COVID-19.

INTRODUCTION

The corona virus disease 2019, also known as COVID 19, is a new virus that is affecting lives around the world (AL-Hawari et al., 2021). COVID 19 is a respiratory infection that originated in Wuhan, China and has since spread to over 100 countries around the world, including Italy, Korea, the United States and Malaysia (Gazali, 2020). The COVID 19 outbreak has had a major impact on people's lives and behavior, causing health and economic problems worldwide through reduced economic activity, rising unemployment and lower consumption (Mirchevska et al., 2021). Consumers are trying to change their daily behaviours to maintain social distance and prevent catching the deadly disease, and their reliance on digital platforms has grown (Kamal et al., 2023; Parth et al., 2020). Many people have rethought their buying patterns or begun exploring new ones in response to the COVID-19 outbreak (Sheth, 2020). Some shoppers, for example, have been forced to adopt practises like the online retail, home delivery, and cashless payment that they had previously rejected (Pantano et al., 2020). Retail managers and marketers must keep an eye on shifting consumer buying patterns to determine whether or not they need to adjust their approach (Verma and Gustafsson, 2020). Marketers need innovative solutions and informed judgements about how to reach consumers in light of the ever-evolving nature of challenges and consumer behaviour (Sneha Roundhal, 2021; Rani & Catherine, 2023; Eger et al., 2021). In the present scenario it is important for the researcher to raise some questions and attempt to find answers to them for survival and growth of the company. The purpose of this study is to see how the COVID-19 outbreak has affected consumer shopping habits, both online and offline (Sayyida et al., 2021). The objective of the study is to gain a better understanding of consumer buying behaviour towards online and offline shopping and explore the influence of the COVID-19 on consumer buying behaviour towards online and offline shopping.

LITERATURE REVIEW

The entire literatures have classified into the following two broad categories: (i) Pre-covid 19 literature (ii) During covid 19 literature.

Pre Covid 19 Literature

There were a total of 40 studies that were deemed to be relevant to our research. In this study, a significant number of independent factors that influence customer purchase behaviour, both online and offline, were discovered. With the exception of a few, the majority of the

variables were unique and had only been studied once. The variables were grouped together based on how similar they were such as (1) Attitude Influencing Factors, (2) Perceived Risk Influencing Factors, (3) Perceived Enjoyment Influencing Factors, and (4) Purchase Intention (5) Channel selection Influencing Factors were the five primary categories. During the classification process, several characteristics that had no effect on attitude, perceived danger, reported enjoyment, or perceived purpose were eliminated. Tables illustrate the specifics of these categories.

Table 1: Factors affecting consumer buying behaviour towards online and offline shopping before covid 19 pandemic.

Factors	No. of Article	Author
Attitude	19	(Al-Debei et al., 2015; Aldhmour & Sarayrah, 2016; Choudhury & Dey, 2014; Dutta, 2020; Elshahed & Elsafty, 2021; Ha & Stoel, 2008; Handayani et al., 2020; Hansen, 2008; Huang & Oppewal, 2006; Irawan, 2018; Jadhav & Khanna, 2016; Jasti & Syed, 2019; Kanade & Kulkarni, 2018; Lodorfos et al., 2006; Napitupulu & Kartavianus, 2014; Perea Y Monsuwé et al., 2004; Saluja et al., 2018; Shamsuddin & Venkateswarulu, 2020; Sivanesan et al., 2017)
Perceive risk	8	(Dutta, 2020; Forsythe & Shi, 2003; Handayani et al., 2020; Kacen et al., 2013; Kanade & Kulkarni, 2018; Kannaiah, 2020; Wiryawan, 2009; Yousaf & Altaf, 2012)
Perceived Enjoyment	7	(Bauerová, 2018; Ha & Stoel, 2008; Handayani et al., 2020; Kannaiah, 2020; Perea y Monsuwé et al., 2004; Wiryawan, 2009; Yousaf & Altaf, 2012)
Purchase Intention	12	(Baubonienė & Gulevičiūtė, 2015; Choudhury & Dey, 2014; Handayani et al., 2020; Hansen, 2008; Irawan, 2018; Jadhav & Khanna, 2016; Kannaiah, 2020; Mohan & Kinslin 2022; Liao & Cheung, 2001; Lodorfos et al., 2006; Saluja et al., 2018; Sivanesan et al., 2017)
channel selection	20	(Al-Debei et al., 2015; Baubonienė & Gulevičiūtė, 2015; Burke, 2002; Handayani et al., 2020; Hansen, 2008; Irawan, 2018; Jadhav & Khanna, 2016; Jiang, 2013; Kacen et al., 2013; Kannaiah, 2020; Katawetawaraks & Wang, 2011; Liao & Cheung, 2001; Lin & Sun, 2009; Lodorfos et al., 2006; Napitupulu & Kartavianus, 2014; Saluja et al., 2018; Sethi, 2018; Wiryawan, 2009; Wu et al., 2014; Yousaf & Altaf, 2012)

Source: Prepared by the authors (2023)

During Covid 19 Literature

There were a total of 50 studies that were deemed to be relevant to our research. The articles were grouped together based on how similar they were such as (1) Change or transformation from offline to online, (2) Consumer psychology, (3) Impulse buying/panic buying, (4) Product category (5) Technology & business practices and (6) Time frame : During, post covid 19 were the six primary categories. During the classification process, several characteristics that had no effect on consumer buying behaviour during covid 19 were eliminated. Tables illustrate the specifics of these categories.

Table 2: Factors affecting consumer buying behaviour towards online and offline shopping during covid 19 pandemic.

Factors	No. of Article	Author
Change or transformation from offline to online	8	(Chetana, 2020; China Babu & Kumar, n.d.; Mirchevska et al., 2021; Parlakkiliç et al., 2020; Pham et al., 2020; Riedell, 2021; Salem & Md Nor, 2020; M. H. Sharma & Sharma, 2020)
Consumer psychology	5	(Hakim et al., 2021; Kuna, 2020; Namli, 2021; Nugroho et al., 2021; Sihombing & Juliana, 2021)
Impulse buying/panic buying	6	(Gazali, 2020; Kaur & Sharma, 2020; Rosita, 2020; Roundha & Pabalkar, 2021; Thakur et al., 2020; Zhang et al., 2020)
Product category	16	(Cachero-Martínez, 2020; Chaurasiya et al., 2020; Ćirić et al., 2020; Elshahed & Elsafty, 2021; farradia & Sunarno, 2020; Haskaraca & Bostanci, 2020; Hidayat et al., 2021; Huong & Nguyen, 2021; Lee, 2020; Long & Khoi, 2020; Meshram, 2020; Putri et al., 2021; Rashid et al., n.d.; Sayyida et al., 2021; A. Sharma & Mehta, 2020; Unnikrishnan & Figliozzi, 2020)
Technology & business practices	4	(Afridi et al., 2021; Dr. Ritika Singh, 2021; Hecht et al., 2020; Rahmanov et al., 2021)
Time frame : During, post	8	(Danciu, n.d.; Jayan & Xavier, n.d.; Jo et al., 2020; Nuradli Ridzwan Shah Mohd Dali et al., 2020; Pal, 2020; Prof. Reema Shah Prof. Upendra More, 2021; Shripad Joshi, 2021; Tien et al., 2021)

Source: Prepared by the authors (2023)

METHODOLOGY

This research critically reviews the literature on consumer purchasing behaviour and compares it to research findings also to identify the factors which influences consumer buying behaviour. The researchers went through the index databases of journals to find relevant papers. Then, based on the titles and abstracts, it was selected which study to focus on. The words "consumer behaviour," "online shopping," "offline shopping," "consumer buying behaviour," and "covid 19" were all utilised in the literature study. From January 2000 to August 2021, the most relevant 90 articles were picked. Every study article was re-examined in its full to exclude those that seemed to have no obvious relationship to consumer buying behaviour and covid 19.

RESULTS AND DISCUSSION

Pre Covid 19 Situation

Study discovered that a customer's attitude toward online grocery shopping is essential to its success (Jasti & Syed, n.d.). Researchers observed that factors such as consumer attitude affected consumer behaviour (Kanade & Kulkarni, n.d.). Exogenous

factors that impact attitudes about online buying and willingness to purchase online include product characteristics, customer traits, past online purchasing experiences, situational variables, and faith in online shopping (Perea y Monsuwé et al., 2004). They found strong connections between brand preferences, employment and income levels, and family characteristics (such as the size of the family), according to their findings (Shamshuddin & Venkateswarulu, 2020). Unrelated research shows that women are more likely than males to make purchases online. In other words, women are more likely than men to buy clothes and accessories, while men are more likely to buy technological goods (Saluja et al., 2018). Females are more interested in online shopping than men, according to the poll. Due to their lack of technological skills, those aged 35 and over are less likely to purchase online (Sivanesan et al., 2017). Although there is no correlation between internet buying and education, there is a link between gender and online shopping (Choudhury & Dey, 2014). Gender was found to have a substantial moderating effect on all other parameters impacting customer desire to shift from physical to online channels (Handayani et al., 2020). Females' hedonic buying motivation and purchase intentions are significantly influenced by offline-gendered behaviour across all product categories (Davis et al., 2017). Online purchasing services are positively connected to respondents' household income, website trust, and risk aversion attitude (Dutta, 2020). Consumer perceptions of internet purchasing are heavily influenced by their trustworthiness (Al-Debei et al., 2015). The two most crucial influencing variables for internet buying have been identified as trustworthiness and ease (Jadhav & Khanna, 2016). The most significant element in offline purchases was the manufacturer's reliability (Trnka, 2017). The findings show that trust plays a significant role in online purchasing decisions (Napitupulu & Kartavianus, 2014). According to a study, customers' perceptions of the value of trust are heavily influenced by their interactions with an e-brand (Lodorfos et al., 2006). According to the findings, trust has a significant and beneficial impact on online purchase decisions (Irawan, 2018). The quality of e-commerce influences consumer perceptions, which has an impact on trust (Ha & Stoel, 2008). Customers' purchase channel choices are influenced by situational circumstances, according to a study (Huang & Oppewal, 2006). Situational circumstances impact people's attitudes about buying things over the internet and their chances of doing so (Perea y Monsuwé et al., 2004). Consumers link personal values with their opinions toward online grocery buying, however this association is conditional on whether the consumer has made an online purchase or an online grocery purchase previously (Hansen, 2008). The researcher observed that

characteristics such as ease of use had an influence on customer behaviour in this study (Kanade & Kulkarni, 2018.). The most important factor in online purchase decisions was said to be simplicity of use (Jadhav & Khanna, 2016). According to the statistics, perceived ease of payment influences online purchasing decisions significantly (Napitupulu & Kartavianus, 2014). While apparent ease of use has minimal impact on e-commerce sentiments (Ha & Stoel, 2008). People's attitudes regarding online buying and willingness to do so are influenced by the ease of usage (Perea y Monsuwé et al., 2004). The most significant element in online shopping has been found as product availability (Jadhav & Khanna, 2016). According to a study, most people prefer to purchase online since it provides them access to a wider range of items (Saluja et al., 2018). Product diversity was recognised as the most influential element in online buying (Jadhav & Khanna, 2016). When it came to offline shopping, the availability of a wide range of products was the most important aspect (Trnka, 2017). The study discovered that product features had a substantial impact on attitudes regarding online buying and intention to shop online (Perea y Monsuwé et al., 2004). Consumers' past online shopping experience is important when deciding which mode to utilise, because previous shopping experiences link personal values to attitudes about online food shopping (Hansen,2008). According to another research, customers' perceptions of the significance of ease, security, and trust in the online environment were heavily influenced by their interactions with an e-brand (Lodorfos et al., 2006). The usage of online purchasing services is linked to the respondents' risk aversion in a positive and significant way (Dutta, 2020). Customers' intentions to transfer from offline to online purchasing in Indonesia are influenced by perceived channel risk, according to the research (Handayani et al., 2020). Perceived risk is a useful paradigm for explaining online purchasing roadblocks (Forsythe & Shi, 2003). The way people perceive risk has an influence on what they buy on the internet (Yousaf & Altaf, 2012). People are cautious to make purchases online due to the perceived risk. The cost of delivery has an effect on risk perception (Wiryawan, 2009). Consumer behaviour is influenced by perceived risk (product risk, money, information, debit/credit card, non-delivery, incorrect delivery, and so on) (Kanade & Kulkarni, 2018). According to a research on customer perceptions of online shopping, privacy, reputation, and thorough product information are among the most essential features (Kannaiah, 2020). According to the statistics, online retailers have a competitive disadvantage in terms of return exchange-refund policies (Kacen et al., 2013). Perceived pleasure impacts online purchases, according to a research (Yousaf & Altaf, 2012). Consumer views of e-shopping

are influenced by perceived enjoyment, which is determined by the quality of the e-commerce experience (Ha & Stoel, 2008). It was shown that attitudes about online buying and willingness to purchase online were influenced by perceived pleasure (Perea y Monsuwé et al., 2004). Customers' intents to move from offline to online purchasing in Indonesia are influenced by perceived delivery time discrepancies, according to the research (Handayani et al., 2020). According to the study, customers are particularly concerned about delivery times (Bauerová, 2018). One of the most important features of internet purchasing is the delivery time (Shanthi & Kannaiah, 2015). According to the study, customers are quite sensitive to delivery costs (Bauerová, 2018). Three reasons make respondents hesitant to buy online: perceived convenience, perceived danger, and perceived fun. The cost of delivery has an influence on risk and pleasure perceptions (Wiryan, 2009). Male respondents are more likely to buy technology products, whilst female respondents are more likely to buy clothing and accessories (Saluja et al., 2018). Gender was found to have a substantial moderating effect on all other parameters impacting customer desire to shift from physical to online channels (Handayani et al., 2020). Singaporeans' early inclination to buy online is influenced by transaction security and price (Liao & Cheung, 2001). Service quality, according to studies, has a favourable and significant impact on online purchase decisions (Irawan, 2018). The consumer's past online purchasing experience is crucial when choosing an online mode (Hansen, 2008). According to the conclusions of the survey, a cheaper price is the primary motivator for people to shop online (Baubonienė & Gulevičiūtė, 2015). However, if the product's price was lower than the market price, the respondent said that they would prefer to purchase online. They realised that online purchasing is quite important (Sivanesan et al., 2017). Price, according to another study, is the most crucial factor (Kannaiah, 2020). The most crucial influencing element for internet purchases was identified as price (Jadhav & Khanna, 2016). There is a significant correlation between online purchase and online product price (Choudhury & Dey, 2014). The product's security was found to be the most critical aspect (Kannaiah, 2020). Consumers' perceptions of the significance of security were strongly influenced by their interactions with an e-brand (Lodorfos et al., 2006). On the other hand, security has a negative and little influence on online purchasing decisions (Irawan, 2018). Transaction security has a big influence on Singaporeans' first willingness to buy online (Liao & Cheung, 2001). Grace T.R. Lin and Chia-Chi Sun (2009) investigated the elements that influence online purchase satisfaction and loyalty, and found that the quality of website service may have a direct impact on

consumer e-loyalty and e-satisfaction (Lin & Sun, 2009). Service quality, according to studies, has a favourable and significant impact on online purchase decisions (Irawan, 2018).

According to a study, the majority of respondents prefer to purchase online since it saves them time (Saluja et al., 2018). Technical acceptability criteria had a direct beneficial impact on consumer e-loyalty and e-satisfaction (Lin & Sun, 2009). According to the conclusions of another research, new technologies can enhance the shopping experience, but apps must be adapted to the specific needs of different client segments and product categories (Burke, 2002). Website service quality, technology, and customer e-satisfaction all positively influence customer e-loyalty, according to a study conducted by Grace T.R. Lin and Chia-Chi Sun (2009) to determine the factors that influence customer satisfaction and loyalty in online shopping. However, e-loyalty cannot directly influence customer e-satisfaction (Lin & Sun, 2009). Perceived cost impacts online purchases, according to a research (Yousaf & Altaf, 2012). Repurchase intent is positively connected to perceived cost, according to another study (Wu et al., 2014). According to the findings of a study, perceived cost is the most important factor affecting customer intent to transition from offline to online purchasing in Indonesia (Handayani et al., 2020). The marketing communication process differs between physical and online client decision-making, according to research (Katawetawaraks & Wang, 2011). Consumer views about internet purchasing were shown to be significantly influenced by perceived benefits (Al-Debei et al., 2015). The advantages of internet shopping, according to studies, have a major impact on online purchasing decisions (Napitupulu & Kartavianus, 2014). In the study, guarantees were shown to be the most influential element (Kannaiah, 2020). According to this study, consumers' perceived value and each cost component are positively related to repurchase intent (Wu et al., 2014). The quality of information has a significant influence on online purchase decisions, according to the conclusions of a research (Napitupulu & Kartavianus, 2014). According to studies, internet merchants have a competitive advantage in terms of brand selection (Kacen et al., 2013). The most important element in offline purchases was the product's brand (Kamboj et al., 2018). According to Inderjeet Sethi's research, a buyer's decision is influenced by brand value (Sethi, 2018). Access, search, evaluation, transaction, and possession/post-purchase convenience were identified as aspects of online buying convenience in the study (Jiang, 2013). Online shopping is influenced by factors such as convenience (Yousaf & Altaf, 2012). According to another study, people are hesitant to buy online because of the apparent ease. The effect of delivery fees on customer perceptions of

convenience (Wiryawan, 2009). According to the results of a poll, the major incentive for individuals to purchase online is convenience (Baubonienė & Gulevičiūtė, 2015). Convenience was the most important element in internet shopping (Jadhav & Khanna, 2016). Consumers' perceptions of the significance of convenience in the online environment were significantly influenced by interactions with an e-brand (Lodorfos et al., 2006). Convenience has a favourable and considerable influence on online purchase decisions, according to the study (Irawan, 2018). According to a research done in Singapore to assess Singaporeans' initial preparation to e-shop on the Internet, IT education has a substantial impact on first willingness to e-shop on the Internet. People's first inclination to e-shop on the Internet is heavily influenced by their internet usage (Liao & Cheung, 2001).

During Covid 19 Situation

The component "Quality" has a significant influence on shaping (Consumer intention) customer choice to buy a product (Chetana, 2020). According to the study, people's perceptions of risk while buying online improved during the Covid-19 epidemic, but these risk factors were shown to be unfavourable in normal circumstances. Furthermore, marketing policy has an influence on online purchase when Covid-19 is known, but it has no effect when Covid-19 is unknown (Pham et al., 2020). Consumers' inclination to utilise e commerce during the COVID 19 pandemic in Saudi Arabia was influenced by PU, risk taking tendency, P BC, perceived lack of alternatives, and government support, according to the findings. Meanwhile, PEOU, SN, felt external pressure, perceived risk, and imagined punitive breaches had little effect on customers' willingness to utilise e commerce (Salem & Md Nor, 2020). Product quality, a better delivery route, acceptable pricing, and technological support are all key factors in growing and maintaining an online business in the future, according to this study (Hakim et al., 2021). The title of this article begins with a definition of panic purchasing and consumer behaviour. Fear and worry, stress, uncertainty, and media exposure, according to the authors, all impact customer behaviour in panic purchases. In the final section, the authors provide some policy proposals for combating panic purchasing in the case of a pandemic outbreak (Rosita, 2020). According to the study, threat perception and consumer psychology have a substantial impact on impulsive purchasing behaviour. Panic and the news media can amplify the sense of approaching catastrophe. According to the research, the quantity of money a customer possesses has an effect on their impulsive purchasing behaviour (Kaur & Sharma, 2020). Herd behaviour, social media exposure, anxiety sensitivity, pricing, and product availability are five

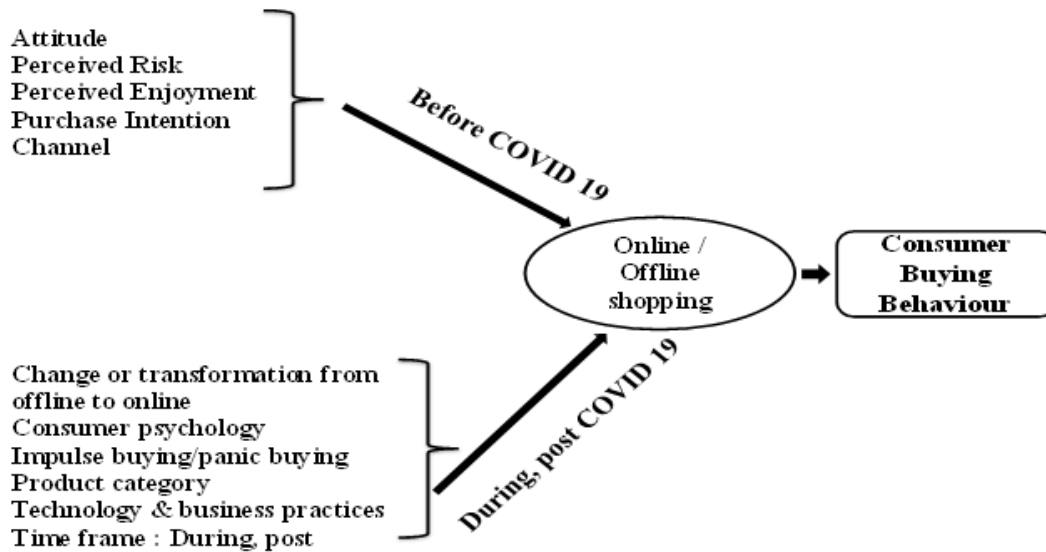
significant factors that cause panic purchase behaviour among Malaysian buyers, according to the results (Gazali, 2020). Customers' views of health had the greatest influence on their purchase intentions, followed by their trust in imported organic products, according to the research. The purchase intentions of consumers had a positive influence on their future shopping patterns. People in Vietnam who have a high level of education and a monthly income of at least 10 million VND are more likely to purchase imported organic food (Huong & Nguyen, 2021). The Indian government has imposed a nationwide curfew beginning March 25, 2020. As a result of the lockout, customers were compelled to buy in a panic. People in big cities are used to buying basic necessities, such as groceries, online. Amazon, Flipkart, Grofers, Big Basket, and others are among the leading online grocery retailers. The closure has had a major impact on online shopping. Etailers were only able to provide limited or no service due to a shortage of goods, transportation, and labour. Customers' trust, loyalty, and satisfaction have all been impacted by the epidemic (Meshram, 2020). Customer behaviour is influenced by a variety of factors such as price, convenience, flavour, and nutrition. MTR Foods is highly recommended by the majority of responders (Chaurasiya et al., 2020). The current COVID-19 epidemic has impacted individuals, companies, and consumers. A change in client purchasing patterns has also occurred. A change in income, a lockout, a disturbance in the supply chain, product unavailability, and product accessibility are all variables that contribute to this shift in behaviour (A. Sharma & Mehta, 2020). The findings revealed a new consumer behaviour trend in which people choose to buy fresh fish online rather than in the market. A number of cultural, social, emotional, and psychological factors impact customers' purchasing decisions for fresh fish ordered online (farradia & Sunarno, 2020). According to the findings, higher-income families are more likely to make more online deliveries and spend more money on home deliveries during the COVID-19 blackout. Higher levels of technology usage are likewise linked to higher levels of delivery and spending. Food and groceries are usually delivered the same day or the next day. Respondents who are concerned about product prices in physical stores are less likely to have frequent house deliveries under COVID-19 lockout, but those that are concerned about health concerns are more likely to spend more money and have more home deliveries. The findings have far-reaching consequences for equity and access to e-commerce and home grocery delivery services (Unnikrishnan & Figliozzi, 2020). System quality, product quality, brand features, and economics have all had a substantial influence on customer happiness while purchasing fresh food online. Meanwhile, only economic efficiency has been proven to have a statistically significant influence on repurchase intentions among the five

optional qualities of customers (LEE, 2020). This suggests that a high-risk perception, such as in the case of the COVID-19 pandemic or other civil unrests, might lead to irrational purchasing decisions. This essay offered a new perspective on the negative aspects of risk perception (Long & Khoi, 2020). Because of the fundamental goal of safety, digital or online purchasing is also critical at this time of pandemic (Jayan & Xavier, n.d.). The findings emphasised factors such as convenience, payment options, and offers, all of which are significant factors to consider when making an online purchase (Prof. Reema Shah Prof. Upendra More, 2021).

Constructing a Conceptual Framework

The goal of this study is to determine what characteristics influence consumer buying behaviour before and during the covid 19 pandemic, both online and offline. We focused on contributions to the issue of consumer purchasing behaviour in our evaluation of the literature. It's critical to identify any research areas that haven't yet been addressed by any studies, as well as any gaps that need to be filled, at this point. We also need to create a conceptual model that will help us better comprehend consumer buying behaviour. To that aim, the following Figure depicts an early conceptual model based on the study findings that addresses consumer buying behaviour in both online and offline shopping. In our model, we've included a variety of study hypotheses and future goals in the hopes of inspiring anybody interested in consumer buying behaviour research to become involved and help us better understand this complicated phenomena (Peachey et al., 2015). The proposed conceptual model, which was built based on a survey of the literature on consumer buying behaviour in both online and offline shopping, is depicted in the image below. It will be difficult for us to acquire all of the information needed to understand consumer buying behaviour since it is a dynamic process influenced by a variety of factors. Our goal, on the other hand, is to provide a framework that can be examined, analysed, questioned, and expanded upon. Any and all contributions are appreciated in this regard.

Figure 1: Proposed conceptual framework



Source: Prepared by the authors (2023)

CONCLUSION

Consumer behaviour is said to have been influenced by the COVID-19 pandemic throughout the world, and that as a result of the epidemic, consumer purchase habits have changed (Ali, 2020). Our study focused on the factors that influence consumer buying behaviour, both online and offline. The major goal of this article was to look at the impact of the COVID-19 on both online and offline client purchasing behaviour. A study of the literature was used to develop effective criteria based on our research goals. As a result, this study was carried out to fill the void and give academics and practitioners with insight into the elements that influence consumer intention and adoption of online mode. Consumers are more ready to make purchases online, and a rising number of firms are investing in online infrastructure. The outcomes of this study shed light on consumer buying habits in both online and offline shopping. By offering a conceptual framework for analysing consumer buying behaviour before and during the Covid-19 epidemic, this study adds to our understanding of online and offline shopping. Consumer's positive attitudes do not translate into actual use, according to the bulk of prior studies, and the majority of consumers are apprehensive to utilise online purchasing. This research addresses the requirement for a current literature review in order to evaluate a variety of criteria.

Based on theoretical contributions to the topic, the research will provide some practical recommendations. Marketers and consumer behaviour researchers will benefit greatly from the results. Taking everything into consideration, this study offers a fresh look at consumer buying behaviour in the context of COVID-19. The findings of this study have far-reaching

consequences for firms who offer or plan to offer online and offline purchase services, both offline and online shopping. Situational variables need more attention in terms of policy repercussions. The study's major policy recommendation is that the government work to establish a favourable environment for extending internet access, encouraging merchants to provide consumers online purchasing choices, and raising public knowledge of the internet's availability and use (Sobti, 2019). This study contributes to the corpus of knowledge by describing what is now known — and what isn't — regarding the relationship between factors and consumer buying behaviour. Furthermore, because it is based on the findings of previous studies, it provides a comprehensive overview of the current literature. The study also helped determine which topics have gotten less attention.

Despite the fact that this study met its objectives, it had shortcomings. The focus of this research was on literature produced mostly in the English language. Using only a few keywords, the study examines 100 articles of consumer buying behaviour material from various databases sources. The focus of this study is on the importance of customer buying behaviour towards online and offline shopping in the context of business management, rather than cross-industry applicability. Because the scope and potentials of consumer buying behaviour toward online and offline shopping are not confined to the business and management environment, future research might cover a wide range of topic. The papers for the research design were picked using keyword searches, which limited the study's scope. While including more keywords in the sample may improve coverage, it also adds noise (irrelevant articles) and complicates implementation. The given research theory is supported by existing literature, but the validity and reliability of the theory is not tested which invites future researchers to test it using statistical techniques. Social constructionism demands research involvement in order to comprehend, link, and interpret his or her own and respondents' experiences. As a result, the authors may be biased and the conclusions of this study cannot be generalised to a large population. As a consequence, future researchers may be able to prove the consumer buying behaviour hypothesis for both online and offline shopping using quantitative data collection and analysis techniques (Naeem, 2020).

Given the rising interest in consumer buying behaviour, we are pleased to provide a variety of research options that allow for more in-depth investigation. An important suggestion is to do an in-depth empirical investigation on the use of a variety of recognised aspects to analyse consumer buying behaviour for both online and offline shopping. Researchers should focus their attention on the factors that influence consumer buying behaviour, whether they are

online or offline. Researchers should investigate how firms and marketers respond to consumer's product questions. Future research can employ bibliometric techniques like analysis and bibliometric coupling to see if the consumer purchasing behaviour study has a comparable theoretical base (O'donoghue et al., n.d.; Rami' rez & Rami' rez, 1999; van Dijk et al., 2014). This method, together with theoretical approaches, can be used to locate structural changes (Nerur et al., 2008; O'donoghue et al., n.d.).

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