Analyzing the Change in Buying Behavior of Indian Consumers in Covid-19- An Analysis on Adani Wilmar Limited

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ABSTRACT: *Consumer buying behavior plays an important role in maintaining profit and market reputation of the company and its products which has seriously been affected during the pandemic, COVID-19 and spread of coronavirus in India. Nationwide Lockdown has impacted the buying behavior of the consumers and there is a wide range of change analyzed in their buying preferences and shifting to packed and branded products. The study aims on analyzing the factors that have affected the consumer buying behavior during pandemic both from the company's perspective and consumer's perspective. Adani Wilmar Ltd., one of the biggest FMCG company in India is the company taken into consideration and how the consumers have responded to their products during pandemic. An online survey conducted had elicited 131 responses from the people residing in Delhi-NCR. A virtual interview has also been conducted with the Adani Wilmar's Area Sales Manager to understand the problems faced by the company and his team when there was complete Lockdown and all the actions have been prohibited by the government.*

At the end of the study we are able to understand the factors affected the consumer's buying behavior, how it affected the sales of the company, what channel of buying the products was being preferred by the consumers and what all were the problems faced by the company and how well did they overcome it. Quality, and Trust being the highest factors which helped the company in maintaining the position of being a market leader even in pandemic times. Results exhibited that there is an association between place of buying and frequency of buying the groceries, there is a relationship between availability and place of buying the groceries and different parameters affect different on consumers buying behavior. The research is primarily based on primary data and is an attempt to fulfill the research objectives.

KEY WORD*: Consumers, Buying Behavior, Pandemic, COVID-19, Lockdown, factors affecting, change, Company, Adani Wilmar Ltd., Delhi-NCR, India.*

I. INTRODUCTION

Adani Wilmar Limited, incorporated in January, 1999 is a Joint Venture between Adani Group, the leaders in Private Infrastructure and Wilmar International Limited Singapore, Asia's leading Agriculture Business Group. It is the biggest and quickly growing FMCG companies in India.

The company possesses the largest variety of brands of edible oils including the varieties of Soya, Mustard, Sun, Rice Bran, Cottonseed, Groundnut, etc. and the company has prolonged its offering basket with the introduction of Vivo Olive Oil, edible oil which helps in balancing the blood sugar. Besides oil, the company has too forayed into the packaged Basmati Rice, Besan, Soya Chunks, Pulses, Fortune Chakki Fresh Atta, and they recently have launched the superfood Khichdi. So as to supply according to the regional preferences, they introduced four variants to their category of Basmati Rice. In the same way, a logical extension to the successful launch of their Fortune Chakki Fresh Atta, they launched the products like Maida, Rawa, and Sooji further strengthening their Food Portfolio. Moving out from the kitchen and entering into the individual and skin care category, they launched their first product – Alife Soap. Adani Wilmar's product portfolio expands under numerous brands, such as - Fortune, Bullet, King's, Raag, Avsar, Jubilee, Pilaf, Fryola, Alife, Alpha and Aadhar.

Adani Wilmar Limited has the prime and huge distribution network amongst all the branded edible oil companies present in Indian market, with 95 stock points, 10% Retail Penetration, and 5000 distributors which spreads across approx. 1.5 million outlets across India. Fortune is one of the most esteemed, admired, consumer trusted, and well-marketed brands of the Adani Wilmar Group. Just within two years of Fortune's launch in India, it became the leader of the market in their segment. The brand grasps the loyalty, trust, and confidence of more than 30 million households.

The pandemic, COVID-19 has severely impacted the lives of people of not only in India but also in the World. Pandemic has affected and changed the buying, working, and living pattern of everyone. The first case of the widespread disease was detected in Wuhan, China during December, 2019 and at the later stages it spread rapidly worldwide and was declared as a pandemic by World Health Organization (WHO). The measures like isolation and quarantine are taken into consideration by the whole world. The social isolation along with the economic isolation between different regions, states along with different economic sectors. India went into an early lockdown from 24th March, 2020 which resulted in hinderance between the interactions among food systems at every stage of delivery and production. The demand of essential food has increased as in the times of new normal and pandemic people switched their preferences from outside food to "Ghar ka Khana" as a precautionary measure.

The research paper focuses on analysing the factors that somewhere have affected the buying behaviour of the consumers due to pandemic. It mainly focuses on how the changes in buying behaviour affected the India's biggest and fastest growing FMCG company Adani Wilmar Limited, the challenges faced by them and how they stay intact during the pandemic times. The research tries to tell how the consumer's buying behaviour changes and how the company worked as per their customer's needs and requirements. The research has been taken place in the Delhi-NCR region. Both Qualitative and Quantitative research has been taken into consideration for analysing the change in buying behaviour of the consumers during pandemic times.

• Qualitative research has been carried out with the help of short interview conducted with the Industry Expert, Mr. Tanmay Biswas (Area Sales Manager, Adani Wilmar Limited, New Delhi). His guidance and major insights were quite helpful in analysing the factors that affected the change in consumer's buying behaviour. Due to his cooperation and motivation it was easy to conduct the research and understand the broader concept of the research. He helped in understanding the company and consumers both sides of the research with his realistic experience and made it quite transparent for the readers to understand what all challenges were faced by the company, consumers and how well did he, his team and his company overcome those challenges and made it possible for the consumers to enjoy the products and services of Adani without any hinderances.

• Quantitative research has been carried out with the detailed structured Questionnaire on the basis of convenience sampling method and has been taken up by 131 respondents of Delhi-NCR region.

The Primary data has been combined in meeting the objectives of the research and were quite helpful to a major extent in carrying out the research. The data collected has met with the objectives of the study. The report is supported by most of the Primary data and not much on Secondary data.

II. LITERATURE REVIEW

(Jaminyasa, Martadiani, Pulawan, & Amerta 2017), founded that product quality lays an important impact on customers purchasing decisions and satisfaction.

(Andreyeva Tatiana et al. 2010), studied in their research article about how change in the cost of the food items effects the requirement for the food items. It was examined that if the prices of unhealthy alternatives of food increases and price of healthy food decreases, then consumers start shifting their choices to healthier food.

(Satit, Tat, Rasli, Chin, and Sukati 2012) states that among the product, place, price and promotion, Mostly, price is the sole element which influences consumers more while making their buying decision. The Companies offer competitive prices and provide special discounts, offers and schemes for their products to attract consumers.

(Srikanth G. &Rajaveni N. 2014), in the research specified that the demographic and other factors influences the purchasing behaviour of consumers for the edible oils. Taste, price and health status were identified as important factors of the research. It was found that consumers were partially conscious about the health gains and technicalities of edible oils. It has many health benefits due to less fat content, ingredients, and also adds taste to the food.

(Ganapathi 2015), Consumers are inclined more towards time saving, security, and website design to purchase groceries online.

(Flatters and Willmott 2009), recognized not many new patterns during emergency which incorporate rearrangements of interest due to restricted proposals during emergency which will in general proceed with post-emergency where individuals purchase easier contribution with extraordinary worth. in their investigation proved that the effect of the downturn on purchaser mentalities and patterns is basic. The most focal patterns in emergency incorporate the interest for straightforwardness, which shows that shoppers look for simple, esteem-

related items and supervisions that unravel their lives and spotlight on the sanctioning of an organization where purchasers are insulted by the unlawful lead and unscrupulous organization conduct. The adjustment in buyer conduct during emergency times drove creators' advantage to investigate purchaser conduct during COVID-19.

(Valaskova et al. 2015) No two of them are the equivalent, as everybody is affected by various inside and outside components which structure the consumer behaviour. Consumer behaviour is a significant and steady dynamic cycle of looking, buying, utilizing, assessing, and discarding items and administrations.

(Smith and Rupp 2003), studied that consumers make decisions while purchasing, and they are mostly influenced by perception, personality, attitudes motivation, and emotion, which play a crucial role in their buying behaviour.

(Sucharita Debnath 2020), The reality of purchasing huge amounts of item or ware because of abrupt concern of an approaching deficiency or value rise is named as Panic purchasing. Customers need to hang tight for around 30 minutes for their chance to enter the store to purchase fundamental things. It is on the grounds that they were letting simply a few people to go inside the store at a time. Numerous things, for example, tetra packs of milk, confectionary items, tissue papers, margarine, flour, vegetables were not existing the nearby staple outlets (kiranas), shop floors, D-stores, Big Bazaar grocery store and so on Retailers and the organization took various measures, from asking guests to compulsorily wear covers, to checking spots outside shops for clients to remain, to shielding social separating to forestall the victory of the pandemic. Businesspeople guessed this was a direct result of frenzy purchasing on 24 March 2020, Tuesday night itself, soon after the declaration of a complete lockdown by Prime Minister Narendra Modi. E-commerce business websites and organizations are making an effort to deal with the contagious pandemic circumstances. Take up the circumstance of the Amazon doesn't just arrangement with one nation rather, however it likewise manages different nations as well. Limit of dealers are from china of Amazon. Other online organizations are likewise going to feel the pressing factor of their stockpile crunch. Numerous online organizations are confronting deficiencies of items which can't fulfil the interest of clients over yonder. This may likewise increase the price of the items, in prospects, in the wake of everything recovers.

(Shringar Jha, Vishal Pradhan 2020), Since, the outbreak of COVID-19 pandemic, the offer of disinfectant items and administrations have additionally expanded, as they were intermittently performed by associations and people. Irregular routine had additionally adjusted individuals' rest design and expanded their computerized media streaming generously which prompted an increment being used of items, for example, computer games, MP3, online media's all throughout. The discoveries attracted were that because of nationwide lockdown and confined offices, individuals changed their routine and in this way, their item decisions and use had likewise seen a distinction. Individuals were presently more mindful about the utilization of items and administrations accessible to them in light of their adjustment in routine. Consequently, the factor of wellbeing getting bargained could modify a person's conduct and the equivalent could be imitated while settling on choices of acquiring a help or an item.

III. RESEARCH METHODOLOGY

To complete this study, the Primary as well as the Secondary data has been collected. The primary data was collected by using a detailed structured questionnaire which was administered to 131 Individuals on the basis of Convenience sampling method and also by interview from the Industry Expert. The survey and interview both were carried out in a part of Delhi-NCR. The Secondary data has been collected from books, published thesis, articles and journals from reputed journals and related websites. The Primary data which is collected for the study is scrutinized, tabulated and analyzed for the research and academic purpose. For the calculation and analysis of the data, appropriate statistical tools and techniques have been used.

3.1 Statement of the problem

Adani Wilmar Ltd. amongst the largest FMCG company in India and holds a major place in every household and also in the market. Therefore, this research will aim to find out the impact of Pandemic, COVID-19 on the changes of buying behaviour of the consumers and how it has affected the company. The Research is done to study the consumers buying behaviour and factors affecting during COVID-19. It also tries to probe the behaviour of the consumers in selecting the medium/channel for purchasing the products/groceries. Behaviour vary on the basis of price, quality, availability, ingredients, taste, packaging, etc. The Research helps in knowing buying behaviour, consumption patterns and preferences which varies with the age, family size, and other factors.

3.2 Research Objectives
- To determine the effect on buying behavior of consumers because of the COVID-19 pandemic.
- To study how the change in buying behavior of consumers have affected the sales of Adani.
- To study the how certain parameters (quality, satisfaction, trust, and esteemed value) affected the consumer's buying behavior.
- To determine the channel selection for buying during pandemic.
- To study the issues faced by the consumers and Adani and how they have overcome it.

3.3 Sampling
- Sample Design: Non-Probability Convenient Sampling.
- Sample Size: The sample size consists of 131 Individuals.
- Sampling Area: Delhi-NCR.

3.4 Data Analysis
The collected data was converted into data matrix using SPSS 23.0 software. Descriptive and Inferential analysis was done. Inferential Analysis: Chi-Square test and Friedman test.

IV. ANALYSIS & INTERPRETATION

4.1 Descriptive Analysis (Introduction & Interview of Area Sales Manager(ASM) of AWL, Delhi)
Mr. Tanmay Biswas (Area Sales Manager, New Delhi) who is a FMCG Industry Expert and has been working, growing and exploring for more than 11 years in the field of Marketing and Sales. Present Area Sales Manager of Adani Wilmar limited has been a part many renowned FMCG Companies (ParleAgro, General Mills, PepsiCo., Marico Ltd., and many more) and looks forward to being an integral part of this industry in the coming years. His deep insights and knowledge on the subject matter gave this research a broader marketing experience. He shares his work experience during pandemic what all challenges were faced by him, his team and company and how gracefully did they embrace and overcome them. He shares all how he and his team made it possible for the consumers of Delhi-NCR to enjoy the products and services of Adani without any hinderances. He has helped in understanding the perceptive of company and consumers both sides of the research with his realistic and transparent approach. His guidance, motivation and learning proves to be great help in completion of the research successfully and gave it a practical view.

The insights shared by Mr. Biswas motivated in designing some important questions of the Questionnaire and collection of relevant information which supported and fulfilled the objectives of the research. His guidance motivated to gain deep insights and knowledge about the consumer buying behavior during pandemic. He is continuously working with his team towards strengthening Adani Wilmar's footprints in Delhi-NCR Region.

Highlights of the questions asked which fulfill the major objectives of the study are listed below:
Q. What was the impact of Pandemic, COVID-19 on sales of Adani Wilmar?
During Lockdown, many companies were shut down and their competitive companies too have asked their employees to Work From Home but he and his sales force were there in market from 2nd of May (approx.40 days after Janta Curfew) and have utilized this opportunity effectively and efficiently in gaining most of the market share for maximum of their products as they were working efficiently to provide all the basic amenities to people during those difficult times. People were in panic and buying the products in bulk so, he and his team ensured that there distributors and outlets selling their products did not fall short on the basic essentials. Changes in people's buying behavior has boosted the sales of Adani not only in Delhi-NCR but all over India. They made the most of this opportunity, when there competitive brands were not working very actively and with company's contribution and motivation they were able to make it possible.

Q. What were the issues faced by him and his team during pandemic and how did they overcome them?
Issues faced by them during pandemic as stated by him are:
- Supply issues

During the initial days, Government issued passes for the basic necessities company which were issued quite late and due to which they were unable to supply the products because of lack of transit passes.
- Labour issues

Truck loading at Adani is done by workers and due to panic all workers were migrating or migrated to their native places. Lack of labour also contributed to supply issues as the loading was not done on time and there was delay in supply.
- Customer interaction issues

During lockdown, though he and his team were making every effort to make things smooth but customer interaction was affected because of the pandemic. They were not able to generate new leads but also the existing ones were not ready to meet and talk due to high risk of health.

During the initial days, it was difficult for them, because of the above mentioned issues but they stay motivated and worked for the betterment for the consumers and aligning the things so that they can work smoothly like normal days. The positive approach helped hem attaining the smooth working conditions within a month with

the support of his team and company. They tried every possible measure to overcome the hinderances and keep the working smooth and they were able to attain it within less time.

Q. According to you, what factors influenced the change in buying behaviour during pandemic?

He said that people keeping Hygiene as their priority preferred switching from open products to packaged products like Pulses, Besan, Sugar, Atta, etc. which according to them were meeting the safety standards. Health Consciousness being another reason for concern for the people during the tough times encouraged them to look for products which had enough of vitamins and minerals to boost and maintain the immunity. Edible oil is a major product which meets the different health requirements and health consciousness needs of its consumers irrespective of age and gender.

Quality offered, Trust gained, Brand Name, etc. were the major key factors which influenced the customers to buy the products and satisfied the needs. Maintenance of these key factors helped Adani to boost the sales of Adani's products during pandemic.

4.1.2 In the research, Female respondents **(51.9%= 52%)** are more than the male respondents **(48.1%= 48%)** undertaken in the gender category of the respondents.

4.1.3 In the age group, the sample is dominated by the young category and majority of the respondents **(64%)** are from the 21-30 years age group. After that, **(21%)** of the respondents lies in the 31-40 years age group. Then there are **(3%)** of the respondents which lies in the less than 20 years age group, **(7%)** are from the 41-50 years age group and rest **(5%)** are 50 years and above.

4.1.4 Number of family members describes the consumers buying behavior and consumption pattern. Majority of the respondents **(64.1%= 64%)** have average number of 4-6 members in the family. Then **(20.6%= 21%)** of the respondents which belongs to a small family upto 3 members. After that, **(9.9%= 10%)** respondents have 6-8 members and **(5%)** of the respondents have more than 8 members in their family.
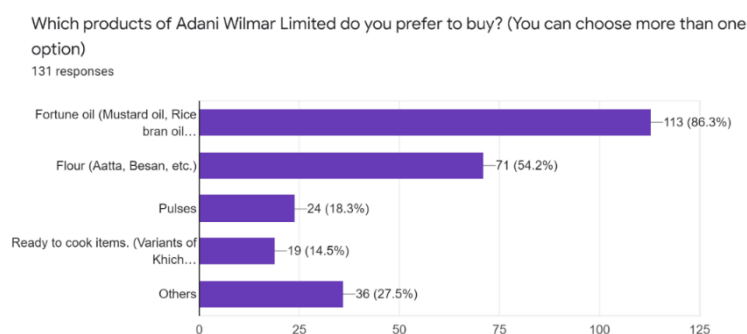
Figure No. 1 Family Size
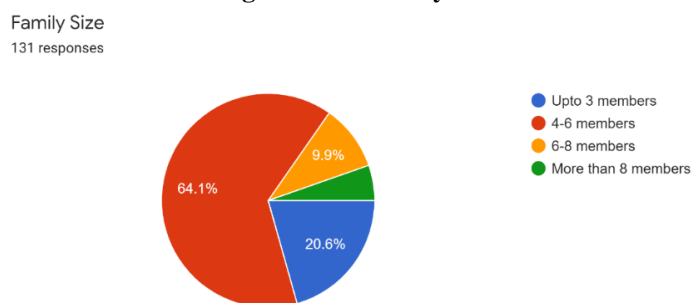
4.1.5 (46%) of the respondents have bought the groceries once in a month. **(41%)** purchased the groceries 2-3 times in a month. The rest **(9%)** bought them 4-5 times and **(4%)** bought the groceries for more than 5 times in one month. The frequency of monthly purchase is being depicted by this chart which shows maximum of the respondents have bought the groceries once in a month. Monthly purchase is being done by most of them but 2-3 times purchase frequency is also there and there is not much difference between people who bought monthly and people who bought the groceries 2-3 times in a month.

Figure No. 2 Frequency of buying groceries during pandemic
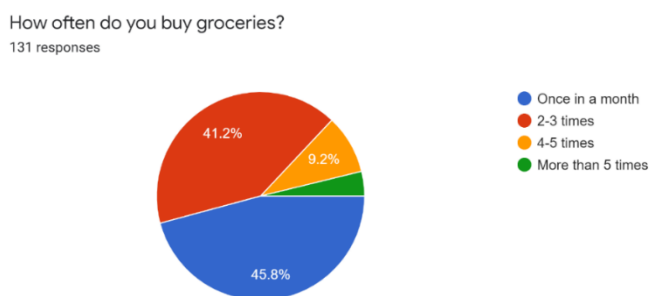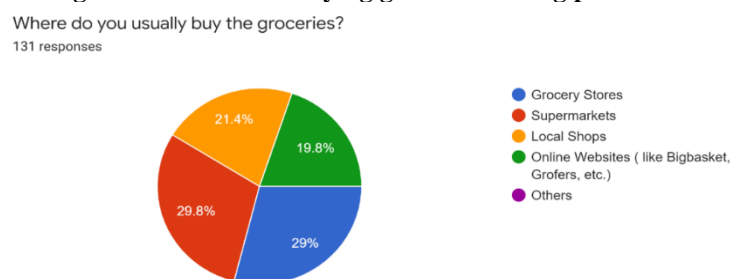

4.1.6 Fortune edible refined oils is the most preferred product by **(86%)** of the respondents. Variants of flours is preferred by **(54%)** of the respondents, Other products (like Soya Chunks, etc.) are preferred by **(28%)** , then Pulses by **(18%)** and Ready to cook items by **(15%)** of the respondents.

Figure No. 3 Most preferred product of Adani

Which products of Adani Wilmar Limited do you prefer to buy? (You can choose more than one option)
131 responses

|	
Fortune oil (Mustard oil, Rice bran oil…	113 (86.3%)
Flour (Aatta, Besan, etc.)	71 (54.2%)
Pulses	24 (18.3%)
Ready to cook items. (Variants of Khich…	19 (14.5%)
Others	36 (27.5%)

4.1.7 (30%) of the sample population usually bought the groceries from the Grocery Supermarkets. Grocery Stores **(29%),** Local Shops **(21%),** and rest **(20%)** Online Websites (like Bigbasket, Grofers, etc.)

Figure No. 4 Place of buying groceries during pandemic

Where do you usually buy the groceries?
131 responses

- Grocery Stores
- Supermarkets
- Local Shops
- Online Websites (like Bigbasket, Grofers, etc.)
- Others

21.4% | 19.8% | 29.8% | 29%

4.1.8 Availability of the products was smooth during pandemic has been claimed by **(85%)** of the respondents. Rest **(15%)** shows that they faced some difficulties in getting the products.

Figure No. 5 Availability of Adani's Products during pandemic

Were the products easily available during the pandemic?
131 responses

- Yes
- No

84.7% | 15.3%
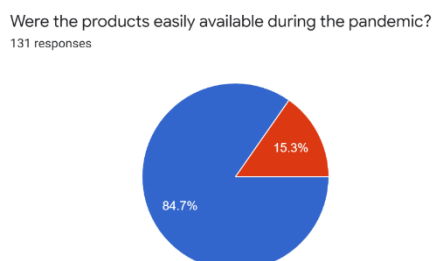
4.1.9 The research shows the factors considered by the respondents while buying Adani's products, namely:
- Price
- Quality
- Availability
- Taste
- Ingredients
- Others (Packaging, Brand Awareness, etc.)

Quality is the most considered factor and Ingredients being the least considered factor by the respondents. Price being the second most considered factor and Taste and Others (Packaging, Brand Awareness, etc.) being the third most equally considered factor. Availability/ Easy Access of the products is the 2nd least considered factor by the respondents and is not as essential as Quality, Price, Taste, and other factors.

Figure No. 6 Factors Considered while buying Adani's Products

What all factors do you consider while buying Adani's products? (You can choose more than one option)

131 responses
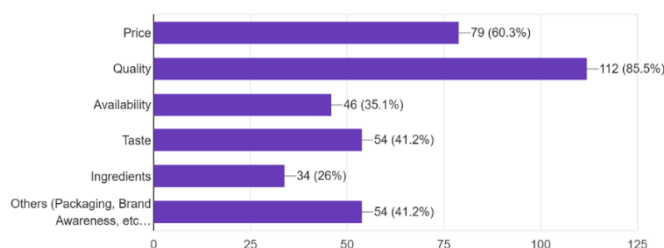
4.1.10 This research shows the Ranking provided by the respondents on Parameters like: Satisfaction, Quality, Trust, and Esteemed Value. This shows how consumers are perceiving the products on different parameters and rank the Adani's products on a scale how these parameters affect the buying decision of consumers. Ranking goes from 1 to 5 where:

- 1 = "Worst"
- 2 = "Bad"
- 3 = "Ok"
- 4 = "Good"
- 5 = "Best"

Quality ranked the highest and Esteemed value ranked lowest among the four parameters. Trust being the second highest ranked by the Consumers and after that follows Satisfaction.

Figure No. 7 Ranking of Adani's Products on different parameters

How will you rate Adani's products on the following parameters?
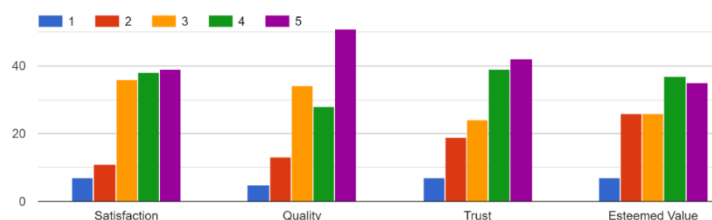
4.2 Inferential analysis.
4.2.1 Chi-Square Test
4.2.1.1 ASSUMPTIONS OF HYPOTHESIS:
H0: {There is no association between the place of buying the products and frequency of buying the products}
H1: {There is a association between the place of buying the products and frequency of buying the products}

Table No.1.1 Crosstabulation table of place of buying the groceries and frequency of buying.

Where do you usually buy the groceries? * How often do you buy groceries? Crosstabulation

			How often do you buy groceries?				
			2-3 times	4-5 times	More than 5 times	Once in a month	Total
Where do you usually buy the groceries?		Count	1	0	0	0	0	1
		% within Where do you usually buy the groceries?	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		% within How often do you buy groceries?	100.0%	0.0%	0.0%	0.0%	0.0%	0.8%
	Grocery Stores	Count	0	16	5	2	15	38
		% within Where do you usually buy the groceries?	0.0%	42.1%	13.2%	5.3%	39.5%	100.0%
		% within How often do you buy groceries?	0.0%	29.6%	41.7%	40.0%	25.0%	28.8%
	Local Shops	Count	0	11	4	2	11	28
		% within Where do you usually buy the groceries?	0.0%	39.3%	14.3%	7.1%	39.3%	100.0%
		% within How often do you buy groceries?	0.0%	20.4%	33.3%	40.0%	18.3%	21.2%
	Online Websites (like Bigbasket, Grofers, etc.)	Count	0	9	1	0	16	26
		% within Where do you usually buy the groceries?	0.0%	34.6%	3.8%	0.0%	61.5%	100.0%
		% within How often do you buy groceries?	0.0%	16.7%	8.3%	0.0%	26.7%	19.7%
	Supermarkets	Count	0	18	2	1	18	39
		% within Where do you usually buy the groceries?	0.0%	46.2%	5.1%	2.6%	46.2%	100.0%
		% within How often do you buy groceries?	0.0%	33.3%	16.7%	20.0%	30.0%	29.5%
Total		Count	1	54	12	5	60	132
		% within Where do you usually buy the groceries?	0.8%	40.9%	9.1%	3.8%	45.5%	100.0%
		% within How often do you buy groceries?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table No.1.2 Chi-Square Test

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	139.727[a]	16	.001
Likelihood Ratio	20.311	16	.207
N of Valid Cases	132		

a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is .01.

4.2.1.2 ASSUMPTIONS OF HYPOTHESIS:
H0: {There is no relationship between the availability of the products and place of buying the products}
H1: {There is a relationship between the availability of the products and place of buying the products}

Table No.2.1 Crosstabulation table of Availability of the products and place of buying the products.

Were the products easily available during the pandemic? * Where do you usually buy the groceries? Crosstabulation

			Where do you usually buy the groceries?				
			Grocery Stores	Local Shops	Online Websites (like Bigbasket, Grofers, etc.)	Supermarkets	Total
Were the products easily available during the pandemic?		% within Were the products easily available during the pandemic?	100.0%				100.0%
		% within Where do you usually buy the groceries?	100.0%				0.8%
	No	% within Were the products easily available during the pandemic?		50.0%	25.0%	5.0%	20.0%	100.0%
		% within Where do you usually buy the groceries?		26.3%	17.9%	3.8%	10.3%	15.2%
	Yes	% within Were the products easily available during the pandemic?		25.2%	20.7%	22.5%	31.5%	100.0%
		% within Where do you usually buy the groceries?		73.7%	82.1%	96.2%	89.7%	84.1%
Total		% within Were the products easily available during the pandemic?	0.8%	28.8%	21.2%	19.7%	29.5%	100.0%
		% within Where do you usually buy the groceries?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table No.2.2 Chi-Square Test

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	139.164[a]	8	.000
Likelihood Ratio	19.367	8	.013
N of Valid Cases	132		

a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is .01.

4.2.2 Friedman Test
4.2.2.1 ASSUMPTIONS OF HYPOTHESIS:
H0: {Different parameters i.e. Satisfaction, Quality, Trust, and Esteemed Value affects in the same manner on consumer buying behavior}
H1: {Different parameters i.e. Satisfaction, Quality etc. affects differently on consumer buying behavior}

Table No.3.1 Different parameters

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
How will you rate Adani's products on the following parameters? [Satisfaction]	131	3.69	1.143	1	5
How will you rate Adani's products on the following parameters? [Quality]	131	3.81	1.164	1	5
How will you rate Adani's products on the following parameters? [Trust]	131	3.69	1.216	1	5
How will you rate Adani's products on the following parameters? [Esteemed Value]	131	3.51	1.230	1	5

Table No.3.2 Ranking of Parameters
Ranks

	Mean Rank
How will you rate Adani's products on the following parameters? [Satisfaction]	2.53
How will you rate Adani's products on the following parameters? [Quality]	2.76
How will you rate Adani's products on the following parameters? [Trust]	2.51

How will you rate Adani's products on the following parameters? [Esteemed Value]	2.21

Table No.3.3 Friedman Test

Test Statistics[a]

N	131
Chi-Square	37.184
Df	3
Asymp. Sig.	.001

V. FINDINGS

- The first table shows that there is a significant association between the place of buying the products and frequency of buying the products. The p value (0.001) is less than the level of significance (0.05), will be rejecting the H0 (Null Hypothesis), and accepting the H1 (Alternate Hypothesis).
- The second table shows that there is a significant association between the availability of the products and the place of buying the products. The p value (<0.001) is less than the level of significance (0.05), will be rejecting the H0 (Null Hypothesis), and accepting the H1 (Alternate Hypothesis).
- The 3.1 table shows the descriptive statistics and table 3.2 shows the mean ranks does not differ much and it shows which parameter was rated the best i.e. Quality and which was rated the least i.e. Esteemed Value. Table 3.3 shows the p value (0.001) which is less than 0.05, so the H0 (Null Hypothesis) will be rejected and H1 (Alternate Hypothesis) will be accepted.
- This test demonstrates that the different parameters affect differently on consumers buying behavior.
- In the Chi-Square and Friedman's test using SPSS, it is proved that in all the cases Null Hypothesis shall be rejected.

VI. LIMITATIONS AND FUTURE RECOMMENDATIONS OF THE STUDY

- The sample size is only of 131 people.
- It is limited to only a small part of Delhi-NCR region, i.e. the whole geographical region is not covered.
- The brand selected for the research was due to high familiarity and fame factor.
- The sample size can be increased by further researchers.
- The area under observation can also be increased.
- The further researchers/observers can increase/decrease the number of brands according to their research preferences and objectives.

VII. CONCLUSIONS

It is clear from the research that consumer buying behavior has been affected during the pandemic times. The reason of success of Adani lies in their continuous dedication to serve their customers the best and quality maintained over the years. During the hard times of pandemic too, Adani and it's employees were working day and night to make the basic necessities available to their customers by following the proper guidelines and precautions. Mr. Tanmay Biswas (Area Sales Manager, New Delhi) tells about how he and his team were in the market, after 40 days Lockdown and also they were ensuring the availability of their products in the Delhi-NCR region and working from home to make things easy for their customers during tough times. They overcome the challenges that came in their way with strong determination to cope up the situation and bounce back strongly.

They very well succeeded in providing the best to their customers, building and maintaining the trust of their customers by not compromising in the quality of the products. The research fulfills the objectives that were set. The deep insights backs the research with the practical and realistic view. It also acknowledges that quality is the majorly affecting factor on Consumer's buying behavior followed by other factors like Price, Hygiene, and many more. Fortune edible oil of different varieties is being preferred by most of the population not only in Delhi-NCR but across India.

Considering both Qualitative and Quantitative methods of research makes the research strong and gives a broader view. The deep insights shared by Mr. Biswas were so realistic and practical that made the topic interesting and relevant to study. He motivated to dive deep into the topic and go to a greater extent of fulfilling the objectives of the research and he succeeded in inspiring and motivating. Collection of primary data helped in studying the factors effecting consumer buying behavior and how it affected the sales and working of the company during pandemic.

At the end of the study, we can see that we have studied the topic from both the company's and consumer's perspective and all the factors that influenced their buying behavior during pandemic.

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