**A PRE-COVID19 AND POST-COVID19 SCENARIO OF CONSUMER BEHAVIOUR ON ONLINE SHOPPING**

1. **Introduction**

The COVID-19 pandemic has undeniably transformed various aspects of our lives, and one area that experienced a significant impact is consumer behaviour, particularly in the realm of online shopping. As the world grappled with the unprecedented challenges posed by the global health crisis, consumers turned to e-commerce platforms as a means to fulfil their purchasing needs while adhering to social distancing measures and lockdown restrictions.

In this chapter, we aim to explore the consumer behaviour landscape in relation to online shopping both before and after the advent of the COVID-19 pandemic. By examining the pre-COVID-19 era, we gain valuable insights into the prevailing trends, preferences, and motivations that shaped consumers' online shopping experiences. This foundation allows us to delve into the shifts and transformations that occurred in the post-COVID-19 scenario, unravelling the new dynamics and evolving consumer behaviours in the online shopping realm.

Throughout this chapter, we will analyse the key factors that influenced consumers' decision-making processes and explore how the pandemic has altered these factors. We will discuss the changing consumer attitudes towards online shopping, the role of digital technologies and platforms, and the impact of external factors such as safety concerns, economic uncertainties, and shifting societal norms.

Furthermore, we will examine the implications of these changes for businesses and e-commerce retailers. Understanding the shifts in consumer behaviour is crucial for organizations to adapt their strategies, meet evolving consumer demands, and stay competitive in an increasingly digital marketplace.

By comprehensively examining the pre-COVID-19 and post-COVID-19 consumer behaviour in online shopping, this chapter aims to provide valuable insights and perspectives that can inform businesses, marketers, researchers, and policymakers in navigating the ever-changing landscape of consumer behaviour in the digital era. Through this exploration, we can better understand the challenges and opportunities that arise from this transformational period and identify strategies for effectively engaging with and satisfying the needs of online shoppers in a post-COVID-19 world

The lower respiratory tract infection (SARS-CoV-2) known as coronavirus disease 2019 (COVID-19) was first observed in Wuhan, China, toward the end of December 2019. The vast majority of people infected with the virus will suffer from mild to severe respiratory illnesses and recover without the need for specialised treatment. However, some people will get sick and need to see a doctor. Elderly people and those with underlying medical conditions like cancer, diabetes, cardiovascular disease, or chronic respiratory diseases are more likely to get serious illnesses. Any age can get COVID-19, which can cause serious illness or death. WHO 2020). 651,918,402 confirmed cases and 6,656,601 deaths have been reported worldwide, according to estimates (WHO 2022). In Walk 2020, the World Health Organization (WHO) proclaimed the coronavirus flare-up a worldwide pandemic. In order to stop the virus from spreading, a number of national governments instituted long-term lockdowns, either complete or partial. Even though these stringent measures have prevented the virus from spreading any further, they have had a significant impact on the global economy and brought about an unprecedented shock to economies and labour markets. In fact, the COVID-19 pandemic is much more than just a health crisis because it has had a significant impact on societies and economies. More than any other disruption this decade, the COVID-19 outbreak has unpredictably altered our work, communication, and shopping practices. The dramatic situation has had a significant impact on consumer behaviour and actions, as demonstrated by the analysis of sales data from the economy. A Nielsen Company study found that the global spread of the COVID-19 pandemic resulted in a change in consumer behaviour-related spending levels. More specifically, a growing trend has been observed in the sales of necessities: food, hygiene, and cleaning supplies are just a few of the most important things on which customers now place the highest priority (Di Crosta, A., Ceccato, I., Marchetti, D., et al. 2021).

The COVID-19 pandemic's first immediate effect on consumption and consumer behaviour was hoarding, according to Sheth (2020). He further explained that, during the pandemic, consumers accumulated essential supplies like "toilet paper, bread, water, meat, and disinfecting and cleaning products." During the COVID-19 crisis, such unusual purchasing behaviour was observed all over the world. This is a common reaction to the uncertainty of future product availability (Islam et al., 2021). According to Kirk and Rifkin (2020), "consumers will seek to restore control by hoarding" if "the scarce items are perceived to be important and the threat of continued availability is high."

* The actions that consumers take when looking for, evaluating, and purchasing goods and services they believe will meet their needs are referred to as "consumer behaviour." The need for consumer orientation and concern for the needs and expectations of the consumer is at the centre of modern marketing discussions; therefore, it is desirable to comprehend consumer behaviour for successful product marketing and revenue generation. (Pujari, Sachan, Kumari, & Dubey 2016)
* It’s also the study of individuals or groups searching for, using, evaluating, and disposing of products and services to meet their needs is known as "consumer behaviour." Importantly, it also includes examining the emotional, mental, and behavioural responses of the customer that come before or after these processes.

There are a variety of personal, economic, psychological, contextual, and social factors that can influence consumer behaviour. However, in dramatic circumstances like a disease outbreak or natural disaster, some factors have a greater impact on consumer behaviour than others. Indeed, it has been demonstrated that situations that have the potential to disrupt a person's social life or put their health in jeopardy change people's behaviour significantly. Panic buying, for instance, is a phenomenon that occurs when people's behaviour is influenced by fear and panic, resulting in greater purchases than usual. More specifically, panic buying is a herd behaviour in which consumers purchase a large number of products in anticipation of, during, or after a disaster.

* According to Tomar, H. (2021) stated that there are number of factors that influence consumer behaviour:

a) Factors of culture: A person's beliefs, desires, and behaviour are fundamentally shaped by their culture.

b) Social factors: Social factors include, among others, peers, family, and reference groups.

c) Individual factors: It includes things like age, lifestyle, occupation, income, personality, and self-concept, among other things.

d) Psychological factors: perception, values, motivation, interest, and opinions, among other things.

He further explained that the consumer buying decision is a five stage process which will be listed in below diagram

The consumer buying decision is a five-stage process:

Problem

Recognition

Information

Search

Evaluation of

alternatives

**Purchase**

Post-

purchase evaluation

* It is essential to recognise that not all purchasing decisions include all five steps, nor do all decision processes that, once initiated, ultimately result in a purchase; rather, the customer may terminate the process at any of the aforementioned stages. The influence of the situation, such as the circumstances, time, and place, can also shorten, lengthen, or end the buying process by influencing the consumer's decision at any of the five stages, depending on the nature of the influence.
* The formal study of consumer behaviour formally investigates individual characteristics like demographics, personality traits, and behavioural variables (such as usage rates, usage occasions, loyalty, brand advocacy, and willingness to provide referrals) in an effort to comprehend people's desires and consumption patterns. Consumer behaviour also examines the influences on the consumer, from social groups like family, friends, sports, and reference groups to society as a whole (brand influencers, opinion leaders).

Even for experts in the field, it is difficult to predict consumer behaviour, according to research. On the other hand, brand-new approaches to research, such as ethnography, consumer neuroscience, and machine learning, are providing fresh insight into how consumers make choices. Additionally, customer relationship management (CRM) databases have emerged as a resource for customer behaviour analysis. These databases provide a wealth of information that enables in-depth examination of the behavioural factors that influence customer repurchase intentions, retention, loyalty, and other behavioural intentions, such as the willingness to make positive referrals, become brand advocates, or participate in activities that promote customer citizenship. Databases also help with market segmentation, especially behavioural segmentation like creating loyalty segments. These segments can be used to create individually tailored, highly targeted marketing strategies.

1. **Definition of Consumer Behaviour**

"Consumer Behaviour" refers to the actions that consumers take when looking for, purchasing, utilizing, evaluating, and disposing of goods and services they believe will meet their needs. The focus of consumer behaviour is on how people choose to spend their available resources time, money, and effort on consumption-related goods. This includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after they buy it, how their evaluations influence what they buy in the future, and how they get rid of it.

The term "consumer behaviour" refers to "all activities associated with the purchase, use, and disposal of goods and services, including the consumer's emotional, mental, and behavioural responses that precede or follow these activities." an end user in the supply chain of a product or service, not necessarily a buyer." The term "consumer" can refer to both individual consumers and organisational consumers. Consumer behaviour focuses on: Activities related to purchases include the acquisition of products or services, how consumers acquire products and services, as well as all of the steps that lead up to a purchase decision, such as looking for information, evaluating products and services, and choosing a payment method, which includes the activities of use or consumption during the purchase experience. This includes the who, where, when, and how of consumption as well as the usage experience. This includes the symbolic associations and the distribution of goods within families or consumption units, as well as activities related to disposal. concerns how products and packaging are disposed of by consumers; it may also include reselling activities like eBay and second-hand markets. Emotional (or affective) responses from customers: refer to mental (or cognitive) responses as well as emotions like feelings or moods. refer to the consumer's behaviour (or cognitive responses) and thought processes: refer to the observable responses of the customer when they buy or sell goods or services.

Consumer behaviour is defined as "the dynamic interaction of affect and cognition, behaviour, and environmental events by which human beings conduct the exchange aspects of their lives," according to the American Marketing Association. Consumer behaviour is a field of applied social science. "Use of behaviour principles, usually gained experimentally, to interpret human economic consumption" is the definition of consumer behaviour analysis. Consumer behaviour is a field that bridges the gap between marketing science and economic psychology

1. **Origin of Consumer Behaviour**

The so-called classical schools of thought dominated marketing in the 1940s and 1950s. These schools were highly descriptive and heavily relied on case study approaches, with only occasional use of interview techniques. At the end of the 1950s, two significant reports criticised marketing for its lack of methodological rigor, particularly for not employing mathematically oriented behavioural science research methods. This set the stage for marketing to adopt a consumer-behaviourist perspective, making it more inter-disciplinary.

In the 1950s, marketing began to move away from economics and toward other fields, particularly the behavioural sciences like sociology, anthropology, and clinical psychology. As a result, a new emphasis was placed on the customer as a unit of analysis. As a direct consequence of this, brand loyalty, reference groups, opinion leadership, and other concepts like them were brought into the field of marketing with brand-new and substantial knowledge. Market segmentation, particularly demographic segmentation based on the household lifecycle and socioeconomic status (SES) index, also gained popularity. As consumer behaviour was added, the marketing field became increasingly scientifically sophisticated in terms of theory development and testing procedures. In the 1920s, 1930s, and 1940s, consultants in the advertising industry and also within the field of psychology extensively used motivation research, which improved their understanding of customers and had a significant impact on consumer behaviour. Consumer behaviour—or CB, as it is affectionately known—is now regarded as an important sub-discipline within marketing and is included as a unit of study in almost all undergraduate marketing programs. By the 1950s, marketing began to adopt techniques used by motivation researchers, such as depth interviews, projective techniques, thematic perception tests, and a variety of qualitative and quantitative research methods.

1. **Factors Influencing the Consumer Behaviour**

A study conducted on Consumer Behaviour Model: An overview by Jisana T. K. (2014) stated that, there are four factors that influence the consumer behaviour and these factors are:

* Cultural
* Social
* Personal
* Psychological
* Cultural Factor: A person's culture is the set of fundamental beliefs, perceptions, desires, and actions that they acquire from their family and other significant institutions. In essence, culture is a component of every society and a major driver of individual preferences and actions. Marketers must exercise extreme caution when analysing the cultures of various groups, regions, or even nations because the influence of culture on purchasing behaviour varies from country to country.
* Social Factor: Customers' purchasing decisions are also influenced by social factors. The following are significant social factors: family, roles, and status are all examples.
**Groups of Reference**: The groups that have a direct or indirect impact on a person's attitudes or behaviour are known as their reference group. These groups serve as models from which individuals learn attitudes, beliefs, and behaviours that they can apply to their own lives. Due to their frequent interactions with an individual and the importance of these significant others in the individual's life, family and close friends are considered to be primary reference groups. An individual's secondary reference groups include friends from school, neighbours, colleagues, and other acquaintances.
**Family:** The members of a family strongly influence buyer behaviour. As a result, marketers are attempting to determine the roles and influences of the family unit. Marketers will attempt to target women in their advertisements if a product's purchase decision is influenced by a wife. It's important to keep in mind that consumers' buying roles shift with their lifestyles.

**Status and Functions**: Depending on the groups, clubs, families, organizations, and so forth, each person has distinct social roles and statuses to which he belongs. The consumer's behaviour and purchasing decisions are significantly influenced by his social status and role in society.

* Personal Factor: Consumer behaviour can also be influenced by personal factors. The following are some significant personal factors that have an impact on purchasing decisions: economic status, occupation, age, personality, and self-perception all play a role.
Age: Age and life cycle may influence consumer purchasing decisions. With time, consumers alter their purchasing decisions for goods and services. The stages of a family's life cycle include childhood, adolescence, marriage, parenthood, and so on. which aid marketers in creating products that are suitable for each stage.

Occupation: A person's purchasing habits are significantly influenced by his occupation. For instance, a company's marketing manager might try to buy suits, while a worker at a lower level in the same company might buy tough work clothes.

Situation in the economy: The consumer's purchasing decisions are greatly influenced by his financial situation. A customer will pay more for products if he or she has a lot of money saved. On the other hand, a person who has little money saved will buy cheap things.

Lifestyle: Customers' lifestyles are another important factor that influences their purchasing decisions. Lifestyle is the way a person lives in a society and is reflected in the things in his or her environment. It shapes his entire pattern of behaviour and interaction in the world and is influenced by the interests, opinions, and activities of customers, among other things.

Personality: People's personalities shift over time, space, and space again. As a result, it may have a significant impact on customers' purchasing decisions. In fact, one's personality is not defined by what they wear; rather, it encompasses a man's entire behaviour under various conditions. It has a variety of characteristics, including dominance, aggressiveness, self-assurance, and other traits that can be used to gauge how a particular product or service is received by customers.

* Psychological Factor: Here are four significant psychological factors that influence consumer purchasing decisions. These include perception, motivation, education, and attitudes and beliefs.

Motivation: Customers' purchasing decisions are also influenced by their level of motivation. Every individual has distinct needs, including physiological, biological, social, and other needs. Because of the nature of the requirements, some are more pressing than others. As a result, when it is more pressing to direct the individual to seek fulfilment, a need becomes a motive.

Perception: Perception is the process of selecting, organizing, and interpreting information to produce a meaningful experience of the world. A person's perception of a product or service is what defines their thoughts about it. Due to differences in perception, people with similar needs might not purchase similar products. Selective attention, selective distortion, and selective retention are the three distinct perceptual processes. In the case of selective attention, people focus on information that is helpful to them or members of their immediate family. In contrast, when information is selectively distorted, consumers tend to interpret it in accordance with their pre-existing ideas and beliefs. In a similar vein, in selective retention, consumers retain only the information that will be of use to them, forgetting the rest over time.

Attitudes and beliefs: Customers have particular views and assumptions about various products. Marketers are interested in such beliefs and attitudes because they shape a brand's image and influence consumer purchasing decisions. Customers' attitudes and beliefs can be altered by special campaigns launched by marketers in this area.

**A Conceptual Model for Consumer Buying Decision Process & Consumer Behaviour Developed by Jisana T. K (2014)**



* This model explains the buying process and consumer behaviour. Finding a need that is not being met is the first step. After that, information can be searched from a variety of sources, including public, private, business, and experiential sources. The customer will select the best option from a large number of available options after completing the search process. The customer evaluates the choices that are available based on a set of evaluation criteria. Price, quality, advertising, brand, and so on The actual purchase will proceed at a steady pace following the evaluation. The final and crucial stage is the post-purchase decision, in which the customer decides whether or not to continue purchasing the product. If not, he or she will switch to another one. The buying decision-making process of consumers is ongoing.
1. **Definition of Traditional and Online Shopping**

Isswani & Chaturvedi, 2019, define traditional shopping as a place where customers can see, feel, and browse the products being sold. Customers must be physically present to examine the products. They will pay for them and bring them home if they are pleased with their condition and price. When purchasing daily necessities like food and medicine, this is especially important. Because they are satisfied with the quality of the goods and services, customers continue to shop at the same locations over time; this is loyalty from a client. For many years, traditional shopping has been practiced. Prior to the advent of the internet and e-commerce, this was one of the most common methods by which people bought goods and services.

Human necessities like food and electronic devices can be easily found and purchased online in the digital age of the 21st century. Customers have benefited from digitization thanks to improved product quality and personalised demand options. This shows that traditional shopping has been replaced by online shopping (Warrier et al., 2021).

Hollensen (2004) says that when people decide to shop online, they go through a process called "online shopping." According to Smith and Rupp (2003), in e-commerce, the development of the Internet as a "new" distribution channel is the most significant contribution of the information revolution. One of the primary reasons people use the Internet is to shop online, in addition to looking for products and learning more about them (Joines et al., 2003). According to Smith and Rupp (2003), consumers have never had access to as many suppliers or product or service reviews.

* There are two distinct categories of consumers that are described by the term "consumer behaviour": the individual consumer and the corporate consumer, as stated by Bamossy, G. J., & Solomon, M. R. (2016). The personal consumer purchases goods and services for personal use, household use, or as a gift for a friend. End-users, or ultimate consumers, are the individuals who purchase the products in each of these contexts with the intention of using them in their entirety. Companies and charities, local and national government agencies, and institutions (such as schools, hospitals, and prisons) are all examples of organisations that fall into the second category of consumers, or organisational consumers. These consumers must purchase products, equipment, and services in order to run their businesses. This book will focus on the individual consumer, who purchases for personal or household use, despite the importance of both categories of consumers—individuals and businesses. End-use consumption is probably the most widespread type of consumer behaviour because it involves every person, regardless of age or background, as either a buyer or a user, or both.
1. **Consumer Behaviour before covid-19**

Leon G. Schiffman (2012) in his book titled “Consumer Behaviour \_ A European Outlook” stated that over the past few decades, consumer behaviour has undergone significant shifts. Technology and internet services bring changes in consumer behaviour today, a wide range of individualised products, from computers to trainers, can be ordered online. Many people have switched to customised online editions of their daily newspapers, and they are increasingly getting information from online sources. Prospectuses are no longer required for students to choose a university; instead, they can access all of the relevant information about a university's courses and teaching staff online, and in some cases, they can even visit actual classes virtually. Customers no longer have to go to out-of-the-way stores with hundreds of unorganized, dusty shelves to buy out-of-print books, nor do they have to call foreign publishers or deal with the bureaucratic nightmare of overseas delivery; instead, they can easily locate and order the books they want by going to online stores. By using the "skip" feature on their recorders, television viewers can now skip commercial breaks and order previously viewed films and television shows on demand. Digital technologies are the source of all of these new methods of selling goods and services that consumers have been able to access over the past 15 years. Additionally, they share another characteristic: According to Leon G. Schiffman (2012), p. 23, they exist today because they reflect an understanding of consumer needs and behaviour.

Moreover, a book written by Solomon M. R. titled “Consumer Behaviour: A European Perspective explain that There is no doubt that the world is changing as a result of the increasing number of people who use social media and the internet (such as Facebook and Twitter) on a daily basis. The fifth version looks to feature the new universe of the advanced purchaser. We have never before experienced electronic communication between producers and consumers. Because the virtual world allows consumers to participate in the creation and dissemination of new products, rapid information transmission alters the speed at which new trends develop and the direction they travel. Customers now have the ability to interact directly with others who live nearby or halfway around the world, which is one of the most exciting aspects of the new digital world. As a result, we are forced to completely rethink what community means to us. It is no longer sufficient to acknowledge that customers enjoy discussing products with one another. In electronic communities, which may include a young parent from Aalborg or Aachen, a senior citizen from Stockholm or Les Moutiers, or a teenager from Amsterdam or Istanbul, we now share opinions and get the most recent information about new movies, CDs, cars, and clothes. Furthermore, many of our interactions take place in CMEs such as Twitter or Facebook. We have begun to weave information and examples about these brand-new consumer playgrounds into the text. When a web surfer can project her own picture onto a website to get a virtual makeover or a corporate purchasing agent can quickly solicit bids for a new piece of equipment from vendors around the world, we have only just begun to look at the implications for consumer behaviour. Marketing managers and consumers alike stand to benefit greatly from these new market interactions. (Solomon Michael R., Bamossy G. et al. 2013. P. 16)

1. **Consumer Behaviour during COVID-19**

According to Thomas Despin's (2020) article titled "Knock-on Effects of COVID-19 on Consumer Behaviour and How Businesses Can Prepare for Them," COVID-19 has altered our work, communication, and shopping habits more than any other disruption in this decade. Consequently, significant shifts in consumer behaviour have been observed. People all over the world are working from home and only going out to buy necessities. In addition, consumers have drastically reduced their discretionary spending, primarily as a result of uncertainty regarding job security and the overall future. One can clearly see that consumption in luxury industries, such as the apparel and dining industries, has not picked up significantly. This is consistent with consumers' expectations that they will have to wait for several months, if not years, for routines to return to normal by observing the shopping patterns in countries like China, which have witnessed both the pre-peak period of COVID-19 and the post-peak period. In addition, many households anticipate that the COVID-19 outbreak will have a negative impact on their incomes.

* A recent study by McKinsey & Company (McKinsey & Company, 2020), referred to as the COVID-19 Consumer Pulse surveys, which were carried out globally between June 15 and June 21, 2020, provided extremely useful insights into the manner in which the pandemic has altered and shaped consumer behaviour. The COVID-19 pandemic has had five major effects on consumer behaviour:

a.) A shift toward value and essentials: As a result of the economic downturn, which has hampered income in all segments, consumers will be more careful with their spending and will limit themselves to strictly essentials in the near future.
b.) The move to a digital Omni channel presence—most categories saw an increase in online customers of more than 10%, shifting to e-tail, e-commerce, and direct-to-consumer (D2C) channels. c.) Brand loyalty shock—COVID disrupted supply chains for some products and brands, causing consumers who were unable to purchase their preferred product at their preferred retailer to change their shopping habits and are now more open to trying new brands and channels.
d) The economy of health and "caring": Companies that care about their employees and provide packaging that is safe and clean are more likely to attract customers. During a pandemic, businesses' actions will have a long-lasting impact.
e.) The homebody economy the inability to shop in a crowded store or market and the convenience of doing so from home

People are being asked to respect social distance and remain at home because society is on lockdown all over the world. We are social beings, so being isolated may be bad for us (Cacioppo & Hawkley, 2009). Loneliness has been linked to lower cognitive performance, negativity, depression, and sensitivity to social threats. During the current pandemic, Campbell (2020) claims that there has been a rise in neighbor disputes, an increase in domestic violence, and an increase in the sales of firearms. On the other hand, we have also noticed an increase in unstudied, more beneficial social distance-induced behavior. People have begun to construct nests, acquire new skills, and improve their home maintenance. They might try to get in shape, learn how to bake, solve a puzzle, or read more. Additionally, there has been an increase in the purchase of cleaning supplies and the amount of trash recycled. Additionally, we consume more junk food and less clean ourselves simultaneously. In addition, people are fleeing to rural areas, stockpiling necessities, and buying things in a hurry. According to Donthu, Naveen, and Anders Gustafsson (2020), this suggests that our experiences and actions are intricate, and it would be fascinating to conduct additional research into this phenomenon.

Another effect is the dramatic rise in Internet and social media usage following the lockdowns. Lonely people, according to previous research (Nowland, Necka, & Cacioppo, 2018), use social media more frequently and, in some cases, prefer it to face-to-face interaction. Social media may also bring out the worst in us through trolling and the spread of false information. This is, to some extent, less harmful because "real life" is lived in the real world and the Internet is an "add-on" that typically has little effect on the real world. We are able to distinguish between what is important and what isn't by using this method. On the other hand, in the current situation, social media has emerged as the primary means of communication. Currently, the Internet is also frequently used as the primary method for acquiring essential services like doctor visits and supplies. As a result, the inquiry that comes to mind is, "What happens to us when real life is lived online and becomes a means of escape from the real world?" As humans, our senses are very important to us; They are made for us to use in every circumstance. Consequently, we heavily rely on them when making decisions. However, our current isolation is depriving us of our senses because we are not exposed to as many stimuli as we would be in a normal situation. We are, in a way, missing out on stimulation as a result.

1. **Change of Consumer Behaviour in Online Shopping during and before Covid-19 Pandemic**
* Since the COVID-19 pandemic is an ongoing scenario, many things are uncertain, and we are yet to see how things will roll out and how much of an impact it is going to have on consumer behaviour in online shopping (Thomar, H. 2021).

Moreover, the internet has evolved into a new distribution channel since the covid-19 outbreak, and online transactions are rapidly increasing. As a result, it is essential to comprehend how customers view online purchases. The traditional way people shop has been fundamentally altered by the development of the Internet. Consumers are no longer restricted by specific locations or opening hours; they can engage in activities and make purchases of goods and services at virtually any time or location. The Internet is a relatively new medium for information and communication that has entered our daily lives. According to Joines, Scherer, & Scheufele (2003), an increasing number of people are using the internet, which also indicates that more people are making purchases online. According to Oppenheim & Ward (2006), the rapid increase can be attributed to a shift in consumer behaviour and the expansion of broadband technology.

The Internet is regarded as a mass medium that provides consumers with unique purchasing characteristics. The ability to view and purchase products at any time, visualise their needs with products, and discuss products with other consumers are some of the features that make it more convenient for consumers than the traditional method (Joines et al.). 2003). According to Oppenheim and Ward (2006), convenience is currently the primary reason people shop online. They are also aware that convenience has replaced price as the primary motivation for online shopping. When a customer decides to shop online, they go through the online shopping process.

* Online shopping is becoming increasingly popular in non-metropolitan and rural areas, where it is regarded as one of the most convenient, viable, and preferred options. According to Anwar, Waqas, Zain, and Kee (2020), retailers strive to make their online store environments more engaging and appealing to customers. The development of mobile technology has made it easier to access marketplaces all over the world thanks to increased access to high-speed internet, which has resulted in a shift in consumer purchasing habits away from traditional means of purchase and toward digital ones. Smartphones, tablets, and laptops, among other modern communication tools, have not only brought people virtually together, but they have also made it possible to accurately provide a wide range of services to the general public (Sharma, 2017).
* According to Hollensen (2004), the Internet has evolved into a "new" distribution channel, and Smith and Rupp (2003) have identified e-commerce as the most significant contribution of the information revolution.
One of the primary reasons people use the Internet is to shop online, in addition to looking for products and learning more about them (Joines et al., 2003). According to Smith and Rupp (2003), consumers have never had access to as many suppliers or product or service reviews. As a result, the Internet has developed into a highly competitive market with fierce consumer competition. According to Constantinides (2004), the first step in a competitive market is to identify certain influencing factors when making an online purchase. These can be considered factors in order to influence and retain customers.
* The COVID-19 pandemic has severely disrupted consumer behaviour and business operations. Although its impact on organizations' digital transformation has been studied, relatively little research has been done on COVID-19's impact on consumers and their consumption patterns (Kim, 2020; 2020). Verma and Gustafsson (2020) According to industry reports and consumer polls (Kim, 2020), the pandemic has accelerated an earlier trend toward e-commerce. Customers' perceptions of the economic and environmental advantages of e-commerce platforms have been significantly influenced by their fear of the pandemic (Tran, 2021).
* As individuals maintain their altered behaviours after the pandemic ends, some authors predict that the digitalization of the market and the habits learned during the pandemic may result in structural changes to consumption (Kim, 2020; Sheth, 2020), like those that were observed in China during the SARS pandemic in 2002–2003 (Clark, 2018).
Since the pandemic began, there has been a worldwide increase in online purchases; however, there is still a lack of clarity regarding the factors that influence this behavior. The evolution of online consumption throughout the pandemic and the potential role of electronic commerce in a world post-COVID-19 require additional investigation. (Barnes, 2020; 2020; O'Leary, 2020) Pejic-Bach
1. **Conclusion**

Although there are several researches on consumer behaviour but this chapter pre-covid-19 and post-covid-19 scenario on consumer behaviour on online shopping was reviewed from previous studies on consumer behaviour.

The COVID-19 pandemic has altered our routine social interactions, work, school, leisure spending, and shopping habits. Consumer behaviour has been significantly disrupted as a result of the lockdown and social isolation implemented to combat the COVID-19 virus. All consumption is constrained by time and location. Consumer behaviour will be affected throughout 2020 by the global COVID-19 pandemic. During the COVID-19 pandemic, social isolation compelled many people to use digital media. Before making a purchase, consumers typically rely on digital information to locate product information. Consumer behaviour has changed as a result of the pandemic, according to studies. As a result, numerous businesses are innovating to adapt to the new circumstances. Particularly, technology has increased its influence on consumers' and businesses' day-to-day lives. Additionally, supply chains and sales channels have been disrupted by COVID-19, which has had a negative impact on global economies.

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