

CRISIS AND CONSUMER SPENDING BEHAVIOUR DURING LOCKDOWN AND POST LOCKDOWN

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ABSTRACT:

Consumer spending behaviour is key to understand the demand for goods and services in the economy. It will help to know the income levels and standard of living of people. Analysing consumer spending patterns will be very much needed to understand existing scenario of economy. The study of spending by the consumers especially households will let businesses to make pricing and production strategies, governments to plan their welfare policies. Any crisis in the economy will affect the way consumer prioritise the needs and spending will cause ripples of changes in existing pattern of purchasing which will significantly stir other economic activities. Out break of Corona Virus created such crisis in the economy and have changed the pattern of consumption to greater extent. This article aims to find the consumer spending behaviour in two time periods, i.e., during lockdown and after lock down using primary data collected from 80 respondents (online). The availability & access of goods, major part of consumption, mode of consumption, factors affecting their consumption were studied and findings were presented. This primary data-based study revealed that there is significant difference in consumption behaviour, during and after lockdown.

KEYWORDS: Consumer spending, purchasing patterns, COVID-19, crisis, lock down, post lockdown.

INTRODUCTION:

Mankind has witnessed varieties of crisis from ages; Natural calamities, wars, economics crisis, outbreak of pandemics and deadly diseases. This taught human kind to change the way they live and act. These crises forced people to accept changes and adopt to new situations. Crisis can be understood as some unforeseen event that creates uncertainty, threatening daily routines and putting the accomplishment of certain personal ends into risk. One such crisis world witnessed in modern era is Corona virus (COVID-19) which belongs to large family of viruses that cause illness ranging from the common cold to more severe diseases.

In December 2019, China informed WHO, about the cases of pneumonia of unknown aetiology detected in Wuhan city, Hubei province of China. within few months this virus spread many countries across the globe. India reported its first corona case on January 2020 in Kerala. To control the outbreak of pandemic, Indian government announced Nationwide lockdown from March 25th 2020. Immobility of goods services and people, stagnant production activities in the country raised curtains for another type of crisis. Crisis, whatever kind it is shatters the social.

