

Research Paper
on
Impact of Technology on consumer behavior

Submitted To

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Letter of Acceptance

I am very pleased to declare that Md. Abdullah Tarofdar, ID: 192-14-153, MBA 53rd Batch Daffodil International University has successfully completed his Research program entitled “**Impact of Technology on consumer behavior**” under my direct and active supervision.

The Research is recommended for submission.

.....

Mr. Syed Maruf Raza
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Acknowledgement

Bismillahir rahmanir rahim, all praise to the almighty and the supreme governor of the universe for giving me the strength to successfully complete the Research program. Achieving any goal requires many help and support from various way rather than sources. I am very lucky to get the help and support. I pay my heartiest gratitude to my honorable supervisor **Associate Professor Mr. Syed Maruf Raza** Department of Business Administration who helped me to make this Research Paper.

Declaration

I, Md. Abdullah Tarofdar, ID: 192-14-153, hereby provide the complete affirmation that the Research entitled “**Impact of Technology on consumer behavior**” is prepared by after research program under the excellent supervision of **Associate Professor Mr. Syed Maruf Raza**, Department of Business Administration, Daffodil international University. I also ascertain that the report is completely substantive and reliable from all of the propagation. It is prepared for academic requirement MBA program not for other motives.

I hope that honorable faculty will consider my mistakes with graceful perspective.

.....

Md. Abdullah Tarofdar

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Major in Marketing

Program: MBA, 53rd Batch

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Impact of Technology on Consumer Behavior

Chapter – One

1.1 Abstract

The goal of this paper is to review the current literature on the impact of COVID-19 on consumer behavior in India – to evaluate the progress of work that has been made to date. Numerous journal repositories were checked and 12 peer-reviewed journal articles from different disciplines were reviewed. Key attributes of each paper were recorded, and a content analysis was carried out. A literature survey showed that not much academic content has been published on the impact as the pandemic has been fairly new, globally. Majority of the researches that are published is by the industry experts. By reviewing a wide body of literature on a relatively novel and timely topic, this research offers a succinct overview of consumer behavior during the times of COVID-19. This information will assist industry practitioners and academicians in adapting to the recent change in the behavior of the consumers. The academic significance of this research is to extend and advance current research and to fill the void in literature. The practical significance of this study can be very significant and influential for all industries. In industry, understanding the consumer behavior, is a priority for many companies. Organizations can use this research for coming up with ideas about how to best target the consumers in the times of COVID-19 spread. It is the first paper to review the current literature directly on the effect of COVID-19 on the

consumer behavior, in India. Keywords Consumer behavior, Digital Marketing, COVID-19, Marketing strategy.

The current pandemic of coronavirus presents a significant threat not only to our health and economic well-being, but even to the fundamental structures of social stability in our society and also to our democracy. But the pandemic alone is not what brings our society to its knees. A longstanding anti-human, anti-science, anti-democratic, individualistic, racism and xenophobia narrative is in conflict with the reality of a pandemic that can only be overcome by humanity, science, equity, collective effort and trust in democratic institutions that coordinate and deliver health services and economic relief. In spite of fear and anxiety, the counter-narrative of human compassion, social solidarity and government responsibility for all of us is played out in the daily stories of neighbors helping neighbors, state and local governments to take decisive action, and brave first responders and medical staff risking their lives to save those who have been struck by the virus. With the confusion surrounding lockdown measures in India last month, the burning question on most people's minds was whether it would be extended. In fact, this was the most up-to-date query related to the novel coronavirus on Google in April. When the pandemic spreads, so do the worries and uncertainty around it. Most have turned to Google for answers, "What are the signs of coronavirus? Others turned to Google for life-hacks to survive the pandemic and endure the lockdown. One of the most asked questions was, "How to: make a mask? Can you make a hand sanitizer? Do you use Zoom? "And like never before, how can you cut your own hair?" Worldwide, online mask searches (protective, medical, surgical, n95) were four times more than those for hand sanitizers. Searches for social distancing has increased (Live mint, 2020). Infectious diseases have become more difficult and more difficult to control. For example, the outbreak of Ebola in

West Africa, one of the deadliest outbreaks of the epidemic, has killed more than 11,000 people in six countries since the first report in March 2014[1], and SARS, which emerged in China in 2002, has infected more than 2,700 people and launched an unprecedented nation-wide campaign for preventing the spread [2]. Covid-19 has killed 312,000 people globally and 2872, as of now in India (Google, 2020). Inevitably, aside from the direct medical costs of treating patients and introducing various disease controls, epidemics have detrimental effects on the economy. Restrictions on the transport of people and goods, usually placed in areas where the risk of contamination is high, dramatically disrupt production and exports, and seeds of potential development are also hampered by undercuts in Investors lose their trust in the market as investors. Apart from the effect of the outbreak on production and expenditure, there is a significant negative impact to remember that the extreme occurrence also triggers adverse shocks to consumer spending at the other end. In particular, customers frequently delay travel and delay public places in an effort to minimize the risk of infection, and this disturbance in consumption affects the economy.

Consistently, common wisdom about the influence of a macro-economic factor, such as oil prices and market cycles, is that the main mechanism by which a macro-economic factor affects the economy is the disruption of goods and services (Hamilton, 2009). Understanding the indirect but strong effects of epidemics on consumer willingness to buy would therefore have important implications and guidance for policy makers as well as practitioners seeking to counteract economic disruption. Studies have generally been conducted on the total burden of epidemics on populations based on aggregate data (Bloom, 1997, Gabler, 2002, Kalia, 2002). The attention paid to individual consumer behaviors has been limited in large part because microdata that would allow the measurement of indirect and behavioral

effects of epidemics are not widely available to academics. Extensive studies of extreme events relied heavily on aggregate expenditure statistics, which are usually calculated at low frequencies, such as on a monthly or quarterly basis, and are often subject to revision. Due to the limited availability of data, the development of an evaluation of the economic impact of epidemics without knowing the actions of individual consumers may have limited consequences, because shifts in these microeconomic variables are at the root of these individual behaviors (Definite, et al , 2004). In this paper, we explore the impact of the outbreak of the epidemic on consumer behavior discussing, how epidemic outbreaks impact the consumption and shopping behaviors of consumers. Consumers, in particular, have significantly reduced spending on conventional shopping outlets, but have seen a large rise in spending on e-commerce. The results are especially important in that the reaction of consumers to the outbreak was due to a psychological element, fear of contagion, rather than budgetary constraints. In view of the growing challenges presented by infectious diseases due to improvements in transport capacity, our paper sets out important consequences for policies and strategies designed to support the economy when epidemics occur. For example, an improved policy climate for developing and sustaining an e-commerce platform would mitigate customer concerns of contagion from the purchase of goods and services and may enable producers and retailers to sustain their sales. In order to achieve sustainable economic growth with increasing concerns about more complicated outbreaks of the disease, the establishment and acceptance of e-commerce as an alternative shopping platform is of vital importance. The position and impact of marketing departments has received a great deal of coverage in both mainstream press and academic literature in recent years (Gambeson et al., 2013). These articles commonly state that the marketing purpose has decreased (Verhoef and Leafing, 2009; Webster et al . , 2005), that marketing has lost its strategic position (Murphy,

2005; Groen Ross et al . , 2013), and that marketing has lost its strategic role (Sheath and Sisodia, 2005; Klaus et al., 2013). In Wuhan City, China, first human cases of COVID-19, was reported in December 2019 (WHO, 2020). Since then, it has spread across the globe causing many casualties. A rich body of literature on economics and marketing examines the effect of macroeconomic factors. For example, researchers explain how companies adjust their decisions on innovation and advertisement during a recession with a specific emphasis on the efficacy of these constructive actions (Defernite,

2004, Frankenberg et al., 2003, Srinivasan, 2005) Examine the impact of market cycles on consumer trust in the sense of the selling of durable goods and private labels (Defernite, 2004, Allenby, 1996, Lame, 2007). As of now there isn't much academic literature present which guides the organizations about the current consumer behavior and the steps that needs to be taken next, to easily sail through this time. This article is intended to partly fill this gap and therefore, the main purpose of the article is to study in detail the consumer behavior at an overall level.

1.2 Objectives

1. To understand the recent trends in the consumer behavior in India, amidst COVID-19 pandemic.
2. To find out the Technology Impact of service marketing
3. To know the Impact of technology on the some sector
4. To know the Covid-19 Impact on Online Shopping
5. To make up proper Finding & Recommendation

1.3 Importance of Study:

First of all, It was important for increase my practical knowledge about Technology Impact of Consumer behavior.

Secondly, it is essential for complete my 3 credit academic course. Technology Impact on Online Shopping & also others sector and it will helpful for future decision making. When I will also submit my report in my university library then the general student easily know the how Technology Impact of Consumer behavior.

1.4 Scope of the Study

Scope means how many uses for completing this report space. The scopes are given bellow-

1. Discussion
2. Internet

I can collect information various books and articles.

Chapter –Two

2.1 Selection of the Study Area

Methodology is the processes of collecting data to complete the report. This report has been prepared on the basis of experience & internet websites gathered during the period of internship. For preparing the report, I have also got the information from different source.

2.2 Research Methodology

This study aimed to look into articles from every peer-reviewed journal published in English by May 2020, when a literature search was performed. In order to be as systematic as possible, this review pursued industry papers published in all disciplines. As the pandemic is fairly new, not much literature was available online

2.3 Sources of Data Collection:

I am only collected secondary data.

Internet

Online customer comment

Journal

Chapter -Three

3.1 Consumer behavior:

Consumer behavior is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions. Marketers expect that by understanding what causes the consumers to buy particular goods and services, they will be able to determine—which products are needed in the marketplace, which are obsolete, and how best to present the goods to the consumers.

In addition, 64 per cent of "marketer-unhappy" CEOs indicated that they had eliminated essential roles from conventional core marketing functions, including product creation, pricing and channel management (Lukovitz, 2012). Nevertheless, as Verhoef et al. (2011, p. 59) state, "... discussion remains largely normative, without clear empirical evidence in multiple countries." Studies have empirically shown that strong marketing departments contribute to superior business success, irrespective of the general market orientation of the product (Moorman and Rust, 1999). Götze et al. (2009, p. 29) further argue that "marketing plays a key role in the implementation and effective management of market orientation." In other words, consumer-driven conduct in an organization can be improved when marketing function champions the customer's voice internally, and is often also responsible for gathering, analyzing and communicating internally relevant market, customer and competitor insights (Lovelock and Wirtz, 2011, p. 393-394). The former study does not cover Asia, and the latter study does not investigate the

impact of the marketing department on firm performance. This difference in cross-cultural research motivates us to compare the context and implications (i.e. firm performance) of the Western marketing department (i.e. North America and Western Europe) with that of the East (i.e. Asia). This comparison could provide interesting insights, as most Eastern companies, with the exception of a few such as Singapore Airlines (c.f., Heraclius and Wirtz, 2010), have been less advanced in their marketing efforts. Second, we are contributing to a growing body of literature reviewing a decrease in the role of marketing departments due to their perceived lack of added value over and above a firm's overall market orientation.

Origin of the virus causing COVID-19 by WHO

In Wuhan City, China, first human cases of COVID-19, was reported in December 2019 (WHO, 2020). Retrospective inquiries undertaken by Chinese authorities reported human cases with symptoms at the beginning of December 2019. While some of the earliest known cases were linked to a wholesale food market in Wuhan, some did not. Many of the initial patients were either stall owners, market staff or regular visitors to the market. In December, 2019, biological samples taken from that market and they have been tested + for SARS-CoV-2, further concluding that the market in Wuhan City was the origin of the outbreak. The market has been closed since 1 January 2020. SARS-CoV-2 was identified in early January and its genetic sequence shared publicly on 11-12 January. All the reported gene sequences of SARS-CoV-2 isolated from human cases are quite similar. This indicates that the epidemic arose from a single point of introduction in the human population around the time the virus was first reported in humans in Wuhan, China, in December 2019. A good number of studies for understanding the origin of the pandemic outbreak in China are currently being planned, including the study

of human with symptoms, environmental sampling from markets and farms in areas where first human cases have been reported, and detailed records of the types of animals sold in the market. The results of these studies are important to prevent further zoonotic introduction of SARS-CoV-2 into the human population.

Overall impact of Covid-19

The planet is facing the greatest human tragedy since the Second World War. Almost every country has been affected by the crippling Coronavirus disease (COVID-19). The outbreak from China has gone all over the world. In the last few months, Corona's epicenter has moved from China to Europe to the United States. To date, more than 1.5 million people have been infected by COVID19, and about 80,000 people have died worldwide. Indirectly, billions of people have suffered as a result of the global pandemic of COVID-19. Undoubtedly, this Coronavirus has put the world economy at a significant risk. Coronavirus is undermining the economic pillars of world trade. Commentators described this epidemic as the result of hyper-globalization or the beginning of de-globalization. Nonetheless, the world is going to face a recession; and, according to some analysts, global losses may surpass the combined First and Second World Wars.

3.2 How Technology Influences Consumer Behavior

Explosion: This quadrant mostly includes industries which have seen an increasing demand in terms of both new users and maximum downloads. Industries that fall under this quadrant are named in the figure below:

GROWTH: In this quadrant only those industries are included in which the number of active users has increased but there is not a considerable rise in the number of downloads. Industries that fall under this quadrant are mentioned in the below mentioned figure:

SLOWDOWN: In this quadrant only, those industries are included that have seen decline in the number of active users and new application downloads. Industries that fall under this quadrant are shown in the below mentioned figure.

EMERGENCE: In this the only industry that has been included is Health care(South East Asia), it includes only that industry that has shown promise of getting new users downloads but is does not have much active users. Accenture (2020), has come up with a list of impacts that COVID -19 had on people in India. In the below mentioned figure, it can be seen the changes in the behavior because of COVID-19

Postponing of the purchase decisions. People are postponing purchase decisions in many categories due to uncertainty. This will continue after the immediate threat has dissipated. In China, sales of gold and silver, for example, dropped by 41.1 per cent in January and February 2020, year on year.² There will be a waiting-and-see mentality. It will have an effect on many sectors.

Noise is a problem. There's a lot of information about COVID-19, and speculation — everybody has something to say, but should they say it? A mail from a hotel that you stayed at ten years ago asking you how to handle the situation is less than

helpful. Those just virtue signaling in their brand communication about COVID-19 would pay a fee.

Flights during crisis. Some airlines, for example, were already providing May / June flight deals during the crisis without any confusion. In the face of difficult memes, the silence of Corona Beer was a model of good behavior.

Familiarity has an advantage. Familiar is going to be more useful. Known brands that manage the crisis well should increase in stature and value.

Less tolerance for risk. Danger would be less tolerable for most citizens. New social groups that emerge on the basis of risk attitudes — for example, some people may choose to socialize with those who have the same cautious or intrepid attitudes. Brands need to take notice of these affiliations and determine where to stand.

Insurance has gained importance — both with a small and a large 'i'—will be quite necessary, but only if it is trusted to deliver. Individualism may rise with more people adopting a policy of self-seeking.

Digital is growing. It is already clear that many users who have yet to fully adopt digital technology now have to do so. COVID-19 is a catalyst that is now gradually moving the laggards online and, having made an investment in effort and developed new patterns and interfaces, many will not go anywhere. It is more important than ever to streamline the virtual obstacles of any kind of experience — banking, curbside collection, online shopping. Retail capacity constraints are a real issue — the result of the "digital shelf" not yet ready for this level of demand, because companies have repeatedly deferred the prioritization of full-scale eCommerce. There is also a lot to know about in-store positioning in the modern world across a range of categories. On top of that, with the last mile delivery of the

lynchpin of any online shopping brand, the question is: how much can you monitor the experience? Some, perhaps many, will feel discomfort at being virtual. Home job is not a habit for the majority of people. Not everybody is going to work virtually — for starters, farmers, delivery drivers and factory workers.

Using video can be frustrating with unwanted distractions — children in the background, dogs barking or bad hair days. But it's rising fast. Between January and mid-March, Microsoft Teams saw a 500 + percent rise in calls and conferences in China.

Internet usage has increased. Broadband and 5 G will be life-essential for most of them after their usefulness has been checked, hard, at the height of the pandemic when the world began to quarantine mass. At just one day in mid-March, the use of the internet in locked Italy grew by 30%.

Digital gaming, live streams and video apps have gained popularity. Disney's decision to stream Frozen 2 three months early and Universal putting its film releases onto Sky TV underlines the central role of entertainment, and it will now carry higher market value.

consumers use technology to buy food during the coronavirus pandemic: it's no question the global coronavirus pandemic has had and will continue to have lasting effects on how consumers shop.

But [new research](#) from [Euromonitor International](#) illustrates just how much consumers have come to rely on technology in the face of government-mandated lockdowns and a personal desire to minimize contact with other people.

For its recent Digital Consumer Survey, Euromonitor surveyed 20,000 consumers across 20 countries in March and April, when COVID-19 cases began to peak — at least initially, in the United States — and governments first instituted lockdowns.

Euromonitor found just over a third (35 percent) of consumers prefer contactless in-store shopping features. While the pandemic drove greater interest in contactless payment, ordering and delivering, consumers said they want to see more scan-as-you-go and walk-in, walk-out technologies.

Not only do these technologies minimize contact with in-store employees, it also allows for shorter trips, and by extension, less opportunity for coronavirus transmission. Euromonitor noted convenience stores already had started offering “tech-forward” checkout experiences, but it’s likely other retail channels will begin to incorporate them as well.

Additionally, Euromonitor reported 31 percent of connected consumers buy food and beverages on a smartphone, 21 percent on a computer, 12 percent on a tablet and 7 percent on another device. Nonetheless, 50 percent of global consumers execute payment for these food and beverage purchases through a mobile app.

As consumers buy groceries online, the biggest concern is out-of-stock inventory. While this was particularly exacerbated at the start of the pandemic, syncing in-store inventory management systems with their ecommerce operations will remain a challenge as more consumers turn to click-and-collect shopping.

Respondents were also asked about restaurant delivery and takeaway, two methods that buoyed dining establishments when governments shut down eat-in traffic.

Almost half of connected consumers ordered takeaway or delivery on a smartphone (48 percent), while 42 percent ordered in person at the restaurant. Whether ordering at home, on the go, or at a physical outlet, 57 percent of connected consumers used a mobile app, and 40 percent used a mobile website, to pay for an order.

While many U.S. states and countries have begun to resume eat-in dining at half or quarter capacity, the convenience — and safety — of takeaway and delivery will likely continue to appeal to consumers.

Virtual catch ups. Some may find being more interactive for reasons other than work — to stay in touch with the family, for example, or for health care and education. The Italian Institute of European Design (IED), the Austrian University of Innsbruck and hundreds of US universities, including Harvard University, are among the many to abandon in-person lessons and turn to digital learning. People participate in virtual gigs, drinks and dinner parties, make more calls to friends and family, and share more personal stories at the beginning of each work video call.

Social intimacy. Might "social distance" lead to a separate, more frequent "social intimacy" People will naturally turn to existing social platforms to meet the most basic human needs. But the craving for "real" will also build up — fueled by an explosion of culture and activity when greater freedom and opportunities for fun return as restrictions are finally lifted. Conversely, the meaning and notion of "true" can shift or alter dramatically. Will "true" material or experience – virtual arts, for example, or virtual commerce – increase value over physical? Will virtual "routines"—exercise online, for example — develop additional physical routines, such as gym visits? At the height of the epidemic in Italy, yoga classes went

online, and Google and Facebook moved fast to enable mass demand for this mode of virtual interaction at scale.

Person and government health spending will increase permanently. Employees should also receive support and guidance and treatment from employers. Those in non-permanent employment can feel severely disadvantaged. The freelance economy, which accounts for one third of the active labor force in the United Kingdom, may be less desirable to workers but could be more attractive to companies for cost reasons. The exact nature of the outcome will differ depending on the local health systems and how well they react to COVID-19. Cleanliness is now a problem that is likely to remain — along with sanitizers being a normal habit. There are still a lot of items being recycled. In the United Kingdom, Best Western was among the hotel chains to suggest that they could be re-established as temporary hospitals.

Researches conducted on the impact of COVID-19

To get more clarity on this, the researcher looked into different journals if any research was done that explained the impact of COVID-19 on consumer behavior, but like mentioned above, as of now no such research has been conducted in academics. During these tough times, some researches were found online that were done to understand the impact of the pandemic on consumer behavior in Bangladesh, in detail.

Local Circles, 2020

A study was conducted by Local Circles, which is a community-based social network in India and the US that aimed on understanding the availability of essential goods milk, wheat, rice, pulses, salt and sugar, using Ecommerce apps during the corona virus outbreak. In this research the respondents were asked,

"When you tried to purchase essential goods (milk, wheat, rice pulses, salt, sugar, etc.) via an ecommerce app in the last 48 hours, what was your experience?" Data was collected in the month of March 30-31, 2020 to which 8,480 internet users replied, aged 18+ and in 18 states of India. 10% of the respondents replied that they were able to get everything easily. 48% of the total respondents mentioned that they were able to get majority of the goods except a few of them. 13% people were able to get only a few items, 17% mentioned that they were not able to get most of the items and 12% mentioned that they were not able to get anything.

McKinsey & Company, 2020 there was another study that was conducted by McKinsey & Company that aimed on understanding the change in the time spent with the mentioned Medias because of Coronavirus Pandemic According to Adults in India, March 2020. In this research 582 respondents were contacted aged 18+. Time spent in watching Live news has increased by 71%, video content viewership has increased by 67%, time spent in watching movies or other shows has increased to 66%, texting, chatting and messaging has increased to 58% and social media usage has increased by 58%

Global Web Index, 2020

a). Review of literature clearly highlighted that there is progressive growth in Digital in India, and therefore studies were conducted that touched different aspects of digital. A study was conducted by Global Web Index that aimed on understanding the shopping behavior of Indians at the time of COVID-19. Some of the important findings of these study are: 47% of the respondents agreed that they buy products digitally for getting a home delivery, 47% people also agreed that they spend time online researching about the products before paying a visit to the store, 43% people visit stores less frequently, 38% said that they spend less time inside stores. b). Another study was conducted by Global Web Index, that aimed

on understanding that which digital feature is considered more important by Internet users in India. Here 60% of the respondents mentioned that for them most important feature is Free delivery, 52% opted for digital shopping because of reliable delivery, 47% respondents opted for digital shopping because of free return policy, 45% agreed for digital shopping because the website was reliable and 36% of the respondents mentioned that they shop online because of same or next day delivery. c). Global Web Index conducted another research for understanding that which items would the internet users in buy more in India once the Pandemic is over. 42% of the people mentioned that they would order groceries online, followed by 37% of the respondents who will order personal care products online, 35% of the respondent mentioned that they would buy clothes online, and 35% respondents mentioned that they will buy household products online. 31% respondents agreed that they would buy smartphones online, followed by 27% people who would buy other electronic products online, 26% of the people mentioned that they will buy cosmetics online with only 11% people who mentioned that they would buy alcohol online.

3.3 Impact of Technology on Consumer Behavior

1. Hoarding.

Consumers are stockpiling essential products for daily consumption resulting in temporary stockouts and shortages. This includes toilet paper, bread, water, meat, disinfecting and cleaning products.

Hoarding is a common reaction to managing the uncertainty of the future supply of products for basic needs. Hoarding is a common practice when a country goes through hyperinflation as it is happening in Venezuela. In addition to hoarding, there is also emergence of the gray market where unauthorized middlemen hoard the product and increase the prices. This has happened with respect to PPE

(personal protection equipment) products for healthcare workers including the N95 masks. Finally, the temporary extra demand created by hoarding, also encourages marketing of counterfeit products. We have not done enough empirical research on the economic and the psychology of hoarding in consumer behavior.

2. Improvisation.

Consumers learn to improvise when there are constraints. In the process, existing habits are discarded and new ways to consume are invented. The coronavirus unleashed the creativity and resilience of consumers for such tradition bound activities as weddings and funeral services. Sidewalk weddings and Zoom funeral services substitute for the traditional location centric events. This was also true for church services especially on Easter Sunday.

Improvisation to manage shortage of products or services is another area of future research. It leads to innovative practices and often leads to alternative option to location centric consumption such as telehealth and online education. Once again, there is no systemic empirical or scientific research on improvisation. The closest research is on improvisation is Jugaad in India. It means developing solutions that work by overcoming constraints imposed by social norms or government policy. Jugaad also means doing more with less, seeking opportunity in adversity and thinking and acting flexibly and following the heart ([Radjou, Prabhu and Ahuja, 2012](#)).

3. Pent-up Demand.

During times of crisis and uncertainty the general tendency is to postpone purchase and consumption of discretionary products or services. Often, this is associated

with large ticket durable goods such as automobiles, homes, and appliances. It also includes such discretionary services as concerts, sports, bars, and restaurants. This results in shift of demand from now into the future. Pent up demand is a familiar consequence when access to market is denied for a short period of time for services such as parks and recreation, movies, and entertainment. While economists have studied impact of pent up demand on the GDP growth, there is very little research in consumer behavior about the nature and scope of pent up demand.

3.4 Impact of technology on the education sector:

Out of sheer necessity, consumers have adopted several new technologies and their applications. The obvious example is Zoom video services. Just to keep up with family and friends, most households with the internet have learned to participate in Zoom meetings. Of course, it has been extended to remote classes at home for schools and colleges and to telehealth for virtual visits with the physician and other health care providers.

Most consumers like social media including Facebook, WhatsApp, YouTube, WeChat, LinkedIn, and others. The internet is both a rich medium and has global reach. The largest nations in population are no longer China and India. They are Facebook, YouTube, and WhatsApp. Each one has more than a billion subscribers and users. This has dramatically changed the nature and scope of word of mouth advices and recommendations as well as sharing information. One of the fastest growing areas is influencer marketers. Many of them have millions of followers. Impact of digital technology in general and social media in particular on consumer behavior is massive in scale and pervasive in consumer's daily life. It will be interesting to see if technology adoption will break the old habits. While we have

studied diffusion of innovation for telephones, television, and the internet, we have not experienced a global adoption of social media in highly compressed cycle.

Online Education

Many students are moving from traditional method of learning to E-learning. Online segment is categorized into different sub-segments such as K-12 learning, Higher Ed learning and Corporate E learning. Online education helps the students to get access of highly qualified professors across different geographical regions.

3.5 Covid-19 Impact on Online Shopping:

Store Comes Home:

Due to complete lockdown in countries like India, South Korea, China, Italy, and other nations, consumers are unable to go to the grocery store or the shopping centers. Instead, the store comes home. So does work and education. This reverses the flow for work, education, health and purchasing and consumption. In home delivery of everything including streaming services such as Disney, Netflix, and Amazon Prime is breaking the odd habits of physically going to brick and mortar places. It is also enhancing convenience and personalization in consumer behavior. What we need is to empirically study how “In-home everything” impacts consumer’s impulse buying and planned vs unplanned consumption.

Blurring of Work-Life Boundaries.

Consumers are prisoners at home with limited space and too many discrete activities such as working, learning, shopping, and socialization. This is analogous

to too many needs and wants with limited resources. Consequently, there is blurring of boundaries between work and home and between tasks and chats. Some sort of schedule and compartmentalization are necessary to make home more efficient and effective.

Reunions with Friends and Family.

One major impact of the coronavirus is to get in touch with distant friends and family, partly to assure that they are okay but partly to share stories and experience. This resembles high school or college reunions or family weddings. What is ad hoc event to keep in touch is now regular and scheduled get togethers to share information and experiences. Symbolically, we are all sitting on our porch and talking to our neighbors globally. The global reach of the social get togethers through social media such as Zoom and WhatsApp is mind boggling. We need to study sociological and cultural assimilations of consumption practices. Similar to the classic studies such as [Reisman et al., 1950](#), [Linder, 1970](#), [Putnam, 2000](#), we should expect dramatic changes in consumer behavior as a consequence of speedier and universal adoption of new technologies accelerated by the Covid-19 pandemic.

3.6 Impact of technology on the mobile communication sector:

Discovery of Talent.

With more flexible time at home, consumers have experimented with recipes, practiced their talent and performed creative and new ways to play music, share learning, and shop online more creatively. With some of them going viral, consumers are becoming producers with commercial possibilities. YouTube and its

counterparts are full of videos which have the potential for innovation and commercial successes.

Role of Technology

The journey of change from conventional devices to modern devices with super speed data helped the marketer to reach consumers of all ages and satisfy their needs. With the help of technology marketer can be connected with the consumer whether the consumers are online or offline. Technology makes the whole world a one community and that helped the company to reach all consumers easily and quickly. In olden times, if a consumer wants to buy a product, he needs to reach shop within the working hours of that shop. Otherwise he won't be able to buy that product. But with the emergence of e-commerce, customers can buy products at any time. If they want to buy a product or get any information about the product, he can get it at another time. Now, every consumer knows that he is the king of the market and that have much more power than the marketer. Consumers level of expectation is also changed a lot when these is smart devices got a place in our life. So all business should be careful in updating with the changes, or they will be thrown out of market. The attitude of marketer is greatly influenced by social media. Customer services were provided by companies through emails and phone calls. But with the popularity of social medias and live chats, if an enquiry from a customer is not answered within seconds, the brand reputation of the company will be affected and there is no place for the company in the minds of whole world. In short, with technology consumers are more connected, their expectations become high and more sophisticated tools are being used for getting the needs satisfied.

Trends OF Innovation

In order to survive, a business needs to customize its products. Consumers are voting again and again (through their purchases) for devices they offer peace of mind and anticipate their needs. They offer convenience and peace of mind to consumers". Following are some of the innovative trends shown impact on consumer behavior:

Smart Phones

Out of 5 billion people who are using mobile phones, 1.08 billion people are smart phone users. People prefer smart phones than normal mobile phone because of the multi-function utilities of smart phones. They can be used for the purpose of gaming, apps, mobile advertising and social networking. There is a direct impact between increasing demand of smart phone and purchase pattern of consumers. Smartphone increases the convenience of users as it helps for e-mail, chat, shopping etc. Smart phones work as a useful shopping aid, for instance, getting instant shopping, scanning product bar code etc.

Social Media

Social media is a platform for communication both for consumers and sellers. Consumers seek advice on making purchase whether consumer durable or service through social networking sites like Face book and Google. Similarly, many companies are using them to influence consumer opinions and buying patterns.

Mobile Payments

Now days, consumers are making payment online. Mobile payment facilitates transfer of money through mobile phone. It can be made through premium SMS,

Direct mobile billing, Mobile web payments, and contactless NFC (Near Field Communications).

Mobile Apps

Mobile apps can greatly influence the consumer behavior. Now a days, mobile apps are widely use in every industry like banking, consumer goods, manufacturing, media & entertainment, pharmaceuticals, travel and hospitality

Suggestions:

COVID-19 has changed life as we know it – and as we do everything, we can to keep each other safe, our routines have radically changed. The required steps to control the pandemic have affected the global economy and altered consumer preferences, behaviors and purchasing behavior. This has resulted in new problems for supply chains, distribution, retail stores, and workers (Google, 2020). Google has seen businesses around the globe – including our own – adapt to these new realities. Although these are extraordinary times, we have seen companies begin to think about the road to economic recovery in three phases – reacting, repairing, and reframing – each with distinct goals. Businesses, industry verticals and markets are affected differently at each stage – with some shifting speed than others – but we’ve observed that the vast majority remain focused on responding (Google, 2020). Implement marketing lessons from the crisis to your long-term business strategy to drive sustainable growth. The nature of this crisis requires us to move beyond business as usual. This could be an incentive for marketers to try out new tactics, think outside the box, and re-invent the way we communicate with consumers. And when we get through this, the creative and caring solutions we

have put in place have the potential to get us closer to our consumers and communities. Some of the other suggestions are (Belloite, 2020):

Be true to your brand and to your intent.

In times like these, every interaction with your customers and partners is an opportunity to demonstrate what your company is all about and to be true to your brand and your intent. People pay attention to how organizations respond, and purpose-based businesses that display compassion are likely to emerge as leaders. For example, the famous US-based retailer has just implemented a new sick leave policy that allows all staff, both full-time and part-time, to work from home with pay. Another example is how airlines shared their recommendations on cabin sanitization and the use of state-of-the-art HEPA filters with a viral and bacterial elimination efficiency of 99.99 per cent. These filters have been in use long before the current crisis, but it was a good time to inform customers about the sanitation measures that airlines have already had in place to help create trust and confidence.

1. People Trust People

You have had an incidence that needed you to contact a [customer support](#) team either by email or call, right? We can all agree on one thing; no one likes to get a response from an automated email. Hey, it's a fact nobody would understand you better than another human being (not a robot or automated voice). In order to build good consumer relation, your business needs to have a reliable customer support team. The task of customer service should then be issued to highly skilled personnel to handle the queries and concerns both online and on calls, on a 24hour basis. I understand having a 24 hours' customer service would mean an extra cost. But! The cost is totally worth it. You shall build long lasting confidence with your consumers.

2. Seek Feedback and Accept Mistakes

Why should you hide your contact information? This information should be laid out in the open and if possible, included on the product label. By displaying contact information customer can use it to give feedbacks on the product. And, You should be willing to [accept mistakes](#). Yes! When criticized you should take it in a positive manner and actually make efforts to rectify the mistake. It will build long-term trust and confidence with consumers.

And. Of cos, you need this customer to buy the product from you “tomorrow”, don’t you?

3. Use the Social Media Platform

[Social media?](#) Heck yeah. We are living in a generation where even kids as young as 9 years old are on the social media platform. When I was this age the only “*social media*” I knew was playing with other kids.

And. How do social media platform build consumer confidence for your brand? It is in social media where you can get [feedback](#) from many customers at the same time. Also, you can use the social media platform to educate your fans on the product. This will build confidence for your brand at no significant marketing cost.

4. Maintain Relationships

if a customer contacts your support team with a query or issues concerning a product. It is your obligation to follow up and inquire if this particular consumer actually got the assistance they needed. This enables you to maintain a [healthy relationship with the customer](#) and will build the much-needed confidence. By so doing you will win the heart of your customer.

5. Transparency

In order to build confidence with the consumers you need to have transparency in your business. Consumers need to know how the products are made. Many companies don't feel comfortable in doing it. Thus, it's a weak point where you can grab the customer's confidence.

You should occasionally have days where you invite the general public to your industry for them to see how your products are being made. A guided tour for general public at your manufacturing plant would make them learn new things and build a strong confidence for your brand.

6. Communicate to your clients. Stay in touch with your customers. Let them know how much you love and care for them—even if they're buying fewer goods and services from you. This should be seen as concept in your ads too. Know that all of your clients have friends, too, so that what you share will reach an even wider audience. In addition, working even more closely with your customers in tough times like this would have the added benefit of helping to build deeper partnerships and create bonds that are likely to last for years.

7. Nail the first impression.

We've all heard that first impressions are everything, and business is no different. In fact, first impressions are even more important for businesses because prospects can easily send their business to your competition if they decide they don't like their initial interaction with your company.

One of the easiest ways to botch your business's first impression is to simply not answer your phone correctly. More specifically, if you're getting a decent amount

of calls on a daily basis and you don't have an automated system that communicates with callers effectively, it can damage your business more than you may know.

For many businesses, the first point of interaction with a customer will occur over the phone, so the most effective way to ensure better communication with customers is to put a professional automated answering service (called an auto attendant) in place.

A quality service will answer your customer's calls quickly, with a friendly and professional voice, and route them to the appropriate extension so they're connected with the right person the first time.

8. Make customer service calls a priority.

Customer service is one of the main forms of communication between a customer and a business, so your business can't afford to drop the ball. A recent [survey](#) found that 78 percent of consumers have bailed on a transaction or not made an intended purchase because of a poor service experience.

In other words, when communication breaks down over the phone, people take it personally, and they tend to not give you their business.

9. Speak to your customers like real people.

Improving communication with customers extends to the language your company uses in conversation with them -- even to having real conversations at all. That means having telephone interactions that are less scripted and that use less transactional language. To start, try to frame your language in a positive way rather than a negative one.

For example, the site [Help Scout](#) cites the following routine customer service statement as negative language: "I can't get you that product until next month. It is back-ordered and unavailable at this time." To recast the same information in a more positive light, the site recommends something like this: "That product will be available next month. I can place the order for you right now and make sure that it is sent to you as soon as it reaches our warehouse!"

Find new ways to communicate with your customers. Travel and in-person meetings are a huge concern for employees' minds. In view of the fact that sales and support companies are often the biggest travelers, the travel plans should be focused on risk reduction for affected areas. It is first and foremost training the workers who need to fly on ways to reduce the spread of the virus. This is also likely that COVID-19 will have a profound effect on how businesses work even after the crisis has ended. Consumers are likely to choose to work from home more, so businesses would have to step up switching to remote jobs. Educational institutions will also enhance their online teaching and collaboration platforms. As the world joins hands to combat the current crisis of COVID-19, companies are concerned with consumer optimism. The two pillars of consumer loyalty and confidence are being put to the test. Although it is hoped that this is a temporary case, there is a high degree of anxiety and people are scared. This global crisis is really about the moments of the consumer that matter. In putting the needs of your customers first, this could be a time for the brand of your business to lead. Even if you may be making a short-term effect on your bottom line, placing flexible discounts, pricing, and policy adjustments in place, and finding other ways to support your customers through this crisis, would be beneficial to your company's long-term health.

3.7 The Impact of Technology on Marketing Strategy:

1. Range of current Technologies

When the first modern computer was invented, experts from IBM forecast the market demand for such a machine for no more than half a dozen world-wide. This demonstrates that information technology can exceed all expectations when it matures (O’Conner et al., 1998). However, it is necessary to define the term information technology (IT). It is a “generic term encompassing a range of technologies to capture, store, process and transmit information” (O’Conner et al., 1998). It includes the three main technology groups of hardware, software and telecommunications. Thus, IT includes computers, internet, videotext, mobile telephones, digital communications, personal digital assistants (PDA) and many more.

2. E-commerce

The Internet allows the buying and selling of goods and services online which has led to an enormous increase in e-commerce. In the UK, consumers spend over one billion pounds a month online. Additionally, British firms bought goods and services for 23 billion pounds in 2001. An e-commerce website offers various benefits such as access to a global market as goods can be sold and bought from every corner in the world. The products and services are directly sold to the customer, making the middleman redundant. Having installed a website that accepts payment online, customers can order and pay at any time. It also leads to improved customer satisfaction and customer information. A well-designed homepage allows the customer to buy, browse and ask for help. Statistical tools

enable the marketers to learn about the buying habits of their customers to provide them with the right products (DTI, e-commerce, 2004).

A good example for personalized marketing is Amazon's website which suggests products based on the customer's and other people's previous purchases (DTI, e-marketing, 2004). Many companies even integrate their business processes into the website. This means that "orders come into their website, card details are processed, goods dispatched and stock re-ordered seamlessly, dramatically reducing the costs of each sale" (DTI, e-commerce, 2004).

A further example is Rapid Racking, one of the UK's leading suppliers of storage, racking and shelving systems for business, commercial and industrial use. First, the company launched a website. Later, they noticed that this was an excellent additional sales channel to sell their storage solutions. Their fully transactional website allows customers to view stock, place orders and pay online. A personalized login system is used to accessing orders. It also includes the option to modify details such as customer delivery address and payment information. The online orders now account for 8 percent of the turnover (DTI, Rapid Racking, 2004).

3. Email

Email offers companies a "fast, flexible and effective way of getting marketing messages through" (DTI, e-marketing, 2004). Half of the UK's population already has a mail account. This channel seems to be less intrusive compared to telephone marketing. It also provides the option to link the customer to a specific page to purchase a product immediately and to forward or reply to the message. However, marketers need to handle this tool with caution with respect to the company's reputation as customers are already confronted by unsolicited mails. To inform the

customer through email incurs virtually no costs, which is one of its most important benefits.

4. Phone, Mobile Phone, Short Messaging Service

Telemarketing is another type of direct sales channel, based on a regular or cellular phone. It can be used in two different ways: either the customer phones up the organization e.g. calling a free number of an insurance company (inbound), or the company phones the customer e.g. to inform him about new products (outbound) (O'Conner, 1998).

Short Messaging Service (SMS) can be used as a further channel to reach the customer. 70 percent of the population in the UK already has a mobile phone and most people carry them with them all of time. On the other hand, as mobile phones are a personal thing, people can respond very negatively, to receiving unsolicited messages. Also the length of the text is limited to 160 characters.

One positive example is the Adidas SMS campaign. The company used the 24/7 Media Europe opt-in SMS database to send text messages to a specific demographic group. This enabled the company to increase brand awareness and to drive users to watch the Adidas television advertising in the first break of the Brit Awards. Through this method a precise target audience (people in the UK aged under 30) could be contacted at a specific time (Mort and Drennan, 2002).

5. Management Software and Database Marketing

Marketers need management information software to manage the high amount of daily data (O'Conner, 1998). The software includes operating systems, Management Information Systems (MIS), Decision Support Systems (DSS),

Executive Information Systems (EIS) and application software (word processing, databases, and integrated packages).

Database marketing refers to “all uses of databases for marketing purposes” (O’Conner et al., 1998), which has become an integral part of today’s marketing function (Tap, 2001). Data warehouses present very large databases that hold “operational, historical and customer data and makes it available for decision making purposes”. It is an analytical system “where the information is a snapshot at a particular point in time”.

Most supermarket chains obtain this data through bar-code data from the checkout points. Often the checkout systems are integrated into the entire ordering, stocking and replenishment systems.

An interesting example of the use of data warehouses is a large US retailer. With the help of its database, the company identified that a distinct correlation between the sales of nappies and beer exists, just after work hours. In response, the retailer merchandised nappies closer to beer and could increase the sales of both items.

Chapter-Four

4.1 Finding:

- 1) Avoid gathering.
- 2) Choose & buy in home.
- 3) Higher level of service.
- 4) Doubts around ad spend.
- 5) Marketing events being cancelled or postponed.
- 6) Lack of customer knowledge about online marketing.
- 7) Lack of internet connection within the country.
- 8) Customer has instant compare facility.

4.2 Recommendation:

- 1) Short-term adaptations
- 2) Moving to flexible channels
- 3) Long-term concern
- 4) Work smart to carry existing customer base
- 5) Get even more visible ahead of your clients
- 6) Focus on creating meaningful conversions
- 7) Make a easy & gorgeous online platform
- 8) Try to be gain goodwill about online service among the customer.
- 9) Should be ensure about the right advertisement of product.
- 10) Should maintain the worker with customer relationship
- 11) Should be a correct explain about production & service

Chapter- Five

5.1 Conclusion:

Technology has progressed the overall dwelling standards of the many human beings in the previous few a long time. Without technology, human beings might nevertheless be dwelling within their geographical confines in their societies. Samples of technological improvements which have made lifestyles simpler encompass matters just like the Internet, phones, capsules, TV, PS and film and video games. However, these are simply the superb attributes of era; there are also sort of bad outcomes that it is introduced upon the society typically. This studies paper seeks to discuss these bad effects of era upon the society and therefore the general manner of residing. Arguably, a number of those technological advancements have extended pressure levels and isolation inside the society. Because it appears, era has had a rational impact at the means of “social”. It’s touched many various elements of lifestyles together with training, communiqué, transport, conflict, and even fashion. Many within the society are concerned about the speedy transformation in human attention

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