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POST COVID-19 CONSUMER BUYING BEHAVIOUR ON ONLINE PLATFORMS

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ABSTRACT

This study aims to assess the impact of COVID-19 and identify the factors that influence consumer purchasing behavior when shopping online. Conceptual and empirical studies on consumer behavior when shopping online were reviewed. A literature search was conducted using a term-based search approach limited to a specific period and a specific online database. Commonalities and trends are group variables influencing consumer buying behavior when shopping online. The research shows that several key factors of online and offline purchases have influenced consumer purchasing behavior because of the COVID-19 crisis. By examining the factors, policymakers can allocate resources to develop measures to improve the consumer experience. It will be interesting to see if the above variables are further explored in the future. Researchers, academics, and those working in the field of consumer behavior will benefit from this study to understand the many aspects that influence consumer behavior.

Keywords:

Consumer buying, Online shopping, COVID-19, Purchasing behavior.

INTRODUCTION

In today's world, online shopping is a convenient answer to our busy lifestyles. The way consumers shop has changed significantly over the past decade. Customers continue to shop in traditional stores but find online shopping very convenient. Modern consumers greatly benefit from online buying because their busy daily schedules do not allow them to shop or spend much of their time. Consumer decision-making in online commerce is referred to as online consumer behavior. The actions, such as selecting to buy something or recognizing a problem, are based on changing expectations and requirements. Customers increasingly see online marketing for many brands thanks to the development of online communication.

Along with the coronavirus, political, legal, and economic concerns also impacted how consumers behaved when shopping during the epidemic. The household routine, the motives for purchases, the availability of goods and services, as well as the shopping cart have all changed. The results of the research that comes after the research stated in this article paper will reveal if the alterations are long-lasting or if everything will eventually go back to how it was.

The COVID-19 epidemic and subsequent lockdowns have fundamentally changed the daily habits of billions of people around the world. As many stores were forced to close and customers were forced to stay home, this had a major impact on digital channels, and many turned to the internet. Unlike a brick-and-mortar store, each item in the online store has a description that includes text, images, and multimedia material. Many internet retailers provide links to sites with lots of additional information about their products. On the other hand, some people shop, have fun, and enjoy shopping on the Internet, while there are technology enthusiasts who hate waiting for goods to arrive understand the details of online shopping, more and more researchers are turning to online consumer behavior – what users do while searching for, buying, and using products.

Men are more likely to have their shopping habits impacted by COVID-19 than women, even though women are more likely to be worried about its consequences. 25% of women and 33% of men said the epidemic had an impact on how much they spent on products. Furthermore, 36% of males reported it having an impact on how much they spend on experiences, compared to 28% of women (travel, restaurants, entertainment, etc.). Additionally, it was discovered that males shop online and shun in-store experiences more than women do. There has been a decline in brick-and-mortar retail as people have adopted social isolation to stop the pandemic. The likelihood of an increase in online purchasing would seem to follow from people turning to eCommerce to buy the goods they could have otherwise bought in person.

1.1 Process of Online Customer Behavior: We may look for customer testimonials and product reviews during the search phase. They decide which brand or company best fits their expectations. A well-structured website and attractive design are very important in this design process to drive customers to purchase your goods and services.

The epidemic has had an impact on consumer purchasing habits, particularly online. This essay will examine the numerous developments that have occurred and their implications for businesses. The way people shop has undergone one of the most apparent transformations. They are increasingly purchasing the necessities for survival rather than what they desire or need. As a result, there is now more demand for basic goods including food, medicine, and toiletries. The desire for luxury goods has also decreased during the same period. People are no longer motivated to purchase items they do not require or cannot afford. The way that people use internet platforms has also undergone a substantial transformation. Nowadays, more individuals choose to purchase goods through online markets like Amazon and eBay than from individual merchants. Numerous academic articles examined customers' online shopping habits.

On the other hand, most of the previous research was conducted before the Covid-19 epidemic, so it is still unclear how the epidemic will affect consumer behavior when shopping online. Questions have been raised about how consumers are coping with this changing environment and how they behaved in the first months of the epidemic. I go home in late spring and early summer. Despite changes in state laws, consumers are still experiencing certain effects of the pandemic, including fears of food shortages at retail stores and catching the virus from personal grocery shopping. Thus, it is likely that the pandemic still had an impact on consumer behavior in the summer of 2020. Customers probably established some habits, like grocery shopping online, that they might keep up

with even after the pandemic. Therefore, this study looks into future online grocery purchasing intentions as well as factors influencing online grocery shopping in June 2020, including delivery and curbside pickup options. Given that there are scenarios in which the epidemic could continue or end, the implications on plans for online purchasing are calculated. As a result, the study sheds light on potential online purchase behaviors in the post-pandemic era.

Phase 1 The internet's ability to support the pre-purchase phase by allowing buyers to compare different options is the internet's most useful feature. Phase 2 During the decision stage of the purchasing process, product selection, sales service, and quality of information appear to be the most important factors in choosing a product or seller with which a customer will transact. Phase 3 Post-purchase behavior becomes increasingly important after online purchases. Customers may have a problem or concern with a product or wish to exchange or refund a product they have purchased.

1.2 Elements Affecting Online Customer Behavior

The first component to be localized is the driving force behind the online purchase of goods and services. They are separated into two groups: internal and external forces.

- External factors are those outside the customer's control. They can be grouped into five categories: Marketing, culture, subcultures, affinity groups, demographic, socioeconomic, and technological aspects.
- Intrinsic factors are personality traits or behaviors such as self-esteem, learning, perception, and motivation.
- Functional motivations are related to consumer needs and include factors such as time, ease of online shopping, pricing, store setup, and product options.
- Non-functional motivations based on social values and cultural norms. B. Product or business branding.

Many consumers have changed their food buying habits quickly, and in some cases drastically, because of the COVID-19 epidemic, due to regulatory changes as well as worries for their own or the public's health. In response, many consumers shifted their food purchases from food service providers (such as restaurants and eating places) to food stores. Some shoppers stocked up on food because they were worried about shortages and interruptions in the supply chain. A portion of this hoarding would have also been brought on by avoidance behaviors, since some customers decided to make fewer in-store purchases, hence lowering the number of potential exposures. When governments began issuing orders for people to stay at home or shelter in place in April, there was a large increase in the use of internet shopping for food from the early pandemic months to this stage of the pandemic policy response. State-to-state variations in the length of the stay-at-home orders caused considerable disruption to how households generally purchase food. As a result, COVID-19 affects everyday activities like shopping and eating out.

REVIEW OF LITERATURE

Meghna and Naveen's (2021), this study aims to understand the factors influencing consumer purchasing behavior post-Covid-19. Pandemics like COVID-19 are disrupting consumer lifestyles and shopping habits and negatively impacting the global economy. The fact that a consumer buys a country's brand and domestically produced products play a very important role in that country's GDP and help boost the country's economy.

Thiyagarajan (2021), In this study, the researcher investigated customer behavior after the outbreak of the COVID-19 pandemic. The industry adopts innovative technologies based on customer preferences. In this paper, he mainly talked about digitization and its impact on customer buying behavior. Studies also show that digitization is helping people transact using e-wallets even in this pandemic situation.

In this study, **Priyadarshani, and Vanishree (2021)**, researchers conclude that COVID-19 was one such disaster that cannot be erased from history. It completely changed the attitude of mankind. Medical institutions collapsed and millions died. Preventive measures such as social distancing, wearing masks, disinfection, etc changed people's lives. It has also affected all types of businesses around the world and consumer behavior has also changed in a very uncertain and unpredictable way.

Anisur, Aminul, Bushra, Nahida, and Sujan (2018) state that their research shows that consumers shop online to save time and purchase a variety of products and services. Both men and women deal with likes and dislikes equally; they love home delivery and hate not being able to touch and feel the product. They get information about online shopping from websites, especially social networks, and buy clothes and accessories, usually paying in cash.

Nagendrababu, Girisha, and Vedamurthy (2020 m.) stated that this paper attempts to analyze research done by several individuals researchers' study which online channels consumers use when a purchase decision-making stage. The Internet has given consumers a whole new collecting experience information, product or price comparison, and the ability to continue shopping on the Internet. Changes in consumer purchasing behavior.

Shashidhar (2020) explored all these behavioral changes are not permanent, but few will be permanent. Research shows that society will recover from such persistence.

Bartik, Stephen (2020) completed the investigation that the 2019 coronavirus caused a major economic shock. The pandemic has already caused great inconvenience to the little one's businesses and even online businesses because in just a few weeks beginning about 25% of the companies and almost they were temporarily closed. These closures are due to the challenges of business owned by the COVID-19 and the working practices of your business, including irregular business operations and potential financial constraints on companies with uncertain futures.

Blasius (2020) investigated that online shopping is an internet business technique where

customers legitimately purchase products or administrations from a reseller online using a web browser Amazon, Flipkart, and Snapdeal. They are one of the best online retailers in India. Online shopping tour exhibits an intriguing understanding of how innovation develops and is constantly shaping the ultimate destiny of online shopping Hofstede (2020), studied "how buyers think and act when making purchase decisions". When online shopping was measured by various elements related to time efficiency, and delivery service both subtracting and reducing direct interaction with purchasing online products, users will not get tired while participating in the stream. The increase in services on online channels and the variety of products plays an important role in changing customer behavior (Nguyen, 2018) Customer Behavior is the mental, emotional, and physical activities in which people engage when selecting, purchasing, using, and disposing of products and services for satisfying needs and wants. The term customer buying behavior focuses mainly on the customer's purchase activity before and during the purchase, including product selection and purchase process. (Wilkie, 1994, quoted in Priest, et al., 2013). Benefits from different services and experiences in each channel customers' buy behavior can be affected by service quality and satisfaction of previous experiences for example, on the one hand, personalization. Flexible appearance options on online channels. On the other hand, offline channels provide different professional staff experiences bringing more satisfaction to many customers. Customer loyalty is the deciding factor. Factors affecting customer behavior towards purchasing activities Brand or distributor loyalty is created over many aspects in which the customer is comfortable, namely, the services provided, quality, reliability, and customer engagement, such as providing more details and information Individual behaviors are motivated by some aspect to look for an inner need or satisfaction (Kian, 2014). So the customer behaves with certain motivations to perceive and satisfy a need Motivational aspects that make the customer behave like him, different from one person to another based on several factors. Discounts are a good reason for consumers retailers to drive customers to buy online and offline channels. Retailers seek to reach and influence customers. Psychologically through the application of technical sales and discounts. We thought of ways to guide customers to purchase both pleasure and happiness. Impulse buys are of several different types. Purchases made, e.g., unplanned, or unexpected purchases. No customer is required. Impulse purchases are characterized by spur-of-the-moment decisions. Happiness and satisfaction are returned to customers (Lee & Kacen, 2008) External factors, rather than the customer itself, may be the motive or cause. The power to persuade customers to go through such a purchasing process. This can determine a customer's financial status. Impulse purchase, payment dependent. The customer's budget, whether the product is attractive or not Convince and vice versa The beginning of the pandemic that the world faced A. large stockpile of a particular product by a customer. B. food Signs of the impact of the pandemic pushing customer behavior to new heights buy like never before. At a later stage, customer behavior began to adopt online digital channels for most needs, especially in countries facing lockdowns and severe restrictions. Since the advent of the Covid-19 pandemic, various technologies have increased, and people felt the benefits of existing technology. Retail meets various needs during the pandemic and due to the growing need for online channels, retailers are investing more in online channels. (Alaimo, 2020), Zhao & Bacao (2021).

OBJECTIVES

- ★ To learn more about how customers perceive internet shopping following COVID-19 and how their purchasing patterns change in response to online or offline shopping.
- ★ To examine consumer preferences for various online payment methods when making purchases on online marketplaces and comprehend consumer personality and behavior.
- ★ To comprehend the pandemic's demographic and socioeconomic adjustments while concentrating more on price tactics to enhance online platform user behavior.
- ★ Concentrating more on humanizing the customer experience and acknowledging the impact of the covid turmoil on purchasing habits.

RESEARCH METHODOLOGY

Research Design and Samplings are as follows-

Proposed study design: To understand consumer behavior towards online shopping platforms after COVID-19, we propose conducting descriptive research using self-made surveys. Respondents are asked for rapid responses using his 5-point Likert scale, ranging from "strongly agree" to "strongly disagree."

Recommended study audience: This is the complete set of units that should be inferred from survey data. The group examined in this study is people who shop online. In this survey, people's ages ranged from 18 to 35 years old.

Proposed Sample Size and Research Topic: Sample size refers to the total number of observations or samples that were used in an experiment or survey. 100 person will make up the sample size for the analysis in our study. After COVID-19, the subject of research will be consumer purchasing patterns on online platforms.

Proposed Sampling Method: A sampling technique is a term or other designation for the procedure used to choose the subjects for the sample. There are two different kinds of sampling methods:

Probabilistic sampling: A simple random sample; systematic sampling; cluster; stratified samples.

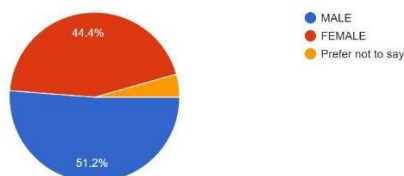
Non-Probabilistic Sampling Techniques: Assignment Sampling; Snowball Sampling; Convenience Sampling; Decision Sampling.

This study uses simple random sampling. In this situation, everyone is chosen completely at random, and everyone in the population has an equal chance of being chosen. We use this strategy in this study because of the size of the population, as it is used to generalize to larger groups and eliminate selection bias.

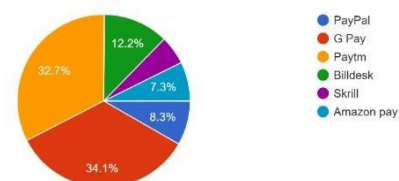
Proposed Analysis Tools: Researcher outcomes and interpretations of their work are obtained by making sense of the data that has been acquired through data analysis and collection. Using SPSS software, we will be able to analyze the findings of this study in a way that makes sense.

DEVELOPED SURVEY

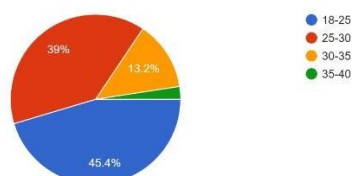
Gender
205 responses



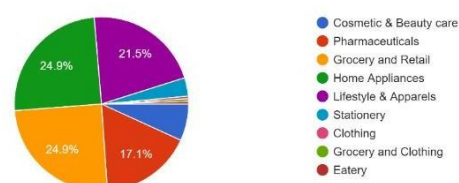
Which payment gateway you use generally while making online payments
205 responses



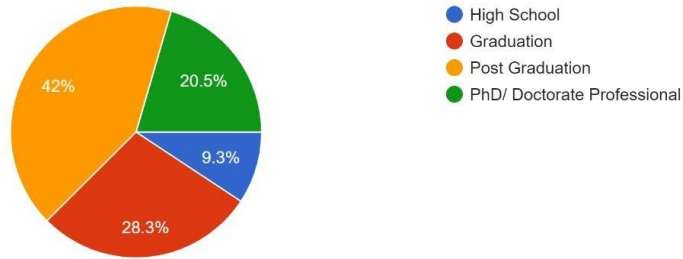
Your Age range
205 responses



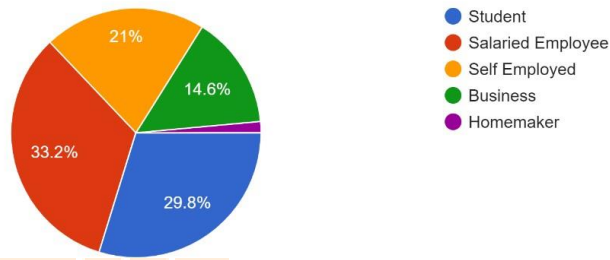
Which category of product division do you spend the most?
205 responses



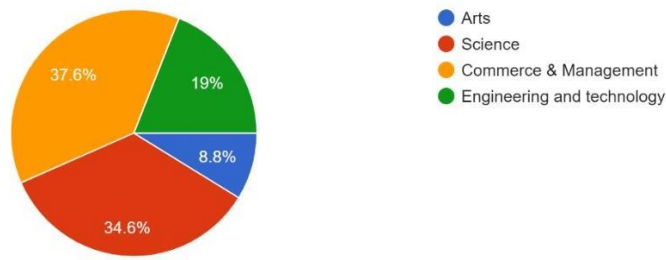
Highest Qualification
205 responses



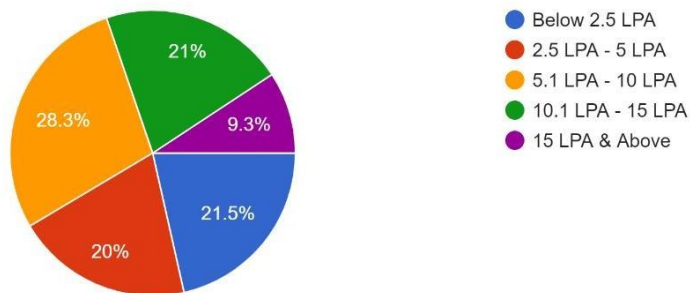
Occupation
205 responses



Field Of Qualification
205 responses

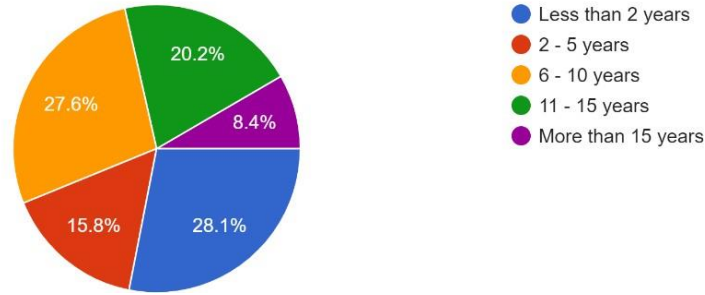


Income Per Annum
205 responses



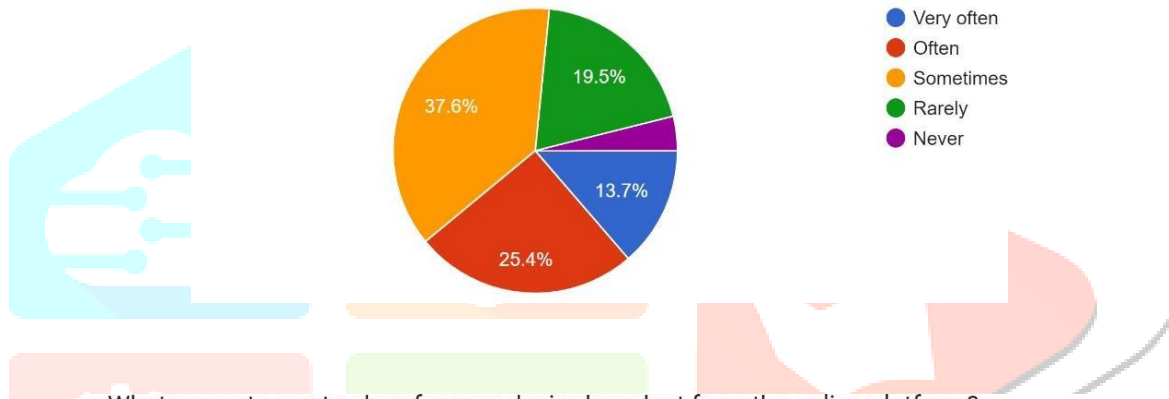
Work Experience

203 responses



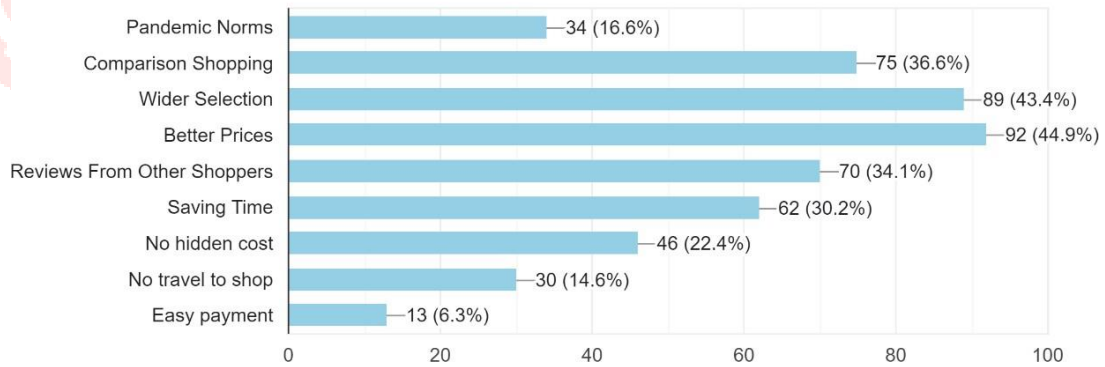
How often do you purchase online (Frequency)? Choose one.

205 responses



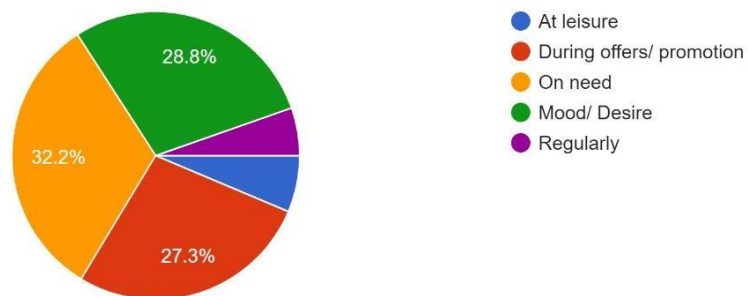
What prompts you to shop for your desired product from the online platform?

205 responses



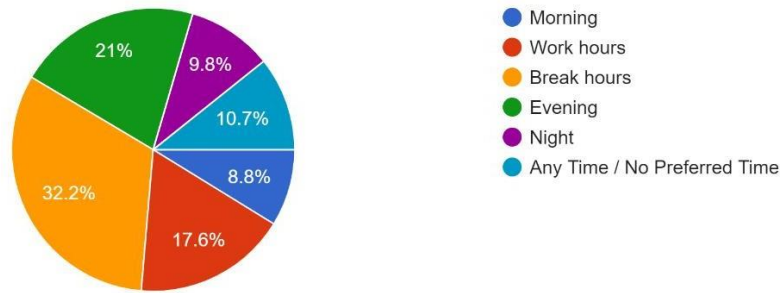
When will you prefer online shopping (Motivation)?

205 responses



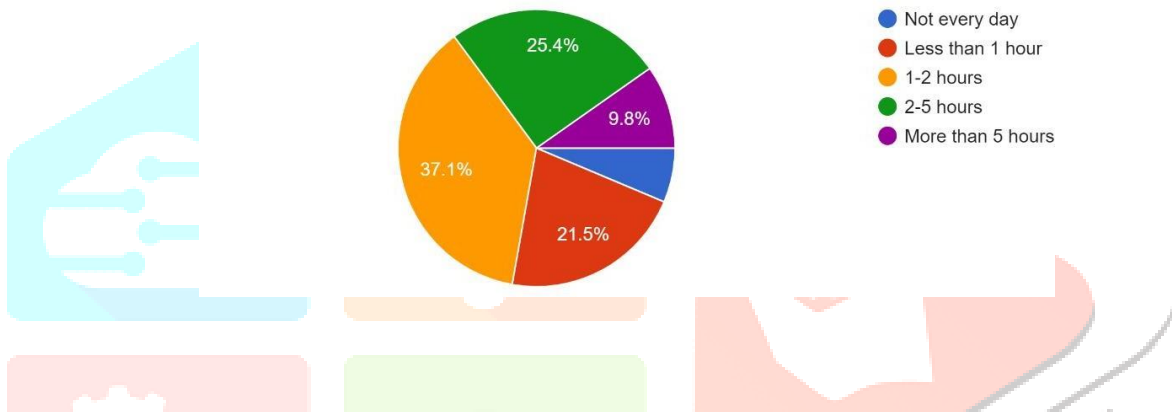
What is your preferred time for Online Shopping?

205 responses



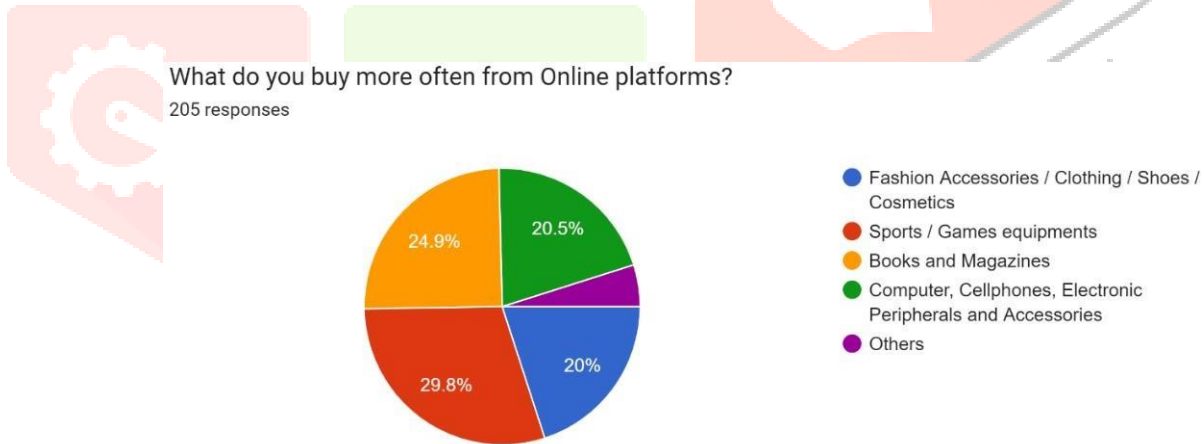
How much time you use Internet per day, on an average?

205 responses



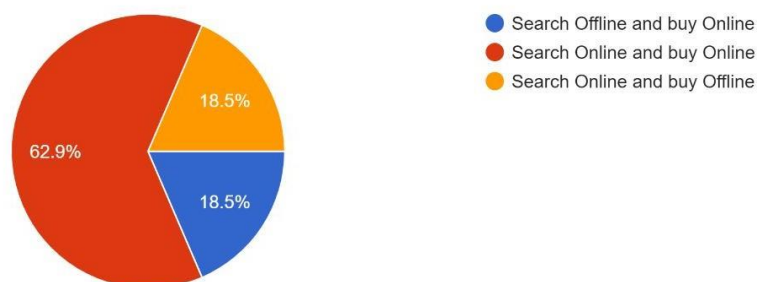
What do you buy more often from Online platforms?

205 responses



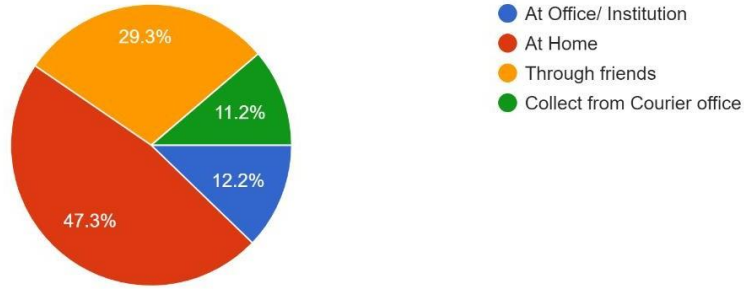
What are your Usual Buying patterns of online shopping?

205 responses



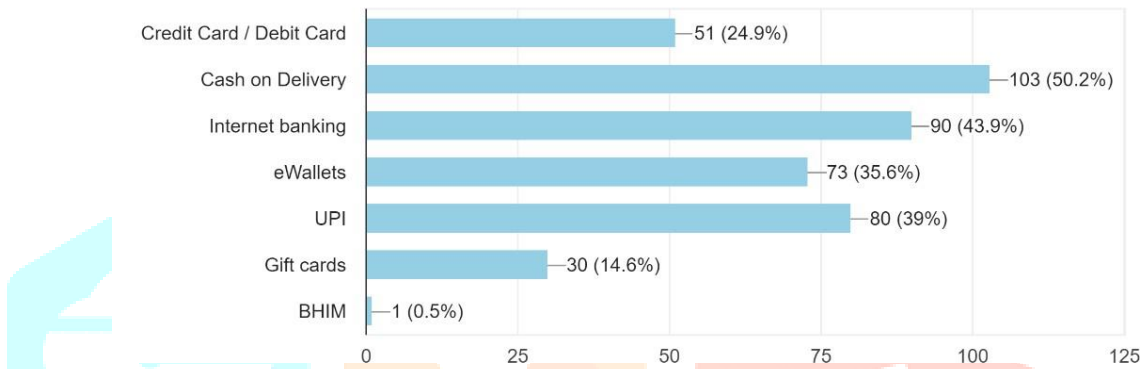
How the delivery of the product is done usually?

205 responses



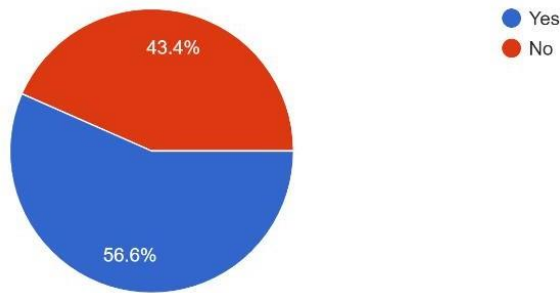
How do you make the payments during Internet Shopping (Preferred PaymentMode)?

205 responses



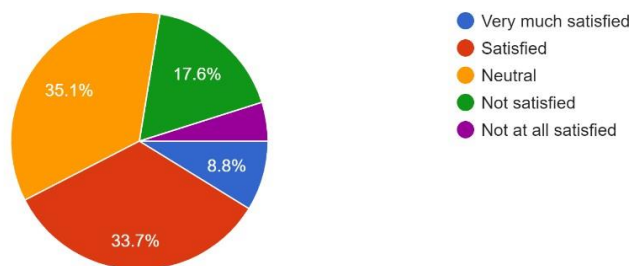
Have you faced problems on shopping online?

205 responses

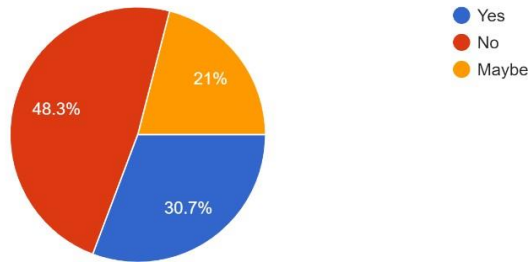


Your past experience with online shopping was

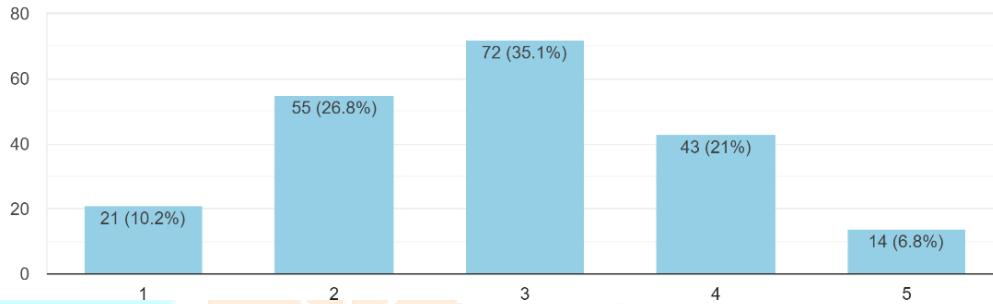
205 responses



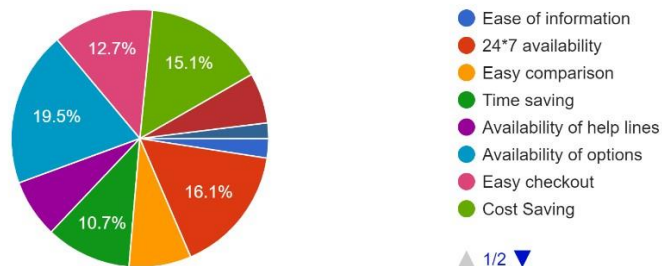
Would you recommend Online shopping to Non Online shoppers?
205 responses



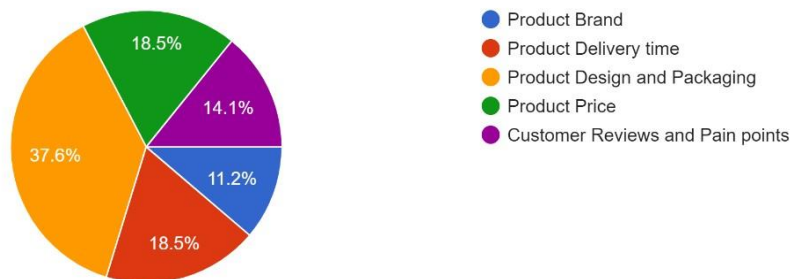
Do you think online shopping is risky?
205 responses



Which of the following factors drives you to go for online buying products, especially post-pandemic?
205 responses

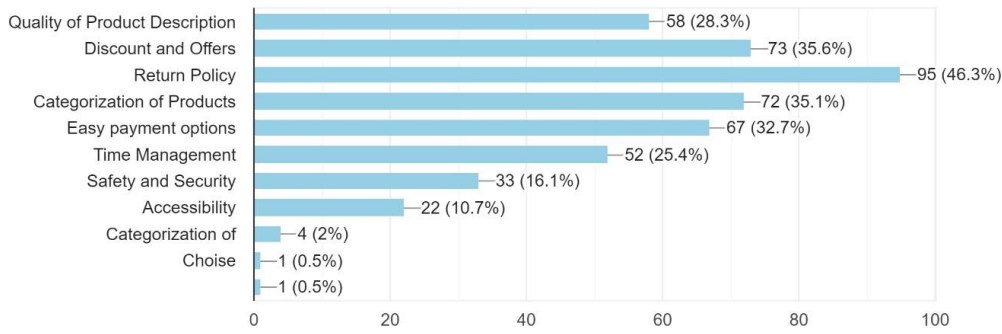


What influences you the most about product features on your buying behavior in online shopping
205 responses



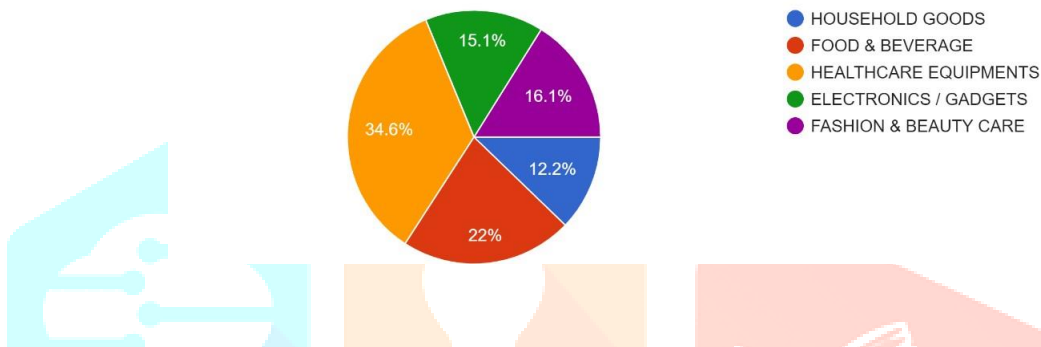
Which dimension entices you the most towards relying on and opting for online shopping

205 responses



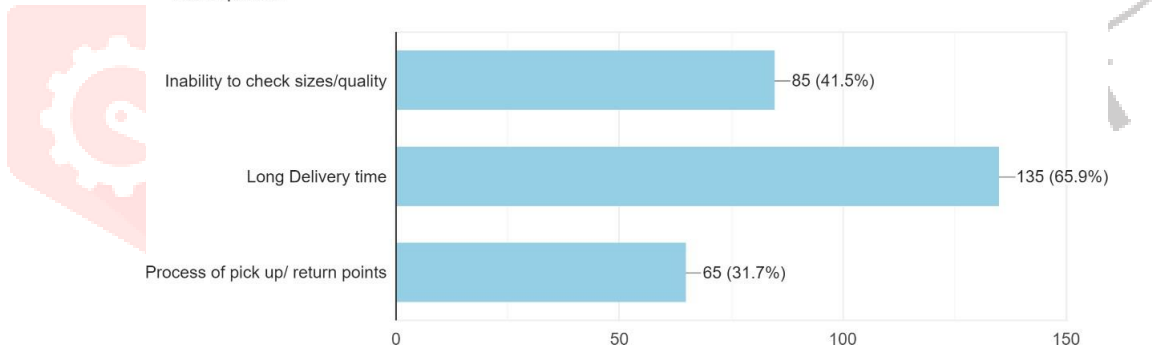
Your propensity of buying goods after the pandemic on online platforms is highest for which product type?

205 responses



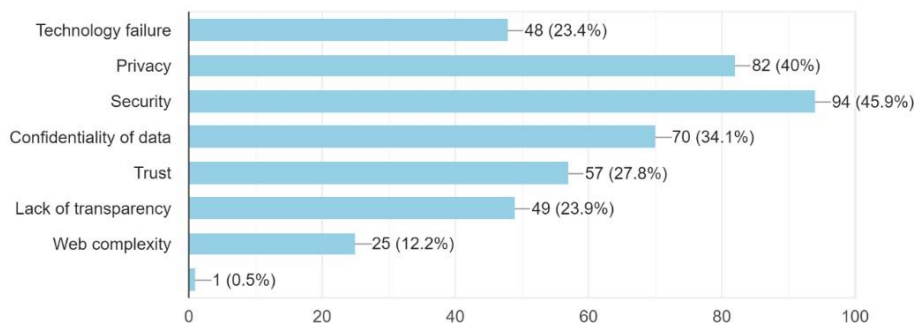
What lets you be the most demotivated deterrent to shopping online as compared to offline purchases? (Select any one among them)

205 responses



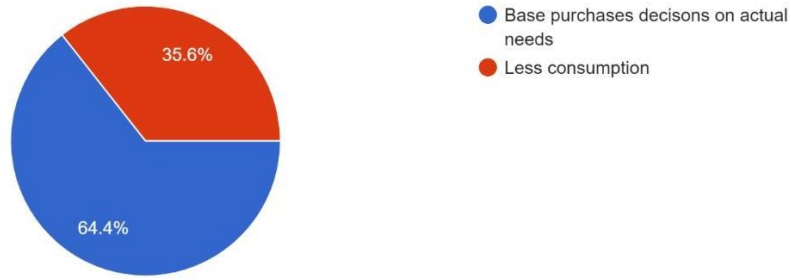
Which of the following factors resist you from going online to buy products, especially post-pandemic?

205 responses



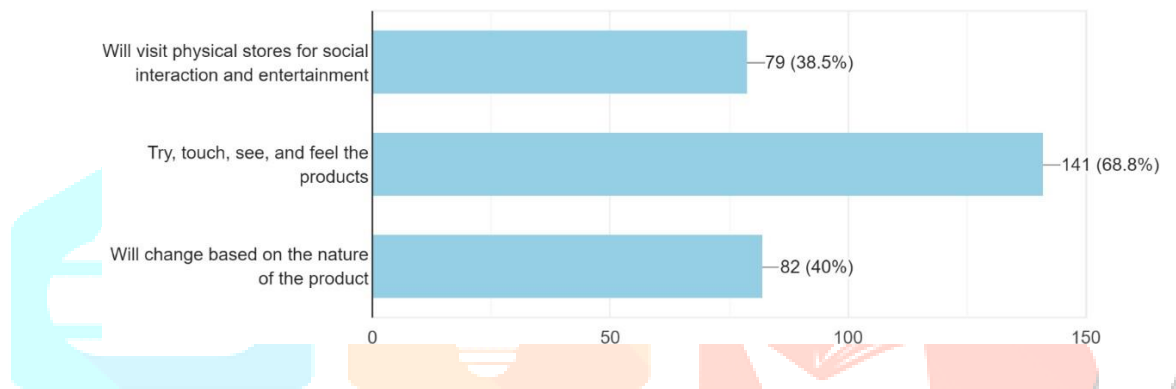
What's your major change observed in buying behavior post-Covid (self-analyzed)

205 responses



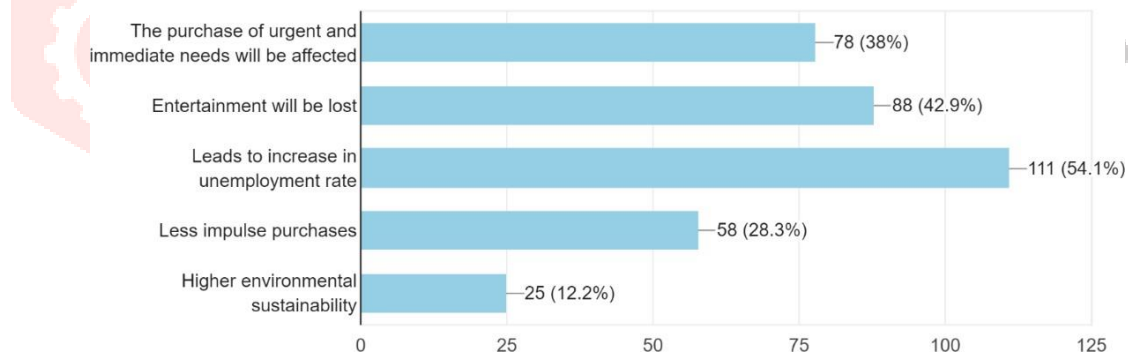
Your expectations of shifting back towards offline stores after the pandemic hit

205 responses



Your suggestions of shifting back towards offline stores after the pandemic hit

205 responses



ANALYSIS AND RESULTS

Statistical Test Type: (Independent Sample T-Test) Framing Null & Alternative Hypothesis

Ho → Majority of the customers tend to make an online purchase. H1 → Most customers don't shop online.

T-Test

[DataSet0]

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Purchasing_frequency	Male	114	2.7807	1.02843	.09632
	Female	91	2.7033	1.06973	.11214

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Purchasing_frequency	Equal variances assumed	.572	.450	.526	203	.599	.07741	.14717	-.21278	.36759
	Equal variances not assumed			.524	189.596	.601	.07741	.14783	-.21419	.36900

Since the probability (p-value) of the Purchasing frequency variable is found to be 0.599. Therefore, it's greater than 0.05 level of significance. Hence, the **Null Hypothesis (Ho) is Accepted**.

Ho → There exists a satisfied past customer experience with online shopping.

H1 → There doesn't exist a satisfied past customer experience with online shopping.

T-Test

[DataSet0]

Group Statistics

	gender	N	Mean	Std. Deviation	Std. Error Mean
Experience	Male	114	2.6842	1.04175	.09757
	Female	91	2.8571	.94952	.09954

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Experience	Equal variances assumed	1.977	.161	-1.228	203	.221	-.17293	.14084	-.45063	.10477
	Equal variances not assumed			-1.241	199.412	.216	-.17293	.13938	-.44778	.10192

Since the probability (p-value) of the Experience variable is found to be 0.221. Therefore, it's greater than 0.05 level of significance. Hence, the **Null Hypothesis (Ho) is Accepted**.

Ho → The average time spent per day by a customer on the Internet for shopping is huge.

H1 → The average time spent per day by a customer on the Internet for shopping is nothuge.

T-Test

[DataSet1] C:\Users\win10\Desktop\swaroop 2.sav

Group Statistics					
	gender	N	Mean	Std. Deviation	Std. Error Mean
Time_spent	Male	114	3.0877	1.08539	.10166
	Female	91	3.0879	1.01815	.10673

Independent Samples Test										
Levene's Test for Equality of Variances					t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Time_spent	Equal variances assumed	.247	.620	-.001	203	.999	-.00019	.14846	-.29292	.29253
	Equal variances not assumed			-.001	197.744	.999	-.00019	.14740	-.29086	.29048

Since the probability (p-value) of the Time Spent variable is found to be 0.599. Therefore, it's greater than 0.05 level of significance. Hence, the **Null Hypothesis (Ho) is Accepted.**

NEED OF STUDY

The marketer must know whether consumers like his or her goods. Additionally, the marketer is interested in learning whether the customer's behavior response has altered. He/she wants feedback on his/her product so that, if necessary, remedial action may be taken and the marketing mix is adjusted.

LIMITATIONS

Due to the small number of survey participants, there were only a small number of relevant survey responses that significantly influenced the conclusions of the survey (205). Only the authors' connections and networks were included in the study distribution. Had the survey been spread out to other parts of the country, a wider range of respondents would have produced more accurate statistics. Age and gender have a large impact on online buying decisions, but this article focuses more on the impact of trends than those two variables on her. When businesses were able to reopen after the pandemic, they were only able to hire some employees. The government was the first to allow the e-commerce industry because face-to-face interactions are minimal, and gatherings of any kind can be easily prevented. This has reduced the chances of the pandemic spreading. Employees must continue to adhere to social distancing policies at their workplaces. This social exclusion and other pandemic-related effects have changed consumer views on what to buy. However, to understand the difference between the two periods, it is important to first understand the early market (that is, pre-pandemic) and buyer behavior at that time.

SCOPE FOR FUTURE

The study successfully explored changes in consumer buying habits caused by the Covid- 19 epidemic. This research uncovered new Covid-related behavioral patterns that influence decisions between online and offline businesses, leading to the conceptual model provided in this paper. Further research is recommended to thoroughly study and develop Covid- related factors to see if there are other factors. Further research is recommended to better understand consumer buying behavior.

RESEARCH GAPS

- ❖ Influence of digital platforms on consumer online shopping habits.
- ❖ Examining how various platforms are used for online shopping.
- ❖ Researching how other elements affect consumers' online purchasing decisions.
- ❖ Researching how consumers choose various products.
- ❖ Being aware of consumers' purchasing power after Covid.
- ❖ Recognizing how covid affects consumers' purchasing decisions.
- ❖ Examining the consumers' purchasing power as it is expressed on internet platforms.

CONCLUSIONS

In summary, the purpose of this research is to better understand how the post-Covid-19 pandemic outbreak has changed consumer behavior in virtually every sector. This study explores and analyzes how Covid-19 affects decisions about online and offline channels. Choosing between online and offline stores when purchasing fashion products is the sole subject of this survey of interested and indifferent consumers. More specifically, this study aims to discover and evaluate new behavioral patterns that may influence customer decisions to buy and purchase fashion items from offline or online retailers. Following the social constraints imposed by the Covid-19 epidemic, we investigated changes in consumer purchasing behavior using samples from identified populations. Data from a consumer perspective were collected for this study using focus groups and online surveys. The function of Covid-19 as a moderator variable about customer benefit perceptions and online purchasing behavior. Findings show that Covid-19 has dulled consumer awareness of their interests, prompting them to shop online. However, consumers may be reluctant to shop online due to social acceptance. While this is happening, unlike previous studies, the Covid-19 epidemic has not had a significant impact on the internet shopping and marketing strategies. These findings can help businesses address similar situations, guide governments on future business support, and contribute to a comprehensive understanding of consumer behavior.

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