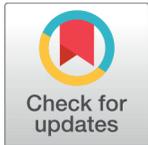


## RESEARCH ARTICLE



# Consumer's Preference for Indian Products: A study on Bengaluru Urban

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## Abstract

**Objectives:** The present study focuses on consumer's preference for Indian products with reference to Bengaluru Urban. **Methodology:** Primary data is collected from 50 respondents using simple random sampling through telephonic interview. Secondary data is collected from articles and journals. SPSS and Microsoft Excel are used for compilation and analysis of primary data. Regression and Chi-square analysis is used to test the hypothesis. **Findings:** There is a significant relationship between the consumer's preferences and Indian products in Bengaluru Urban. The correlation matrix shows the correlation co-efficient value of Healthy is .937, Reasonable prices is .93 and this clearly shows that healthy, reasonable prices are the major reasons for preferring Indian products by the consumers. The study also finds that on one hand majority of the respondents prefer Indian manufactured soap, detergents, beauty products, hair care, food articles and automobiles while on the other hand they prefer foreign goods when it comes to buying electronic goods like television, refrigerators and mobile phones due to the quality aspects. **Novelty:** This study highlights the usage and preferences of Indian products with reference to Urban Bengaluru.

**Keywords:** Consumer's Preference; Indian Products; Foreign goods; Quality & Competition

## 1 Introduction

COVID-19 created economic crisis not only in India but all over the world. To control the pandemic and spread of the virus one day lockdown was announced on 22<sup>nd</sup> Sunday, 2020 and since it was successful PM declared complete lockdown all over India from 24<sup>th</sup> March to May 3<sup>rd</sup>, 2020. Due to lockdown many industries were shut down, many lost jobs, wages cut, GDP reached to negative numbers, labourers migrated to their rural areas. To control the pandemic and boost up the economy, Prime Minister of India Shri Narendra Modi proposed a new concept called Atmanirbhar Bharat or Self-Reliant India. The swadeshi movement which was introduced to get freedom from British the similar kind of movement was launched in 2019 to get rid of Economic crises, Atmanirbhar Bharat Abhiyan promotes employment, inflow of FDI; increase in

exports<sup>(1)</sup>. The self-reliant scheme included 5 pillars of the economy, infrastructure, technology driven system, vibrant demography, demand and employment. The package is more beneficial to labourers, farmers, honest tax payers and cottage and small scale industries. Self-reliant India is re-packaged version of the make in India drive with new tagline-“Vocal for Local”<sup>(2)</sup>. Atmanirbhar Bharat or Self-Reliant will help to stop importing unnecessary goods and can be substituted by Indian products which will provide jobs to lakhs of people<sup>(3)</sup>. Parle products limited established in 1929, Fabindia providing rural employment by producing handmade garments, fabrics and ethnic products from 1960, Ghadi detergent founded in 1987; selling the products with affordable price, Khadi Naturals established in 1963 is the supplier of natural herbal products, Patanjali ayurveda limited established in 2006 has acquired many customers not only in India but also other parts of the world<sup>(4)</sup>. Swadeshi products are more reliable and 60 percent of respondents know that swadeshi products are made by ayurveda and the customers are more satisfied consuming swadeshi products<sup>(5)</sup>. Service quality, image of fuel station, promotional programmes, product assortment, location of fuel station, additional services, price, management of service station and technology adoption are the major reasons for consumer preference in Indian petro retailing<sup>(6)</sup>. Local products are less priced than the imported goods<sup>(7)</sup>. Brand, price, advertisement, country of origin are the factors influencing consumer’s preference for durable goods<sup>(8)</sup>. Brand loyalty, looks, comforts are some of the features that consumer’s take into consideration while preferring automobile products<sup>(9)</sup>. Indian consumers realised the importance of local products during COVID-19<sup>(10)</sup>. The present study focuses on the preference of the consumer’s towards the Indian products with reference to Bengaluru Urban.

## 2 Materials and Methods

### 2.1 Scope of the study

The present study is undertaken from 12<sup>th</sup> May to 31<sup>st</sup> May, 2021. This study tries to find the usages of Indian products by the consumers in the study area.

### 2.2 Research Objectives

- To identify the factors responsible for consumer’s preference towards the Indian products.
- To analyse consumer’s preference for the Indian products in the study area.

### 2.3 Research Methodology

The study is based on descriptive and exploratory research. Secondary data is collected from reports, journals and research articles. Primary data is collected using random sampling method through schedule telephonic interview. The sample size is 50 collected from Bengaluru urban households. SPSS and Microsoft excel are used for the compilation and analysis of primary data. Regression and Chi square is used to test the hypothesis. Simple graphs and diagrams are used to present the findings.

## 3 Analysis and results

### 3.1 Data Analysis

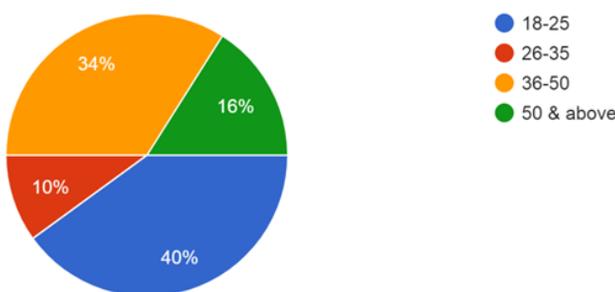
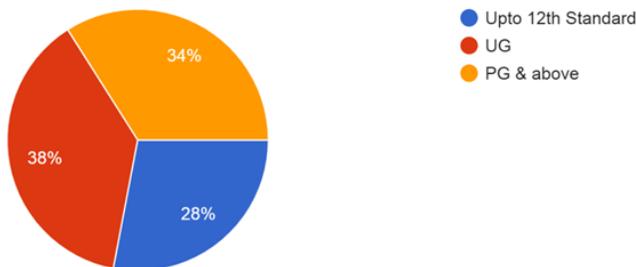


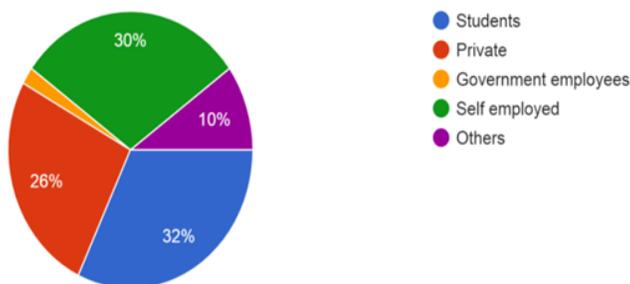
Fig 1. Age of the Respondents:

Figure 1 Portrays the age of the respondents. 40 percent of the respondents belong to the age group of 18-25 years, 10 percent belong to 26-35 years of age, 34 percent belongs to age group of 36-50 years and 16 percent to 50 years and above



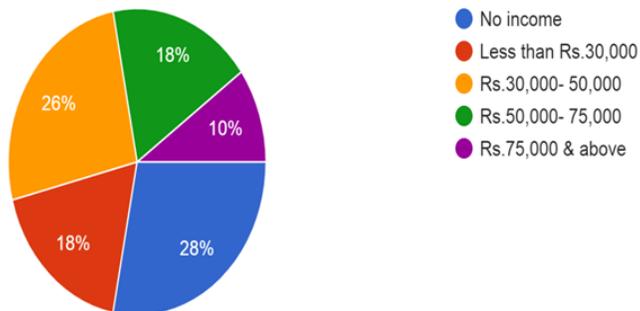
**Fig 2.** Educational Qualification of the Respondents

Figure 2 shows that 28 percent of the respondents have educational qualification up to 12<sup>th</sup> standard, 38 percent are undergraduates and 34 percent of the respondents are post graduates and above.



**Fig 3.** Occupation of Respondents **Source:** Collated from the field work

Figure 3 portrays the occupation distribution of respondents. 16 (32 percent) respondents are from students, 15 (30 percent) respondents from self-employed, 13 (26 percent) respondents from Private and 1 from Government employee, others 5 (10 percent) were chosen for collection of data.



**Fig 4.** Monthly Income of the Respondents, **Source:** Collated from the field work.

Figure 4 represents the monthly income of the respondents, majority of the respondents earn Rs.30,000 to 50,000 out of 50 respondents 13(28 percent) prefer to use more Indian products, less than Rs.30,000 monthly income earners are 50 out of 9(18 percent) want to use both Indian products and foreign products because of affordable price in food, beauty and hair care products. The respondents whose monthly income is in between Rs.50,000 and 75,000 are happy to use the Indian products especially beauty and hair care products from Tribe concept, Mamsco, Mama Earth since they are made from pure natural

Q8 which of the following products you prefer?

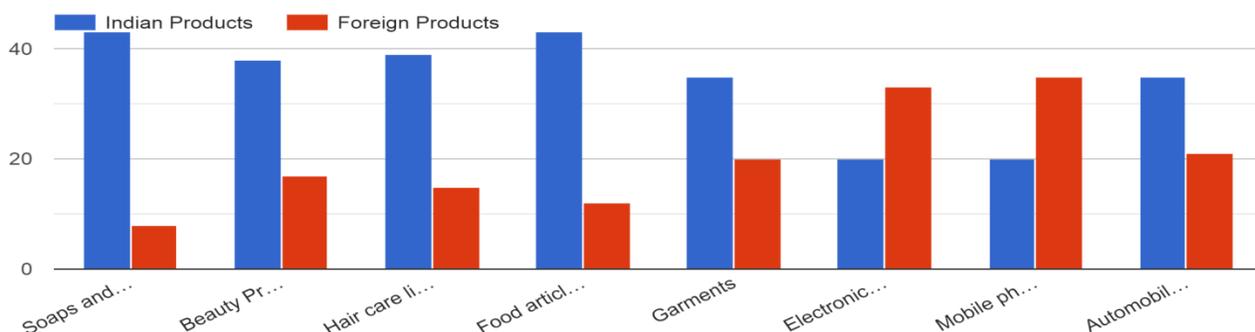


Fig 5. Preference of Respondents towards Swadeshi and Videshi products, **Source:** Collated from the field work.

products.

Figure 5 signifies the preference of respondents towards Indian products and foreign products. Majority of the respondents prefer to use more Indian soap and detergents, beauty products, hair care, food articles, automobiles compared to foreign products because of affordable price, quality of the product, quantity of the products, belief on ingredients used in production. But when it comes to electronic goods like television, refrigerators, mobile phone many respondents prefer foreign products.

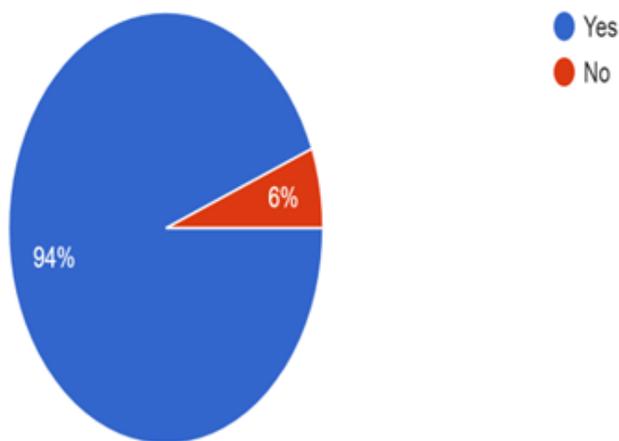


Fig 6. Respondents Preference for Indian Products, **Source:** Collated from the field work

Figure 6 displays that 43 respondents out of 50 (94 Percent) respondents prefer to use Indian products and support Atmanirbhar Bharat to promote Indian economy and convert India as a self-reliant India.

Figure 7 demonstrates the respondent's willingness to use the Indian products in the future. Respondents said that they want to support Indian economy by using Indian products and promote economic development of the country since many are suffering due to pandemic impact, lost jobs and income has drastically declined. The respondents appreciated the government initiative of Atmanirbhar Bharat and agreed that they are ready to use the Indian Products in future also.

Figure 8 shows the satisfaction derived from Indian products and foreign products. Out of 50 respondents 35(70 percent) said that they are satisfied with Indian products and 13 respondents out of 50(26 percent) said that they are very much satisfied about Indian products specially related to food, garments, beauty products since they are of good quality and quantity with

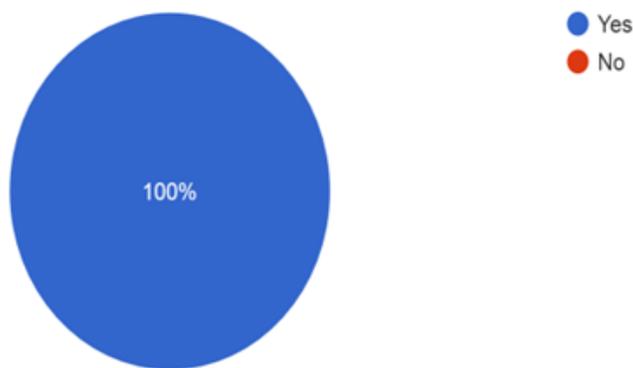


Fig 7. Respondents like to use Indian Products in future, **Source:** Collated from the field work

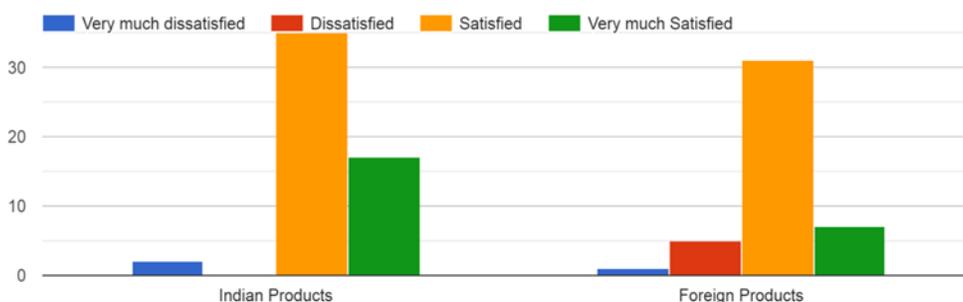


Fig 8. Satisfaction derived from Indian and Foreign Products, **Source:** Collated from the field work

affordable prices. 33 respondents (66 percent) out of 50 agreed that they are satisfied with foreign products because of the quality. 9 respondents (18 percent) were very much satisfied of foreign products though expensive it has quality, durability and wide range in products.

### 3.2 Hypothesis Testing

H<sub>0</sub>: There is no significant relationship between consumer's preference and factors responsible for the purchase of Indian products.

H<sub>1</sub>: There is a significant relationship between consumer's preference and factors responsible for the purchase of Indian products.

### 3.3 Factor Analysis

The patriotism with .896, good quality with .887 and wide range of products with the correlation co-efficient of .873 all these factors indicating good relationship, p value is .000. Hence, we can conclude that consumer's preference for the Indian products are mainly influenced by reasonable price, healthy followed by spirit of patriotism, good quality and wide range of products.

The KMO measures the sampling adequacy which should be greater than 0.5 for a satisfactory factor analysis to proceed. Here, the KMO measure is .849. The Bartlett's test of sphericity is significant; it is .000. This means that the correlation matrix is not an identity matrix.

The table of communalities in the output table shows the variance accounted in the variables by the extracted factors. 93 percent of variance in health consciousness is accounted, while 92 percent variance in good quality followed by reasonable price.

**Table 1.** Correlation Matrix

Correlation	Value
Reasonable price	.935
Good Quality	.887
Wide Range of Products	.873
Healthy	.937
Patriotism	.896
p value	.000

Source: SPSS

**Table 2.** KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling adequacy	.849
Approx. chi-square	362.561
Sig.	.000

Source: Primary Data.

**Table 3.** Communalities.

	Initial	Extraction
Resonable_Price	1.000	.928
Good_Quality	1.000	.929
Wide_Range_of_products	1.000	.853
Healthy	1.000	.935
Patriotism	1.000	.903

Extraction Method: Principal Component Analysis,

Source: SPSS

**Table 4.** Total Variance

Component	Initial Eigen Values			Extraction Sum of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.547	90.943	90.943	4.547	90.943	90.943
2	.187	3.743	94.686			
3	.123	2.455	97.141			
4	.106	2.114	99.256			
5	.037	.744	100.000			

Source: SPSS

The total component in the analysis is 5 which reflect the extracted factors that must be equal to the sum of number of items. The cumulative percent of the first variable is 90.94 percent. The factor accounts for 90.943 percent of variance.

**Table 5.** Component Matrix

	Component
Reasonable Price	.963
Good Quality	.964
Wide range of Products	.924
Healthy	.967
Patriotism	.950

Source: Collated from Field Work.

The table above shows that all factors are contributing towards single underlying factor that is over all consumer satisfaction.

**Table 6.** Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standard Items	Items
.971	.975	5

Source: SPSS

Cronbach's Alpha is used to measure scale reliability. Here in the above table the Cronbach's alpha is .971, which is considered to be excellent suggesting that all the items have relatively high internal consistency.

### 3.4 Regression Model

Here, Preference for the Indian products is the dependent variable while Reasonable price, Good quality, Healthy, patriotism, and wide range of products are the independent variable.

**Table 7.** Model Summary.

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate	R Square Change	F Change	Df 1	Df2	Sig. F Change
1	.636	.404	.336	.19546	.404	5.963	5	44	.000

Source: SPSS

The R value represents the correlation between dependent and independent variable. R value greater than 0.4 is taken for further analysis. In this case, the value is .636, which is good.

R Square shows the total variation for the dependent variable that could be explained by the independent variables. R value greater than 0.5 shows that the model is effective enough to determine relationship. Here the R square is 40 percent, and this shows that the regression model of good fit for the given data.

**Table 8.** ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	1.139	5	.228	5.963	.000
Residual	1.681	44	.038		
Total	2.820	49			

Source: SPSS

F value is greater than 1 for F-ratio yield efficient model. In the above table, the F value is 5.963, which is good. The p value should be less than 0.05. In the above table, it is 0.00. Thus, we reject the null hypothesis and the result is significant. This shows that there is positive relationship between the dependent and the independent variables.

H<sub>0</sub>: There is no association between age and consumer's preference for Indian products.

H<sub>1</sub>: There is an association between age and consumer's preference for Indian products.

### 3.5 Chi Square Analysis

**Table 9.** Chi-Square Tests.

	valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Prefer Indian Products Age	50	100.0%	0	0%	50	100.0%

Source: Primary Data.

Cells (62.5% have expected count less than 5 The minimum expected count is 30

The Chi square test for independence is also called as Pearson's Chi-square test or the Chi-square test of association and it is used to find whether there is a relationship between the two categorical variables. Here, the calculated value is 16.755 and the p value is .001 which is lesser than 0.05. Thus, we reject the null hypothesis and accept the alternative hypothesis that there is an association between age and consumer's preference for the products.

H<sub>0</sub>: There is no significant relationship between education qualification and consumer's preference for Indian products.

**Table 10.** Chi-Square Tests.

	Value	df	Asymp.Sig. (2-sided)
Pearson Chi-square	16.755	3	.001
Likelihood Ratio	12.112	3	.007
Linear-by-Linear Association N of Valid Cases	7.215 50	1	.007

Source: Primary Data.

**Table 11.** Case Processing Summary.

	valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Prefer Indian Products Educational Qualification	50	100.0%	0	0%	50	100.0%

Source: Collated by the Researcher from Field Work

**Table 12.** Chi-Square Tests

	Value	df	Asymp.Sig. (2-sided)
Pearson Chi-square	6.782	2	.034
Likelihood Ratio	7.254	2 1	.027 .028
Linear-by-Linear	4.848		
Association N of Valid Cases	50		

Source: SPSS

H<sub>1</sub>: There is a significant relationship between education qualification and consumer's preference for Indian products.

Cells (50 0% have expected count less than 5 The minimum expected count is 90

From the above table it shows that the Pearson Chi-square calculated value is 6.782. The p value is .034 which is less than 0.05. Thus, we accept the null hypothesis that there is significant relationship between education qualification and the consumer's preference for Indian products.

H<sub>0</sub>: There is so significant association between income and consumer's preference for Indian products.

H<sub>1</sub>: There is significant association between income and consumer's preference for Indian products.

**Table 13.** Case Processing Summary

	valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Prefer Indian Products Educational Qualification	50	100.0%	0	0%	50	100.0%

Source: Collated by the Researcher from the Field Work

**Table 14.** Chi-Square Tests.

	Value	df	Asymp.Sig. (2-sided)
Pearson Chi-square Likelihood Ratio	28.723 15.967	4 4	.000 .003
Linear-by-Linear		1	.002
Association N of Valid Cases	9.952 50		

Source: SPSS.

Cells (60 0% have expected count less than 5 The minimum expected count is 30

Chi- Square analysis is used to test the hypothesis. The above table shows that the Chi-square value is 28.723. The p value is .000 which is lesser that 0.05. Thus, we reject the null hypothesis and accept the alternative hypothesis that there is significant association between income and consumer's preference for Indian products.

### 3.6 Findings of the study

1. Atmanirbhar Bharat Abhiyan is the government initiative to promote Indian goods and reduce the pandemic impact on economy.

2. Chi square analysis shows that age, educational qualification, income have shown a significant relationship with the Indian products.
3. Healthy, good quality, reasonable prices are the major factors for the consumer's preferring Indian products and this is also proved by using the regression analysis.
4. Majority of the respondents are happy to use the Indian products especially beauty and hair care like Tribe concept, Mamsco, Mamaearth since they are pure natural products.
5. Majority of the respondents prefer to use Indian soap and detergents, beauty products, hair care, food articles, automobiles compare to foreign products but when it comes to electronic goods like television, refrigerators and mobile phones; the consumer prefer foreign products than the Indian products.
6. The study finds that respondents are willing to use Indian products and support Atmanirbhar Bharat to promote Indian economy and make India self-reliant.
7. The respondents appreciated the government initiative of Atmanirbhar Bharat and agreed that they are ready to use the Indian products in future and help in economic development of the country.

### 3.7 Limitations

1. The scope of the study is limited from 12<sup>th</sup> May to 31<sup>st</sup> May, 2021.
2. The study concentrates on Bengaluru Urban only.
3. The sample size of the study is restricted to 50 respondents.

## 4 Conclusion

The GDP at constant prices 2020 the Indian economy slipped negative to 7.3 percent due to pandemic (World Economic Outlook Database, 2021) and in order to improve the conditions of Indian producers especially the MSMEs, small scale industries, artisans the government of India announced Atmanirbhar Abhiyan where the call was for vocal to local and to globe. Healthy, reasonable prices, good quality, wide range of products are few of the major factors responsible for the consumer's preference towards Indian products. Majority of the respondents in the study area prefer Indian products. The chi square analysis finds that the demand and usage of Indian products have increased significantly irrespective to age, educational qualification, occupation and income. Out of 50 respondents 35(70 percent) said that they are satisfied with Indian products and 13 respondents out of 50(26 percent) said that they are very much satisfied about Indian products specially related to food, garments, beauty products. 33 respondents (66 percent) out of 50 agreed that they are satisfied with foreign products while 9 respondents (18 percent) were very much satisfied of foreign products especially of electronic goods like television, refrigerators and mobile phone. The study also finds that all the 50 respondents (100 percent) in the study area are ready to use and will continue to use Indian products even in the future.

## 5 Recommendations

1. Awareness regarding the Indian products to general public is needed and it can be provided through advertisements, promotions and salesmanship.
2. More discounts should be provided on local products.
3. The Indian producers have to concentrate more on the quality aspects of products to withstand the foreign competition.

## 6 Acknowledgement

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## 7 Annexure

**Table 15.** Age group of Respondents

Age group	Respondent ( In Numbers)
18-25	20
26-35	05
36-50	17
50 & above	08
Total	50

Source: Compiled by the researcher from Primary data

**Table 16.** Education qualification of Respondents

Education qualification	Respondents (In Numbers)
Upto 12 <sup>th</sup> Standard	15
UG	19
PG & above	16
Total	50

Source: Compiled by the researcher from Primary data

**Table 17.** Occupation of Respondents

Occupation	Respondents (In Numbers)
Students Private Government employees Self-employed Others Total	16 13 01 15 05 50

Source: Compiled by the researcher from Primary data

**Table 18.** Monthly income of Respondents

Monthly income	Respondents (In Numbers)
No income Less than Rs.30,000 Rs.30,000- 50,000 Rs.50,000- 75,000 Rs.75,000 & above Total	14 09 13 09 05 50

Source: Compiled by the researcher from Primary data

**Table 19.** Preference for Indian Products by Respondents

Preference for Indian Products	Respondents (In Numbers)
Yes No Total	47 03 50

Source: Compiled by the researcher from Primary data

**Table 20.** Preference for Products by Respondents

Questions	Indian Products	Foreign products	Total
Soaps and detergents	42	08	50
Beauty Products like face cream, powder	35	15	50
Hair care like shampoo, oil	40	10	50
Food articles like Biscuits, Juice, chips	40	10	50
Garments	30	20	50
Electronics items like T.V, Refrigerator	20	30	50
Mobile phones	20	30	50
Automobiles like Car, bikes	30	20	50

Source: Compiled by the researcher from Primary data

**Table 21.** Satisfaction for Products by Respondents

Products	Very much dissatisfied	Dissatisfied	Satisfied	Very much Satisfied	Total
Indian Products	2	0	35	13	50
Foreign Products	1	7	33	9	50

Source: Compiled by the researcher from Primary data

**Table 22.** Use of Indian Products in Future by Respondents

Use of Indian Products in Future	Respondents (In Numbers)
Yes No Total	50 00 50

Source: Compiled by the researcher from Primary data

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