Received 8th March 2022 Revised 17th May 2022 Accepted 05th June 2022

Asian Journal of Marketing Management (AJMM)
2022, Vol (01), Issue (11), 71-87

ISSN: 2820-2031 (Printed)
ISSN: 2820-2082 (Online)
DOI: 10.31357/ajmm.v1i02.5958.g4423:
Reprints and Permission: ajmm@sjp.ac.lk

The Impact of Offline Shopping Safety Practices on Consumer Buying Behavior during the COVID Pandemic Situation in Sri Lanka

R.K. Kasunthika
University of Kelaniya

ABSTRACT

Purpose: *The Sri Lankan government announced countrywide travel restrictions during the month of June 2021.The current research aims to investigate the offline shopping safety practices i.e., safety measures, hygiene practices, physical distancing, on purchase intention during the pandemic situation.*

Design/methodology/approach: *One hundred and ninety users of offline shopping in the Kalutara District, Sri Lanka were polled to learn more about the elements that influence their purchasing intentions.*

Findings: *The results reveal that offline shopping safety practices have a considerable and beneficial impact on users' purchase intentions. Physical distancing being the most important influencing buy intention, this is the biggest impact on purchase intention.*

Originality: *Contributes to current knowledge-related offline shopping buying behavior in offline retail formats, and aids marketers in focusing on purchase intention as a strategic action for decreasing cart abandonment during the COVID pandemic situation to protect customers from COVID-19.*

Implications: *This research supports in the comprehension of new patterns in Sri Lankan Offline buying behavior during the COVID pandemic situation. Prior studies have also looked into the effects of offline shopping safety practices on consumer buying behavior; however, there has been little research into the impact of offline shopping safety practices on purchase intention. The current work aims to fill these research gaps.*

Keywords: *Offline shopping safety practices, Purchase intention, COVID pandemic*

***Corresponding Author**: R.K. Kasunthika, Department of Marketing Management, University of Kelaniya, Kelaniya, Sri Lanka, Email: r.k.kasunthika@gmail.com*

INTRODUCTION

The COVID-19 pandemic changed consumers' buying habits all around the world. Staying at home, social isolation, and personal hygiene are all reasons for such changes. After the COVID crisis passes, consumers' shopping habits shift (Capgemini Research Institute, 2020). Even before people visit shops, they come into contact with a big number of people. Human-to-human virus transmission owing to close contact with sick individuals is the greatest danger associated with shopping for food products. Billing counters, baskets, trolleys, shelves, and swap machines are all touch points that all customers meet at a supermarket or retail store. The risk of viral particles spreading increases when these are used. Food is a necessity for human existence in the event of a medical emergency or natural disaster (Ainehvand et al., 2019). According to a report issued by the Epidemiology Unit, Ministry of Health, 262,795 is the total number of COVID-19 confirmed cases up to July 2021. 3,157 is the total number of COVID-19 deaths reported up to July 2021. According to the provincial and district distribution of COVID-19 confirmed deaths, the highest death rate was shown in the Western province as 48.4% and the lowest death rate in the Kalutara district as 12.6% out of Colombo, Gampaha and Kalutara districts up to the month of June 2021. Therefore, this research study focused only on the Kalutara district consumers to measure the hypotheses.

Prior research has validated the impact of offline shopping safety practices on consumer buying behavior during the COVID pandemic situation (Sehga et al., 2021). Even though previous research findings provide more information about the COVID 19, offline shopping, safety practices and consumer buying behavior ((Uddin, 2020; Jribi, Ben , Doggui, & Debbabi, 2020; Marinković & Lazarević, 2021; Hassen , Bilali, Allahyari, & Charbel, 2021), but there are very limited studies which only focus on offline shopping safety practices. Furthermore Sehgal et al., (2021) noted that different factors affect significantly on shopping safety practices. Thus, the main purpose of the present study is to explore the impact of offline shopping safety practices on purchase intention during the pandemic situation.

The following research objectives are addressed in this study. (1) To what extent safety measures impact on purchase intention during the COVID pandemic situation (2) To what extent hygiene practices impact on purchase intentions during the COVID pandemic situation (3) To what extent physical distancing impacts on purchase intentions during the COVID pandemic situation. To fulfill t research goals, this study proposes and tests a theoretical model to assess purchase intention in the setting of offline shopping safety practices. To evaluate the model and test the hypotheses, a structural equation model was used. This study extends our understanding on user behavior in new emerging consuming patterns. This study also gives guidance to marketers on how to attract customers and make shopping malls safer by preventing COVID-19.

Overall, this research highlights offline shopping safety practices as an important phenomenon to consider when examining purchase intention. Its goal is to make

recommendations for future research. In terms of theory, this research helps to build a thorough understanding and application of offline shopping safety practices on purchase intention. In terms of application, this research provides instructions to offline shopping marketers for developing tactics to encourage customers to buy items. The hypotheses and approach are then presented and then are devoted to a discussion of the findings, with the final section devoted to a conclusion and implications.

Significance of the Study

This research study anticipates significant support for the retail industries to develop their services and products during the COVID-19 pandemic. Consumers modified their buying patterns by associating offline shopping safety practices during the COVID-19 pandemic. Furthermore, consumers always wear masks, use good hand sanitizer, wash their hands frequently, keep social distance, and do not spend more time on their shopping trip. Therefore, it provides retailers and marketers with a new road map to increase the customer base with safety practices. This supports to implement the shopping safety practice rules and regulations before entering into the shopping mall. The findings of the study assist in the creation of a fresh set of data on the impact of offline shopping safety practices on purchase intention for future researchers and academics.

LITERATURE REVIEW

Offline Shopping Safety Practices

Consumer buying habits, which had previously been centered on enjoyment, fun, and entertainment, had shifted to cleanliness and safe environments as a result of the pandemic (Roggeveen & Sethuraman, 2020). Consumers are more concerned about a healthy diet, as well as their health and food safety (Ruth & Yeung, 2001). Consumer food purchasing patterns shifted as a result of the pandemic (Jribi et al., 2020). During a pandemic, consumers are more aware of the importance of eating nutritious and healthy foods (Crofton et al., 2013). Consumers' current top priority in food consumption is 'healthiness' (Bech-Larsen & Grunert, 2003). Food products that provide dietary fibre, vitamins, protein, minerals, and other health advantages are increasingly popular among today's customers (Hudson, 2012). Consumer behavior in terms of purchase intention, knowledge, and attitude toward healthy and nutritious food purchasing behaviors has been studied previously (Chung et al., 2012). Cleanliness, undamaged packaging, and nutritional labeling (Peters-Texeira & Badrie, 2005) are becoming a prominent feature of consumer food purchasing behavior (Drichoutis et al., 2006). In the past, studies have shown that the nutrition data label influences consumer purchase intention.

Consumer behaviors are influenced by restrictions and recommendations related to social separation, wearing a facial cover or mask, cleanliness, and hygiene during the COVID-19 epidemic. The way people purchase food products has changed all across the world. The decision that consumers make has an impact on their purchasing

behavior. The phenomena of decision-making is critical in defining a consumer's purchase patterns in the event of a pandemic (Mehra & Singh, 2016). Consumer buying patterns have altered as a result of changing shopping behaviors, which is a source of concern today. As a result, it is critical for the Indian market to comprehend consumer purchasing trends and the elements that drive food shopping behaviors.

Safety Measures

Consumers are more aware of food safety standards during pandemics (Li et al., 2020). COVID-19 has an impact on consumers' daily lives; the effect of lockout and disconnection has impacted consumers' shopping and purchasing patterns. Consumers are picking up on new shopping behaviors. During the COVID-19 epidemic, consumers are particularly concerned about their safety while shopping. Sehgal et al (2021) found that safety measures influenced the shopping safety practices during the COVID-19 pandemic in India.

Hygiene Practices

According to Jaggers et al, (2020) consumer shopping perceptions regarding food products have changed during COVID-19. The demand for healthful and nutritious food surged as a result of the pandemic. Freshness, hygiene, quality (Acebron et al., 2000; Quagrainie et al., 1998) and nutritional information (Peters-Texeira & Badrie, 2005) in the food packet were more important to consumers in their food product choices. Sehgal et al (2021) found that hygiene practices influenced the shopping safety practices during the COVID-19 pandemic in India.

Physical Distancing

Shopping habits will be modified in accordance with the provided recommendations and restrictions, such as wearing a face cover or mask and maintaining a six-foot physical distance (Sheth, 2020). Consumers are increasingly depending on e-payments as a precautionary measure in the event of a pandemic. Contactless payments have taken the place of traditional currency transactions. Sehgal et al (2021) found that physical distancing influenced the shopping safety practices during the COVID-19 pandemic in India.

Purchase Intention

According to Athapaththu & Kulathunga (2018), it is a customer's intention to purchase a specific product or service. Consumer behavior, perceptions, and attitudes are frequently linked to purchase intent. This matches prior research, which measures purchase intention as the likelihood of a customer purchasing a product (Wijayaningtyas & Nainggolan, 2020). Consumers' activities toward a brand are sometimes defined as purchase intention (Spears & Singh, 2004).

According to Kiriakidis (2015), purchase intention is a critical component in forecasting customer purchasing behavior.These reasons also hold true in the case of internet purchasing. According to Pavlou, (2003), the final stage of online transactions

is product purchase. As a result of all of the aforementioned considerations, it can be concluded that purchase intent influences consumer behavior both offline and online. The better a business's development will be, when the higher the consumers' buy intention.

On the basis of the preceding discussion, it is plausible to speculate that:

H1: Safety measures have positive impacts on purchase intention during the COVID-19 pandemic.

H2: Hygiene practices have positive impacts on purchase intention during the COVID-19 pandemic.

H3: Physical distancing has positive impacts on purchase intention during the COVID-19 pandemic.

The above discussion is conceptualized in Figure 1.

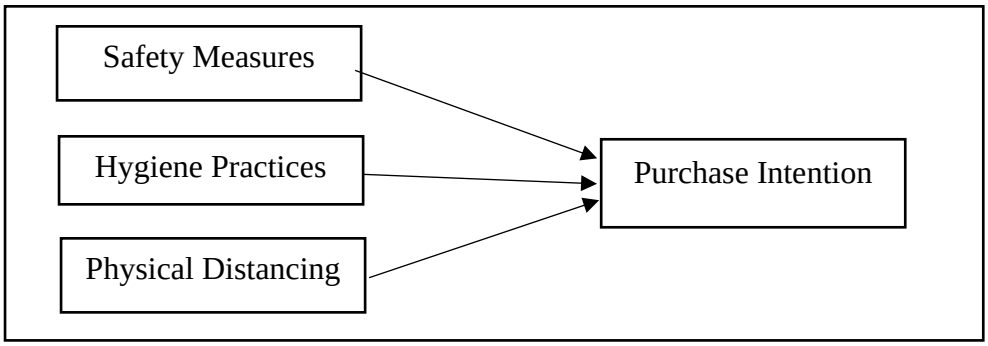

Figure 1: Theoretical Framework

METHODOLOGY

The positivist research philosophy was applied in this study. The researcher utilized a descriptive cross-sectional survey research strategy to collect data on the current state of the individuals in this study and to collect facts without manipulating factors (Kothari, 2014).The target sample incorporated offline shopping consumers who live in the Kalutara district, in Sri Lanka. Due to the benefits of Internet-based surveys, such as access to a specific audience, a Google form was utilized to collect data from consumers. The filtering research questionnaire was constructed with simple and neutral phrasing in mind, so that respondents could clearly grasp the questions. A total of 190 valid responses were considered. Question items were developed and taken from previous surveys, with minimal changes to meet the current circumstances in the Sri Lanka. Because even little changes in question phrasing can have an impact on replies, identical question language should be utilized when comparing findings from previous surveys (Pew Research Center Methods , 2020). As a result, all of the components were assessed using the most generally used 5-point

Likert scale, which ranges from 1-strongly disagree to 5-strongly agree. The data were collected from 1st of June to 31st of July 2021. Offline shopping safety practices (Safety measures, Hygiene practices, physical distance) were developed by Sehgal, Malviya, Dubey, & Khanna (2021) and were used to measure independent variables. Purchase intention was developed by Venkatesh & Davis (2000). Both descriptive and inferential statistics were used for the analysis.

ANALYSIS AND FINDINGS

The final survey was completed by 190 people as a result of the data collection processes. However, the number of responders is smaller than expected due to the fact that it was utilized for survey solicitation without providing any reward to those who participated. In IBM SPSS used a first-step strategy to examine the data. The treated and valid copies of the questionnaire were coded and entered into SPSS Version 25 for analysis. Frequency distribution, descriptive statistics, and inferential statistics were all part of the data analysis (Saunders, Lewis, and Thornhill, 2007). The frequency distribution analysis was carried out by calculating the amount of replies, whilst descriptive statistics, which allowed the researcher to characterize and compare data, were based on the frequency distribution. The Statistical Package for Social Sciences (SPSS) version 25 was used to measure specified hypotheses using inferential statistics. The influence of the COVID-19 pandemic outbreak (independent variable) on social media marketing and online consumer buying behaviors was predicted using regression (dependent variables).The answer data was obtained as an Excel file and imported into analysis programs after the survey's constraint date had passed. The first step is to determine the measures' reliability and validity. Following that, structural routes were examined in order to evaluate the hypotheses.

Reliability Analysis

Table 1: Reliability Statistics

Cronbach's Alpha	No of Items
.919	12

Table 2: ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig
Between People		454.506	129	3.523		
Within People	Between Items	9.730	11	.885	3.094	.000
	Residual	405.687	1419	.286		
	Total	415.417	1430	.291		
Total		869.922	1559	.558		

Grand Mean = 4.49

Once an instrument regularly measures what it is supposed to measure with the same findings, it is said to be reliable. The Cronbach's alpha method was used to confirm the instruments' dependability. This refers to how well the instrument measures what it's supposed to measure and does what it's supposed to do (Patrick, 2013). The questionnaire was assessed on the basis of external validity to assure the validity of the research questionnaires distributed in this study. The mean Cronbach's alpha of all constructs measuring the safety measures, hygiene practices, and physical distancing (independent variables), purchase intention (dependent variables) confirmed the constructions' reliability. The consistency of each indicator used to quantify latent variables is tested using Cronbach's Alpha value (Purwanto, Purba, Bernarto, & Sijabat, 2021). The Cronbach's Alpha score for each variable indicates great consistency for each indicator in measuring its latent variables, according to the results of the outer analysis.

The Analysis of Average Variance Extractor and Composite Reliability

Table 3: AVE & CR Analysis

	Safety measures	Hygiene practices	Physical distancing	Purchase intention
CR	0.71	0.76	0.73	0.88
AVE	0.75	0.65	0.76	0.83

Discriminant Validity Analysis

Table 4: Discriminant Validity Analysis

		PI	SM	HP	PD
PI	Pearson Correlation	**.830**			
	Sig. (2-tailed)				
	N	190			
SM	Pearson Correlation	.749	**.750**		
	Sig. (2-tailed)	.000			
	N	190	190		
HP	Pearson Correlation	.801	.472**	**.651**	
	Sig. (2-tailed)	.000	.000		
	N	190	190	190	
PD	Pearson Correlation	.763	.386**	.542**	**.763**
	Sig. (2-tailed)	.000	.000	.000	
	N	190	190	190	190

From the results presented in Tables 3 & 4, safety measures, hygiene practices, physical distancing and purchase intention had significant validity value. All of the values – composite reliability and average extractor values are above the suggested value, according to the findings (>0.7 & >0.5). If the factor loadings of the measurement items for each latent variable are greater than 0.5 means, there is significant convergent validity (Hair et al., 1998). Table 3 shows that factor loading each variable to its variable group has a high degree of dependability, with values greater than 0.5.

Multi-Collinearity Diagnostic Test

Table 5: Inter-correlation Analysis

		SM	HP	PD
SM	Pearson Correlation	1	.472**	.386**
	Sig. (2-tailed)		.000	.000
	N	190	190	190
HP	Pearson Correlation	.472**	1	.542**
	Sig. (2-tailed)	.000		.000
	N	190	190	190
PD	Pearson Correlation	.386**	.542**	1
	Sig. (2-tailed)	.000	.000	
	N	190	190	190

The inter-correlation analysis was used to assess the possibility of multicollinearity in the research project. The Pearson correlation coefficient values did not surpass the suggested value, according to the findings (0.9). Finally, it was determined that there is no risk of multicollinearity. Before running the regression model, it is necessary to make sure there is no risk of multicollinearity in the data. The variance inflation factors were fewer than 10 and the tolerance values were larger than 0.10, indicating that there was no risk of multicollinearity (Hew & Kadir, 2016).

Table 6: Tolerance Value and VIF

Coefficients [a]

		Collinearity Statistics	
Model		Tolerance	VIF
1	SM	.691	1.447
	HP	.538	1.859
	PD	.683	1.464

a. Dependent Variable: PI

Table 6 shows that tolerance values and variance inflation factors were less than 10 and larger than 0.10, respectively, indicating that there was no risk of multicollinearity.

Table 7: ANOVA Table

ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.321	4	2.080	22.770	.000[b]
	Residual	16.901	185	.091		
	Total	25.222	189			

a. Dependent Variable: PI

b. Predictors: (Constant), CON, PD, SM, HP

This table 7 shows how the independent variables statistically predict the dependent variable, as shown in Table 8. P.0000, F = 22.770. The data fits the regression model.

Table 8: Model Summary

Model Summary [b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.574[a]	.330	.315	.30225	.330	22.770	4	185	.000	1.724

a. Predictors: (Constant), PD, SM, HP

b. Dependent Variable: PI

Table 8 shows that COVID-19 has a favorable impact on purchase intention increases of safety measures, hygiene practices, physical distancing and convenience with R=.574 percent and R2 = .330 percent variance in the variables affecting consumer buying behavior in the offline shopping. Because we know that Durbin Watson test statistics values are in the range of 1.5 to 2.5 which are generally evaluated, the value of Durbin-Watson=1.791 was chosen.

Table 9: Regression Model

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	1.512	.376		4.025	.000
	SM	.059	.082	.052	.720	.002
	HP	.152	.092	.136	1.654	.000

	PD	.237	.063	.275	3.780	.000

a. Dependent Variable: PI

Considering Table 5, the unstandardized coefficient, B1 for SM is equal to 0.059. This means that for each one unit increase in SM, there is an increase in purchase intention of 0.059 times units. The unstandardized coefficient, B2 for HP is equal to 0.152. This means that for each one unit increase in HP, there is an increase in purchase intention of 0.152 times the units. The unstandardized coefficient, B3 for PD is equal to 0.237. This means that for each one unit increase in PD, there is an increase in purchase intention of 0.237 times units. The unstandardized coefficient, B4 for CON is equal to 0.228. This means that for each one unit increase in CON, there is an increase in purchase intention of 0.228 times units.

From the above results, it is evident that safety measures, hygiene practices, and physical distancing have an unstandardized coefficient of 0.059, 0.152, and 0.237. The following regression equation can be derived from the available data for predicting the purchase intention from the offline shopping safety measures.

Y (Purchase Intention) = 1.512 + 0.059SM + 0.152HP + 0.237PD

Furthermore, in the model summary, it has been identified that 0.330 is the R-square value, and it detailed that the offline shopping safety practices explained 33% variance of customers' buying behavior. In the current study, hypotheses have been tested by using the correlation analysis and regression analysis at the 95% of confidence interval.

Table 10: Respondents' demographic characteristics

Variables	Category	Frequency	%
Gender	Female	98	51.6
	Male	92	48.4
Age group	18- 25	83	43.7
	26 – 35	55	28.5
	36 – 45	34	17.9
	46 – 55	10	5.3
	56 – 65	8	4.2
Marital status	Divorced	4	2.1
	Married	73	38.4
	Single	113	59.5
Level of education	Advanced level	31	16.3
	Bachelor's Degree	82	43.2
	Diploma	50	26.3
	Doctoral Degree	1	.5
	Master's Degree	17	8.9
	Ordinary Level	5	2.6
	Other	4	2.1

Work situation	Employed	112	58.9
	Retired	7	3.7
	Student (With or without job)	35	18.4
	Unemployed	36	18.9
Income Level	21 000 - 40 000	60	31.6
	41 000 - 60 000	27	14.2
	Above 60 000	38	20.0
	Less than 20 000	65	34.2
Experience of offline shopping	1 - 2 Years	55	28.9
	More than 2 years	135	71.1

Table 10 shows the demographic characteristics of the respondents. This study aimed to explore how the offline shopping safety practices impact their purchase intention. 51.6 percent of the responders were female, while 48.4 percent were male, according to the data. According to the respondents' ages, 43.7 percent were between the ages of 18 and 25, 28.9 percent were between the ages of 26 and 35, 17.9 percent were between the ages of 36 and 45, and 9.5 percent were over the age of 45. This shows that the majority of the respondents were young adults who used offline shopping safety practices and these offline shopping safety practices impact purchase intention.

Regarding the respondents' marital status, 2.1 percent were divorced, 38.4 percent were married, and 59.5 percent were single. This indicates that the majority of responders were single customers who had a positive influence with the offline shopping safety practices, and these impacted the purchase intention.

By looking at the respondents' educational levels, 16.3 percent were in the advanced category, 43.2% had a bachelor's degree, 26.3 percent had a diploma, and 0.5 percent had a doctorate. The master's degree category accounted for 8.9 percentage of the total, while the ordinary level group accounted for 2.6 percent. The majority of the respondents had a bachelor's degree, according to the data. All the respondents are categorized by the different educational levels; however, all the respondents follow offline shopping safety practices which are impacted by their purchase intention.

Considering the respondents' work situation, 58.9 percent were in the employed category, 3.7 percent were retired, 18.4 percent were students (with or without job), and 18.9 percent belonged to the unemployed category. This indicates that the majority of respondents were employed and had a positive influence on offline shopping safety practices which have an impact on purchase intention.

According to the respondents' income levels, 31.6 percent had a salary between 21,000 and 40,000, 14.2 percent had a salary between 41,000 and 60,000, and 20.0 percent had a salary above 60,000. The majority of those who responded were between the ages of 18 and 35. The experience of the offline shopping for more than two years was also depicted as one of the primary questions. The majority of the respondents had used and followed offline shopping safety practices which are

impacted on the purchase intention during the COVID crisis according to the Regression Model.

DISCUSSION AND CONCLUSION

Since this coronavirus pandemic may be classified as a more widespread healthcare crisis than has been seen in recent history, it is impossible to predict that all consumer behaviors seen during more usual shocks or crises, such as natural disasters, will apply here. The international scale of the pandemic, as opposed to the more typical, localized geographic regions, adds to the complexity of analyzing consumer behavior during the COVID-19 period, making this pandemic really unique in the scope of past catastrophes. One of the most important factors of purchase intention around in the world is safety, and today's consumers are more health conscious. In the post-pandemic age, retail outlets or shopkeepers change store layout to offer a safer in-store experience. This research aids in recognizing changes in consumer behavior. Consumers will be more aware of safety precautions, which will keep them safe and secure from the threat of a COVID-19 pandemic. Consumers' considerations for offline shopping safety practices during the COVID-19 epidemic were investigated using factor analysis.

Though past research has found some inherent outcomes with the safety measures, hygiene practices, and physical distancing impacting shopping safety practices, this was further examined in the research study. According to the findings, offline shopping safety practices affect purchase intention. As a result, businesses must continue to promote marketing methods to boost consumer buying requirements by providing additional purchase options, particularly policies that allow customers to obtain things without much interaction, even during the epidemic.

Further, multiple regression analysis identifies the independent contribution of each element. It allows for the distinct contribution of each element to be provided, and a model for offline shopping safety practices regarded by purchase intention is built based on the value of R2.

During the COVID-19 pandemic, the results of multiple regression analysis assisted in identifying the key factors of offline shopping safety practices. These are major aspects that customers should consider when shopping during a pandemic. Consumers who are aware of the factors that cause offline shopping safety practices are less likely to be exposed to the COVID-19 pandemic.

Furthermore, knowing the particular significance of each element allows researchers to prioritize them according to their needs. The findings of the study will assist consumers in making decisions about which offline shopping safety practices to follow and adopt during the COVID-19 pandemic. For offline shopping safety practices, a verified model of all the factors is created. The model can be used to analyze consumer behavior during a pandemic in greater depth. Furthermore,

advanced statistical methods such as structural equation modeling can be applied for statistical efficiency and model testing for development in future studies.

THEORETICAL IMPLICATIONS

This study makes at least four major contributions to the literature. First, this research emphasized the significance of developing the independent role of shopping safety practices in the offline shopping context. The findings of this study contribute to support its significance by distinguishing it from safety measures, hygiene practices and physical distancing and emphasizing the relevance of juxtaposing these three value dimensions in the context of offline purchase intention. According to our findings, offline shopping safety practices contribute to regulating the link between offline shopping safety practices and purchase intention. This can give additional information about the relationship between offline shopping safety practices dimensions, and purchase intent.

PRACTICAL IMPLICATIONS

The findings of this study provide practitioners with new insights on purchase intention. Marketers can fine-tune their techniques in building a better shopping environment that helps them build good relationships between customers and retailers. Although offline shopping safety practices are vital, it merely serves to facilitate purchase intent. The authors' main contribution is to produce an outcome that may be used by consumers, shopkeepers, and retail outlets to ensure safety during the COVID-19 pandemic. Practitioners and scholars working on consumer behavior during pandemics and future market trends will have a better awareness of consumer safety measures, which will allow them to assess and identify the elements impacting consumers' purchase intentions.

LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

There are some limitations of the research. During the period from the 01st of June 2021 to 31st of July 2021, collection responses could not be achieved as people were still in the process of experiencing the shopping during the lockdown period. In spite of these limitations, the present research work provides an adequate information and knowledge to the consumers, shopkeepers and retailers about the offline shopping safety practices to be followed during the COVID-19 pandemic.

ACKNOWLEDGMENT

The authors would also like to express their gratitude to the anonymous reviewers for their helpful suggestions in completing this study.

COMPETING INTERESTS

The authors declared no competing interests.

REFERENCES

Acebron, L. B., Levy Mangin, J. P., & Calvo , D. (2000). A proposal of the buying model for fresh food products: The case of fresh mussels. *Journal of International Food & Agribusiness Marketing, 11(3)*, 75-96.

Ainehvand, S., Raeissi, P., Ravaghi, H., & Maleki, M. (2019). The characteristic features of emergency food in national level natural disaster response programs: A qualitative study. *Journal of Education and Health Promotion,, 8(58)*.

Athapaththu, J., & Kulathunga, D. (2018). Factors affecting online purchase intention: Effects of technology and social commerce. *International Business Research, 11(10)*, 111. Retrieved from https://doi.org/10.5539/ibr.v11n10p111

Bech-Larsen, T., & Grunert, K. G. (2003). The perceived healthiness of functional foods. *Appetite, 40(1)*, 9-14.

Capgemini Research Institute. (2020). Retrieved from The consumer and COVID-19: Global consumer sentiment research in the consumer products and retail industry: https://www.capgemini.com/wp-content/uploads/2020/04/Covid-19-ConsumerBehaviour-in-CPR.pdf

Chung, J., Stoel, S., Xu, Y., & Ren, J. (2012). Predicting Chinese consumers' purchase intentions for imported soy-based dietary supplements. *British Food Journal, 114(1)*, 143–161.

Crofton, E. C., Markey, A., & Scannell, A. (2013). Consumers' expectations and needs towards healthy cereal based snacks. *British Food Journal, 115(8)*, 1130–1148.

Drichoutis , A. C., Lazaridis , P., & Nayga, R. (2006). Consumers' use of nutritional labels: A review of the research studies and issues. *Academy of Marketing Science Review, 10(9)*, 93-118.

Hair, J., Black, W., Babin, B., & Ande. (1998). *Multivariate data analysis - A global perspective* (7th ed ed.). Pearson Education Limited.

Hassen , T. B., Bilali, H. E., Allahyari, S. M., & Charbel, L. (2021). Food shopping, preparation and consumption practices in times of COVID-19: case of Lebanon. *Journal of Agribusiness in Developing and Emerging Economies, 12(2)*, 281-303. doi:.org/10.1108/JADEE-01-2021-0022

Hew, T., & Kadir, S. (2016). Predicting Instructional Effectiveness of Cloudbased Virtual Learning Environment. *Industrial Mangement and Data Systems,*

116(8), 1557-1584. Retrieved from https://doi.org/10.1108/IMDS-11-2015-0475

Hudson, E. (2012). Emerging market. *International Food Ingredient, 3*, 12-13. Retrieved from www.ingredientsnetwork.com

Jaggers, G. K., Watkins, B. A., & Rodriguez, R. L. (2020). COVID-19: Repositioning nutrition research for the next pandemic. *Nutrition Research, 81*, 1-6. Retrieved from https://doi.org/10.1016/j.nutres.2020.07.005

Jribi, S., Ben , I. H., Doggui, D., & Debbabi. (2020). COVID-19 virus outbreak lockdown: What impacts on household food wastage? *Environment, Development and Sustainability, 22(5)*, 3939–3955. Retrieved from https://link.springer.com/article/10.1007/s10668-020-00740-y.

Kenton, W. (2020). Quantitative Analysis (S. Anderson, Ed.). Retrieved from https://www.investopedia.com/terms/q/quantitativeanalysis.asp

Kiriakidis, S. (2015). Theory of planned behavior: The intention behavior relationship and the perceived behavioral control (PBC) relationship with intention and behavior. *International Journal of Strategic Innovative Marketing, 3*, 40-51. doi:org/10.15556/IJSIM.02.03.004

Kothari, C. (2014). Research Methodology Method and Techniques. Second Revised Edition.

Li, J., Hallsworth, A. G., & Coca-Stefaniak, J. A. (2020). Changing grocery shopping behaviours among Chinese consumers at the outset of the covid-19 outbreak. *Tijdschrift Voor Economische en Sociale Geografie*. Retrieved from https://doi.org/10.1111/ esg.12420.

Marinković, V., & Lazarević, J. (2021). Eating habits and consumer food shopping behaviour during COVID-19 virus pandemic: insights from Serbia. *British Food Journal, 123(12)*, 3970-3987. Retrieved from https://doi.org/10.1108/BFJ-11-2020-1072

Mark, N., Lewis , S. P., & Thornhill , A. (2019). *Research Methods for Business Studies.* Pearson Education Limited.

Mehra, P., & Singh, R. (2016). *Vision: The Journal of Business Perspective, 20(3)*, 1-13.

Minh Le, N. B., & Thao Hoang, T. (2020). Measuring Trusts And The Effects On The Consumers' Buying Behavior . *Journal of Distribution Science, 18(3)*, 5-14.

Pavlou, P. (2003). Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model. *International Journal of Electronic Commerce,, 7(3)*, 101-134. Retrieved from https://doi.org/10.1080/10864415.2003.11044275

Peters-Texeira, A., & Badrie, N. (2005). Consumers' perception of food packaging in Trinidad, West Indies and its related impact on food choices. *International Journal of Consumer Studies, 29(6)*, 508-514.

Pew Research Center Methods . (2020). Retrieved from Questionnaire design: https://www.pewresearch.org/our-methods/u-s-surveys/writing-survey-questions/

Purwanto, A., Purba, J., Bernarto, I., & Sijabat, R. (2021). Effect of Transformational Leadership, Job satisfaction, and Organizational commitments on Organizational Citizenship Behavior. *Inovbiz: Jurnal Inovasi Bisnis, 9*, 61-69.

Quagrainie, K. K., Unterschultz, J., & Veeman, M. (1998). Effects of product origin and selected demographics on consumer choice of red meats. *Canadian Journal of Agricultural Economics, 46(2)*, 201-219.

Reimers, V., & Chao, F. (2014). The role of convenience in a recreational shopping trip. *European Journal of Marketing, 48(11–12)*, 2213–2236.

Roggeveen, A., & Sethuraman, R. (2020). How the COVID-19 pandemic may change the world of retailing. *Journal of Retailing, 96(2)*, 169–171.

Ruth, M. W., & Yeung, J. M. (2001). Food safety risk: Consumer perception and purchase behaviour. *British Food Journal, 103(3)*, 170-187.

Sehgal, R., Khanna, P., Malviya, M., & Dubey, A. M. (2021). Shopping Safety Practices Mutate Consumer Buying Behaviour during COVID-19 Pandemic. *Journal of Business Perspective*, 1-12.

Sehgal, R., Malviya, M., Dubey, M. A., & Khanna, P. (2021). Shopping Safety Practices Mutate Consumer Buying Behaviour during COVID-19 Pandemic. *journals.sagepub.com*, 1-12. doi:doi:10.1177/09722629211010990

Sheth, J. (2020). Impact of Covid-19 on consumer behavior: Will the old habits return or die? *Journal of Business Research, 117*, 280-283.

Spears, N., & Singh, S. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of Current Issues and Research in Advertising, 26(2)*, 53-66. doi:/10.1080/10641734.2004.10505164

Uddin, B. (2020). Factors Affecting Consumers' Internet Shopping Behavior During the COVID-19 Pandemic: Evidence From Bangladesh. *Chinese Business Review, 19(3)*, 91-104. doi:10.17265/1537-1506/2020.03.003

Venkatesh, V., & Davis, F. (2000). A Theoretical Extension of the Technology Acceptance Model:Four Longitudinal Field Studies. *Management Science, 46(2)*, 186-204.

Wijayaningtyas, M., & Nainggolan, T. (2020). The millennial generation's purchase intention toward the green residential building. *International Journal of Scientific and Technology Research, 9(2)*, 2054–2059.

World Health Organization. (2020). Retrieved from Coronavirus disease (COVID-19) pandemic: https://www.who.int/emergencies/diseases/novel-coronavirus-2019