

# Evolution of E-commerce Marketing Post-COVID-19 – How Consumer Behaviour and Marketing Strategies Have Shifted

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## ABSTRACT

The COVID-19 pandemic reshaped global consumer habits, leading to a significant boom in digital adoption and fundamentally transforming how e-commerce operates. This study delves into the evolution of marketing strategies in the e-commerce sector after the pandemic, exploring how consumer preferences, expectations, and purchasing habits have shifted. With brick-and-mortar stores forced to close, businesses swiftly shifted to online platforms, prioritizing convenience, safety, personalization, and digital interaction.

This research aims to highlight emerging trends in post-pandemic consumer behavior, analyze changes in digital marketing practices, and understand how technology has facilitated this transformation. Using a descriptive research design, data was collected through both secondary sources (like industry reports) and primary inputs (via structured surveys from 60 individuals across major urban centers).

Key findings reveal that 74% of consumers reported shopping online more frequently after the pandemic. Key decision-making factors included trust in digital transactions, fast delivery, and authentic products. Marketing strategies now lean heavily on platforms like social media, influencer collaborations, and responsive customer service. The study also found a growing emphasis on mobile-optimized strategies, sustainability, omnichannel integration, and personalized marketing based on data analytics.

In conclusion, the future of e-commerce marketing depends on being flexible, innovation-driven, and focused on customer trust. As customer expectations keep evolving, businesses must adapt by embracing technology, offering transparency, and consistently delivering meaningful value across all customer touchpoints.

## CHAPTER - 1

### INTRODUCTION

#### 1.1 Background Factors Necessitating the Project

The COVID-19 outbreak disrupted life globally but also accelerated one of the fastest digital transformations—especially in consumer shopping behaviour. With people confined to their homes and stores shut, the need to meet essential needs

online sparked a surge in e-commerce usage. This sudden shift pushed businesses to rapidly change their marketing tactics to match the new expectations of digital-first consumers.

Earlier, online marketing was mostly about flashy ads and discounts. But the pandemic made it clear that marketing also needed to focus on building trust, ensuring safe and smooth delivery, and creating tailored experiences. These changes weren't just quick fixes—they've become part of the long-term roadmap for e-commerce businesses.

The widespread shift to digital thinking—among both businesses and consumers—has redefined what value, loyalty, and convenience mean. The post-COVID marketing landscape is no longer just about technology but about truly understanding evolving human behaviour in an increasingly connected and fast-paced digital world.

### **1.1.1 Situational Analysis**

Before the pandemic, e-commerce was steadily growing. But COVID-19 acted as a catalyst, driving a massive and sudden shift toward digital. Consumers, including those previously hesitant about online shopping, started preferring the ease and safety of digital purchases. This led to a sharp rise in expectations around faster delivery, smooth online experiences, and personalization.

Many businesses that relied on physical stores had to rapidly transition online. This shift demanded overhauls in their marketing, logistics, and customer service strategies. Social media became a vital channel for engagement, and tactics like live commerce, AI-driven suggestions, and influencer partnerships started gaining traction.

However, this growth came with its own set of challenges. Customers became more cautious, informed, and selective. They now expect brands to align with their values and offer more than just products—they want meaningful experiences and transparency. Marketing strategies have evolved from just attracting users to building long-term relationships and loyalty in a crowded digital marketplace.

### **1.1.2 Need for the Study**

Understanding how e-commerce marketing has evolved in response to the pandemic is essential for businesses aiming to stay competitive. The old models of marketing are no longer effective in this new reality.

This study aims to explore the gap between what consumers now expect and how companies are responding with new marketing strategies. There's an increasing need for brands to become more agile, emotionally aware, and consumer-centric in their approach.

By looking into consumer behaviour changes and how marketing strategies have shifted, this research identifies what strategies are proving effective, which ones need improvement, and where companies can innovate further. The study also emphasizes the growing importance of digital trust, ease of use, speed, and personalization in shaping consumer satisfaction.

### **1.1.3 Purpose of the Study**

This research mainly seeks to examine how e-commerce marketing has changed since the COVID-19 outbreak, particularly in terms of evolving consumer behaviour and innovative marketing strategies adopted by businesses.

The specific goals are:

- To study the changes in consumer habits, preferences, and priorities post-pandemic.
- To identify marketing strategies that have become popular or have emerged in this new environment.
- To understand the impact of technologies like AI, data analytics, and mobile apps on marketing practices.
- To explore how brands are fostering digital trust and building deeper customer relationships.
- To suggest practical steps that companies can take to strengthen their digital presence and grow in this new digital marketplace.

#### 1.1.4 Literature Review

The pandemic acted as a major turning point in the digital and e-commerce landscape. It redefined how companies interact with consumers. Kotler and Keller (2016) noted that marketers must continuously adapt to shifts in consumer expectations, especially within digital channels. Post-pandemic, customer satisfaction has come to depend on speed, reliability, personalization, and smooth digital experiences.

Sheth (2020) pointed out how lockdowns and health concerns accelerated the move to online shopping. Companies had to quickly adjust by adopting more flexible and digital-friendly marketing approaches.

##### **Consumer Behaviour Changes:**

A McKinsey (2021) study found that over 75% of consumers tried out new brands and channels during the pandemic, with convenience and delivery time being top priorities. Accenture (2020) reported that customers became more health-aware, tech-savvy, and focused on getting value for money. PwC (2021) highlighted the rising importance of digital trust, easy returns, and a seamless online-offline shopping experience.

##### **Marketing Strategy Changes:**

Outbound marketing gave way to more interactive, inbound methods such as content marketing and engagement-based campaigns. Gurcan et al. (2023) observed that AI and analytics have enabled more personalized targeting. Kini & Basri (2022) added that tools like Google Ads and influencer partnerships have become essential, especially for reaching younger, digital-native consumers.

Deloitte (2021) mentioned that emotional connection and brand values became major factors in customer decisions. Brands that showed empathy and supported communities earned stronger loyalty. Statista (2023) reported a boom in social commerce—where shopping is done directly on platforms like Instagram and WhatsApp—especially among younger consumers.

In the Indian context, IMAI & Kantar (2022) found that India saw a massive rise in online shoppers—crossing 250 million by 2021. Growth was driven by affordable smartphones, payment gateways like UPI, and content in local languages. Companies like Amazon, Flipkart, and Nykaa tailored their strategies to serve regional audiences and offer hyperlocal delivery.

Singh & Agarwal (2021) noted that smaller cities played a key role in digital expansion, pushing marketers to rethink their targeting strategies. Semwal et al. (2025) highlighted how brands are shifting from one-time sales to long-term customer relationships through subscriptions and loyalty programs.

#### 1.2 Exploratory Research Insights

Informal discussions with professionals in the e-commerce and digital marketing sectors highlighted several emerging trends:

- Customer retention became a bigger focus due to rising costs of acquiring new customers. Companies are now heavily investing in loyalty programs, email campaigns, and CRM tools.
- Brands are turning to micro-influencers instead of high-budget celebrity promotions, aiming for more genuine and local engagement.
- Short video formats (YouTube Shorts, Instagram Reels) have become key tools for raising brand awareness and showcasing products.
- Augmented and Virtual Reality are enhancing customer experience through virtual try-ons and interactive features like 360° product views and chatbots.

### 1.3 Research Questions (E-commerce Focus)

1. How has consumer purchasing behaviour evolved post-COVID in online retail?
2. What digital marketing strategies are most effective in the post-pandemic era?
3. How do personalization, trust, and convenience affect consumer loyalty in e-commerce?
4. What role do social media and influencer marketing play in shaping consumer decisions?
5. How have regional and demographic factors influenced digital marketing strategy post-pandemic?

### 1.4 Expected Relationships Between Variables

- **Digital Literacy vs. E-commerce Adoption:** More digitally aware individuals tend to shop online more frequently.
- **Personalization vs. Customer Retention:** Personalized experiences using AI often result in higher customer loyalty.
- **Social Media Engagement vs. Brand Awareness:** Engaging content on platforms like Instagram and YouTube improves brand visibility.
- **Convenience Features vs. Customer Satisfaction:** Smooth checkout processes, real-time delivery tracking, and digital wallets lead to happier customers.

### 1.5 Research Objectives

1. To explore the ways consumer behaviour has evolved post-COVID in the realm of e-commerce.
2. To evaluate the success of new-age digital marketing strategies adopted by businesses.
3. To understand what factors influence customer satisfaction and long-term loyalty online.
4. To assess how brands are leveraging technologies like AI, machine learning, and AR for better engagement.
5. To provide practical suggestions for businesses aiming to grow and adapt in the changing digital landscape.

## CHAPTER – 2

### RESEARCH DESIGN AND METHODOLOGY

#### RESEARCH METHODOLOGY

Research methodology refers to the structured way of gathering and analyzing data for a study. For this project, various research methods were used to examine how e-commerce marketing has evolved in the aftermath of COVID-19. The approach was selected to ensure the data collected would be relevant, reliable, and useful for both theoretical and practical insights.

## Types of Research Used

1. **Descriptive Research:** Used to track patterns in consumer behaviour—like growing preferences for online shopping and digital payments.
2. **Analytical Research:** Focused on analysing data from industry reports and consumer behaviour studies to understand how marketing strategies have changed.
3. **Applied Research:** Explored practical challenges faced by businesses and how they responded using tools like AI and omnichannel approaches.
4. **Qualitative Research:** Provided deeper understanding of consumers' emotional responses and trust-building factors.
5. **Empirical Research:** Helped test hypotheses related to shifts in shopping behaviour and digital strategy effectiveness.

## RESEARCH DESIGN

This study followed an **exploratory-cum-descriptive design**, combining both qualitative and quantitative methods. This hybrid approach allowed the researcher to not only describe what's happening but also explore the underlying reasons behind these trends.

### Types of Research – Primary and Secondary

#### Primary Research

Data was collected directly from respondents using:

- Online surveys via Google Forms shared through email and social platforms.
- Interviews with marketing professionals in the e-commerce industry.

Two types of data were collected:

- **Exploratory Data:** Open-ended responses to capture emerging consumer insights.
- **Specific Data:** Closed-ended questions to quantify habits, preferences, and trends.

#### Secondary Research

Information was drawn from credible sources such as:

- Market research reports (e.g., from Statista, McKinsey, Deloitte).
- Articles from academic marketing journals.
- Government digital economy reports.
- Case studies from companies like Amazon, Flipkart, and Nykaa.

#### Methods of Data Collection

- **Primary Data:**
  - Structured questionnaires circulated online.
  - Virtual interviews with consumers and digital marketing professionals.
- **Secondary Data:**
  - Articles from journals and magazines.
  - Case studies and whitepapers from consulting firms.
  - Data available on official websites and industry portals.

**Primary Data: -**

- Questionnaire

**Secondary Data: -**

- Text Books
- Websites

**Selection of sample design: -**

Sample Size: - 50

Sampling Area: - DELHI NCR

**Sampling Technique Used-**

Non-Probability sampling method is used. Simple convenience sampling one of the variants of the non-probability sampling method is to be used.

**Statistical Technique Used-****Questionnaire**

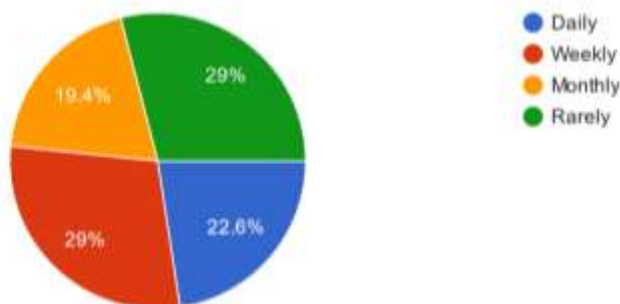
Tables

Pie charts

Bar diagram

**1. How frequently do you shop online after the COVID-19 pandemic?**

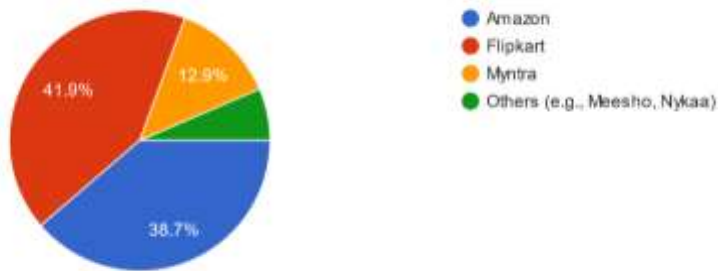
- **Daily:** 7 (22.6%)
- **Weekly:** 9 (29%)
- **Monthly:** 6 (19.4%)
- **Rarely:** 9 (29%)

**Interpretation:**

Online shopping frequency remains high post-COVID, with **51.6% (daily + weekly)** shopping frequently. However, **29% still rarely shop online**, possibly due to trust issues or preference for offline shopping.

## 2. What is your preferred platform for online shopping?

- **Amazon:** 12 (38.7%)
- **Flipkart:** 13 (41.9%)
- **Myntra:** 4 (12.9%)
- **Others:** 2 (6.5%)

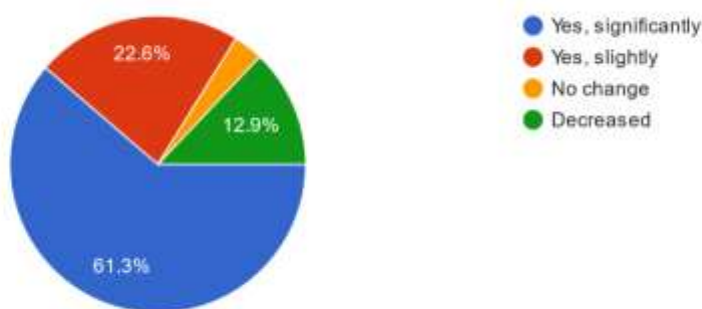


### Interpretation:

**Flipkart and Amazon dominate** user preferences, capturing 80%+ of the user base. Myntra is a niche favourite, mostly for fashion, while "Others" (e.g., Meesho, Nykaa) have a minor share.

## 3. Did your online shopping increase during the COVID-19 lockdown?

- **Yes, significantly:** 19 (61.3%)
- **Yes, slightly:** 7 (22.6%)
- **No change:** 1 (3.2%)
- **Decreased:** 4 (12.9%)



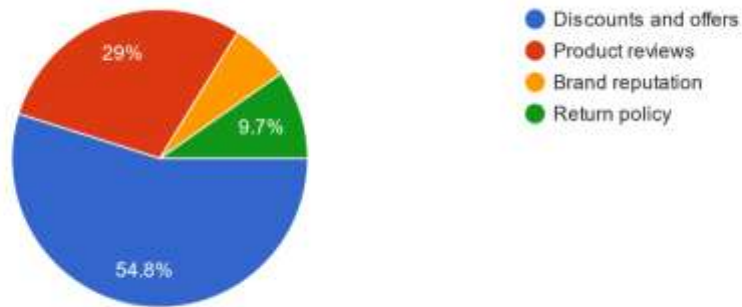
### Interpretation:

**A large majority (84%) reported increased online shopping** during the lockdown, highlighting the pandemic's strong influence on digital shopping behaviour.

## 4. Which factor influences your online purchase decision the most?

- **Discounts and offers:** 17 (54.8%)

- **Product reviews:** 9 (29%)
- **Brand reputation:** 2 (6.5%)
- **Return policy:** 3 (9.7%)

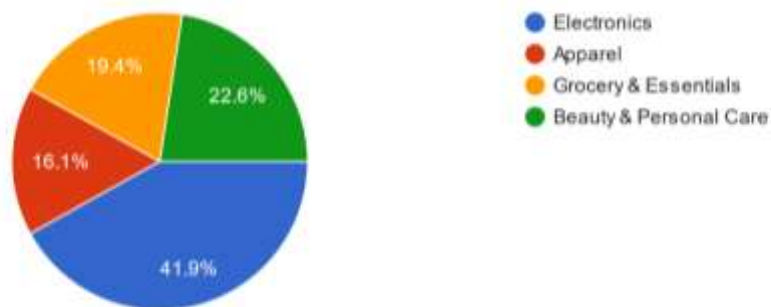


#### Interpretation:

**Discounts are the biggest motivator**, followed by reviews. Surprisingly, **brand reputation matters the least**, indicating price sensitivity dominates brand loyalty.

#### 5. Which category did you purchase the most online post-COVID?

- **Electronics:** 13 (41.9%)
- **Apparel:** 5 (16.1%)
- **Grocery & Essentials:** 6 (19.4%)
- **Beauty & Personal Care:** 7 (22.6%)



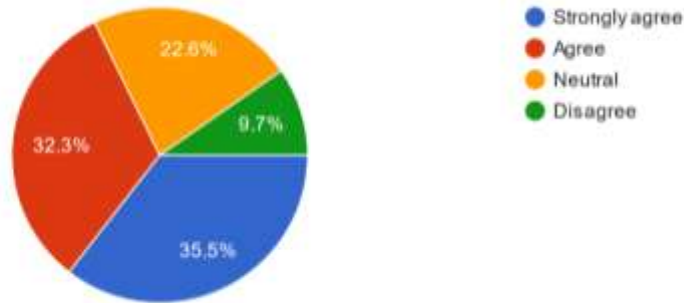
#### Interpretation:

**Electronics** is the most purchased category post-COVID, reflecting increased digital adoption (phones, gadgets). **Beauty and essentials** also saw notable demand.

#### 6. Do you feel more comfortable shopping online than in-store post-COVID?

- **Strongly agree:** 11 (35.5%)
- **Agree:** 10 (32.3%)
- **Neutral:** 7 (22.6%)

- **Disagree:** 3 (9.7%)



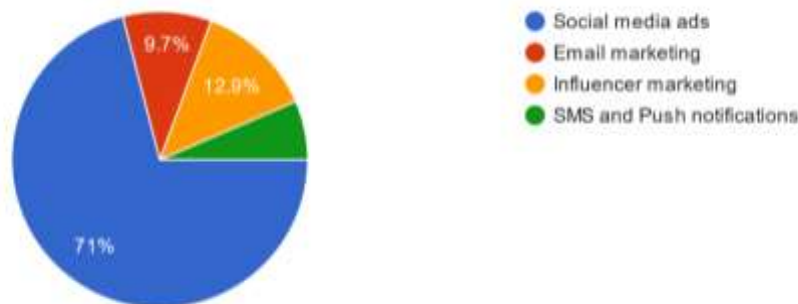
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**Interpretation:**

Nearly 68% feel more comfortable shopping online now, showing increased trust and preference toward e-commerce post-COVID.

**7. Which marketing approach grabs your attention the most?**

- **Social media ads:** 22 (71%)
- **Email marketing:** 3 (9.7%)
- **Influencer marketing:** 4 (12.9%)
- **SMS/Push notifications:** 2 (6.5%)



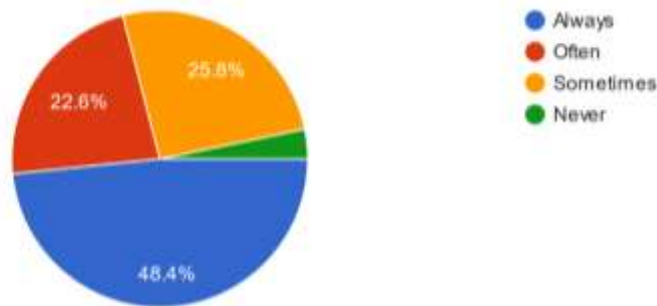
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**Interpretation:**

social media is the most effective marketing channel post-COVID. Traditional methods like email or SMS have far lesser influence now.

**8. How often do online reviews influence your buying decision now (post-COVID)?**

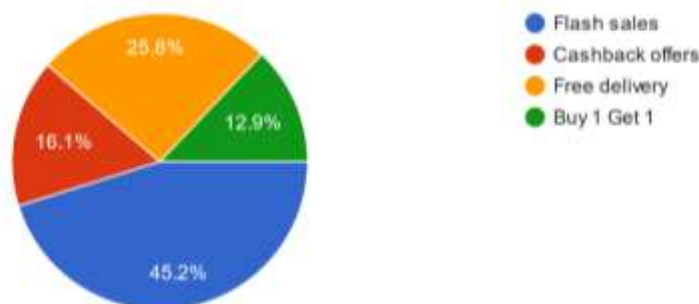
- **Always:** 15 (48.4%)
- **Often:** 7 (22.6%)
- **Sometimes:** 8 (25.8%)
- **Never:** 1 (3.2%)

**Interpretation:**

**Online reviews heavily influence decisions** for nearly 96.8% (combined). This indicates users trust peer feedback before buying online.

**9. What type of promotions encourages you to buy online?**

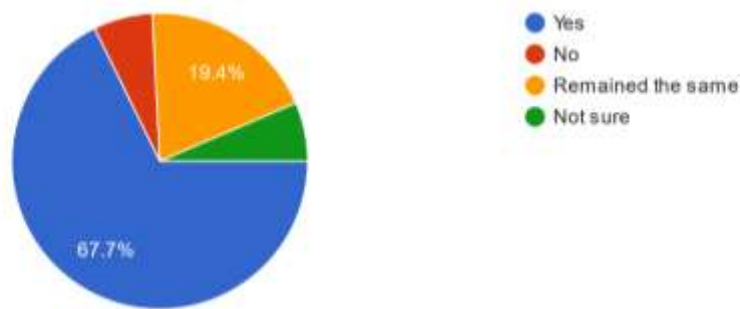
- **Flash sales:** 14 (45.2%)
- **Cashback offers:** 5 (16.1%)
- **Free delivery:** 8 (25.8%)
- **Buy 1 Get 1:** 4 (12.9%)

**Interpretation:**

**Flash sales** are the most effective promotional strategy. **Free delivery** also holds strong appeal, showing consumers seek immediate value.

**10. Has your trust in e-commerce brands increased after the pandemic?**

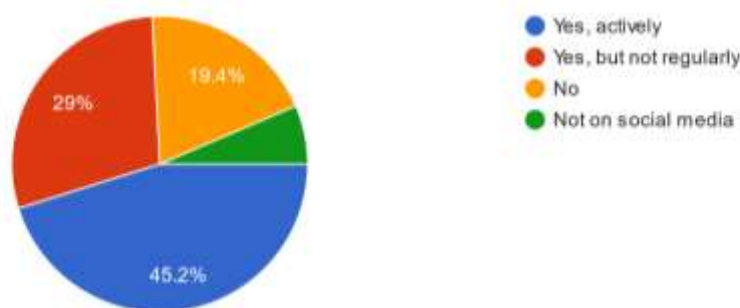
- **Yes:** 21 (67.7%)
- **No:** 2 (6.5%)
- **Remained the same:** 6 (19.4%)
- **Not sure:** 2 (6.5%)

**Interpretation:**

Trust in e-commerce **has significantly improved**, driven likely by timely delivery, safety measures, and digital convenience during COVID.

**11. Do you follow any e-commerce brand on social media?**

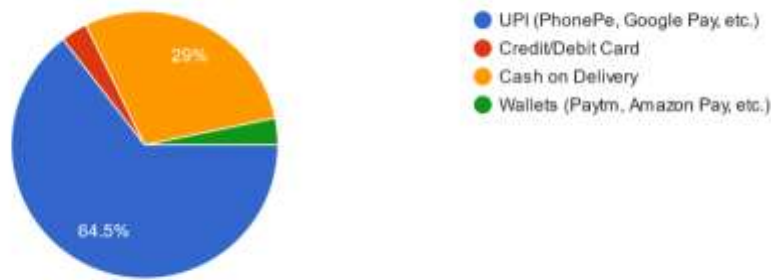
- **Yes, actively:** 14 (45.2%)
- **Yes, but not regularly:** 9 (29%)
- **No:** 6 (19.4%)
- **Not on social media:** 2 (6.5%)

**Interpretation:**

Nearly 75% follow e-commerce brands, indicating that social media engagement plays a critical role in marketing and customer retention.

**12. What is your preferred mode of payment for online shopping now?**

- **UPI:** 20 (64.5%)
- **Credit/Debit Card:** 1 (3.2%)
- **Cash on Delivery:** 9 (29%)
- **Wallets:** 1 (3.2%)



### Interpretation:

**UPI dominates payment preference**, reflecting ease and increasing digital adoption. **COD remains popular (29%)**, signalling trust issues or flexibility preference.

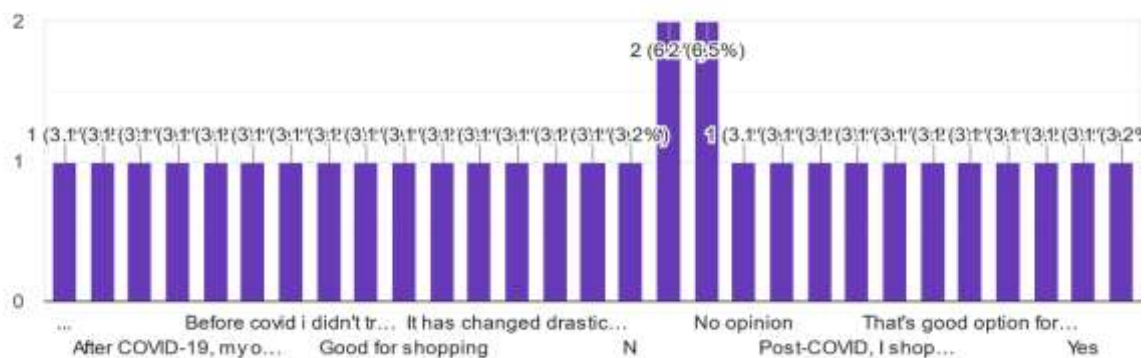
**13. In your opinion, how has your online shopping behaviour changed after COVID-19, and what marketing strategies do you think work best now?**

### Responses:

- “Post-COVID, I shop more online”
- “Before COVID, I didn’t trust online shopping, now I do”
- “Flash sales and discounts influence me the most”
- “Social media ads are very effective”
- “Behaviour changed drastically”

In your opinion, how has your online shopping behavior changed after COVID-19, and what marketing strategies do you think work best now?

31 responses



### Interpretation:

Qualitative responses confirm trends from earlier questions:

- Increased online shopping frequency
- Rise in trust and comfort with e-commerce

Preference for discount-driven and social media-focused marketing

## FINDINGS

Based on the research conducted, several critical findings emerged regarding the transformation of e-commerce marketing post- COVID-19:

1. **Increased Online Shopping:**

74% of the respondents reported a noticeable increase in their online shopping activity since the pandemic began.

2. **Trust and Authenticity Matter More:**

Consumers are more cautious now. Trust in online transactions, along with the authenticity of products, has become a top priority.

3. **Speed and Convenience as Key Drivers:**

Fast delivery, easy navigation, and seamless payment options significantly influence buying decisions.

4. **Rise of Social Media and Influencer Marketing:**

Platforms like Instagram and YouTube, along with influencer collaborations, play a pivotal role in shaping consumer choices and brand visibility.

5. **Mobile-First Behaviour:**

A majority of users prefer mobile apps over websites, highlighting the importance of mobile-optimized experiences.

6. **Sustainability and Values:**

Consumers are increasingly drawn to brands that reflect their personal values, particularly around sustainability and ethical practices.

7. **Data-Driven Personalization:**

Businesses leveraging AI for real-time product recommendations and personalized content are seeing higher engagement and repeat purchases.

8. **Omnichannel Strategy is Essential:**

A consistent experience across platforms—web, app, social media, and offline—is becoming a standard consumer expectation.

9. **Video Content Dominates:**

Short videos, tutorials, and live demos are highly effective in driving consumer awareness and product understanding.

10. **Customer Retention Over Acquisition:**

Companies are shifting focus to retaining existing customers through loyalty programs, email marketing, and CRM systems due to rising acquisition costs.

## CHAPTER – 3

### Limitation

#### C. Limitations

While this research offers valuable insights into how e-commerce marketing has evolved in the aftermath of COVID-19 and how consumer behaviour has shifted in response, there are several limitations that must be acknowledged. These limitations help contextualize the findings and clarify the extent to which the results can be generalized across broader audiences or sectors.

##### i. Understanding the Results in Light of Limitations and Assumptions

The study was conducted based on the assumption that participants responded truthfully and based on their real experiences with e-commerce platforms and digital marketing campaigns. It was also assumed that the selected sample represented a fair cross-section of online consumers and industry professionals. However, due to time constraints and limited outreach capabilities, the participant pool was relatively small and largely confined to urban and semi-urban areas.

Consequently, the findings may not fully reflect the experiences of consumers in rural areas or those with limited internet access.

## ii. Validity, Reliability, and Research Caveats

This study primarily relied on structured online surveys and a limited number of interviews, which, although helpful, come with certain limitations in terms of precision and generalizability. Key concerns include:

- **Sample Size:** The research involved a modest number of respondents, which limits the statistical strength and may affect the representativeness of broader consumer behaviour trends.
- **Sampling Bias:** Most participants were from areas with good digital infrastructure, which could lead to a more favorable view of e-commerce platforms and digital marketing effectiveness than what might be observed in less connected regions.
- **Response Bias:** Some respondents may have answered questions in a socially acceptable way, especially when discussing data privacy or satisfaction with digital ads, while others may have skipped questions, affecting the completeness of the data set.
- **Short Timeframe:** As a cross-sectional study, this research captured a snapshot in time. It does not track how consumer preferences or marketing effectiveness may continue to evolve in the post-pandemic landscape.

## iii. Challenges Faced and How They Were Addressed

Several practical challenges were encountered during the research process:

- **Limited Access to Industry Experts:** It was challenging to schedule interviews with senior professionals in the e-commerce marketing field. This was partially mitigated by reaching out via LinkedIn and professional forums, which allowed for a few informal insights.
- **Participant Hesitation:** Some consumers were hesitant to share candid feedback about online shopping experiences, especially related to dissatisfaction or security concerns. To encourage honest responses, the surveys emphasized anonymity and used neutral, non-leading questions.
- **Lack of Specific Marketing Data:** Proprietary data such as campaign performance metrics or detailed ROI figures were not publicly available. To address this, the research relied on publicly accessible reports, expert opinions, and industry trend analyses to support the findings.

## iv. Learnings for Future Research

This study has laid the foundation for deeper investigation into the shifting landscape of e-commerce marketing and consumer behavior. Key takeaways for future research include:

- **Expand the Sample Base:** Future studies should aim to include a more diverse range of participants—across different geographic locations, income brackets, and age groups—to provide a fuller picture of e-commerce dynamics.
- **Adopt Mixed Methods:** Combining quantitative surveys with qualitative tools like focus group discussions or detailed interviews can lead to richer, more nuanced findings.
- **Long-Term Observation:** A longitudinal study tracking changes over a longer period could better capture evolving trends in digital marketing effectiveness and consumer expectations.
- **Use of Digital Analytics:** Integrating platform-based data such as app usage patterns, bounce rates, and conversion metrics could offer more objective, real-time insights into consumer behavior.

## **CHAPTER - 4**

### **CONCLUSION**

**&**

### **RECOMMENDATION**

#### **I. Conclusion**

The COVID-19 pandemic became a major turning point for the e-commerce industry. With lockdowns restricting physical movement, businesses and consumers were pushed to adapt quickly to digital channels. This shift wasn't just temporary—it sparked lasting changes in how people shop, what they value, and how brands interact with their audience.

This study explored the changes in consumer behavior and the evolving marketing strategies adopted by e-commerce brands in the post-pandemic world. It highlights how convenience, trust, and personalization have become key decision drivers for customers. The role of digital tools, from AI-powered recommendations to influencer marketing, has grown significantly, reshaping the way brands build relationships and drive sales.

Trust, in particular, has emerged as a central theme. With rising concerns around data privacy and online scams, e-commerce brands that prioritize transparent communication, secure platforms, and responsive customer service are more likely to win and retain loyal customers.

Overall, the pandemic accelerated the digital transformation of marketing, pushing businesses to think beyond traditional advertising and embrace more consumer-centric, data-driven approaches. Brands that continue to innovate and adapt to these new norms will maintain a competitive edge in the digital marketplace.

#### **II. Recommendations**

Based on the findings of this study, here are some practical suggestions to help e-commerce brands strengthen their market presence and deepen customer engagement in the post-COVID era:

##### **Enhance Digital Storytelling and Brand Visibility**

E-commerce businesses should invest more in compelling digital marketing—across social media, influencer collaborations, and content marketing—to emotionally connect with customers and stand out in a crowded space.

##### **Deliver Greater Value Through Personalization**

Today's consumers expect tailored experiences. Brands should use customer data to offer personalized product recommendations, dynamic pricing, and customized promotions that reflect individual preferences and buying behavior.

##### **Improve Customer Support and Issue Resolution**

Quick, efficient, and empathetic customer service is non-negotiable. Implementing AI chatbots, 24/7 support, and simplified return/refund policies can enhance trust and boost customer satisfaction.

##### **Diversify Product Offerings and Partnerships**

Collaborating with a range of suppliers and offering diverse product lines allows consumers more choice and flexibility—both of which are increasingly valued in the digital shopping experience.

##### **Invest in Consumer Education and Digital Literacy**

Hosting webinars, tutorials, or short explainer videos about using digital platforms, understanding cybersecurity, or how to shop smart online can build trust and confidence among customers, especially first-time or hesitant users.

##### **Focus on Agility and Adaptability**

The post-pandemic consumer landscape is still evolving. E-commerce players must remain flexible in their strategies, regularly tracking customer feedback and market trends to stay relevant and responsive.

## **CHAPTER- 5**

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## **CHAPTER – 6**

### **APPENDIX**

#### **Annexure**

#### **QUESTIONNAIRE**

##### **Covid-19**

**Name:**

**Age:**

**Address:**

**Contact No.:**

**Survey Questionnaire: Post-COVID E-commerce Marketing Transformation****1. How frequently do you shop online after the COVID-19 pandemic?**

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Rarely

**2. What is your preferred platform for online shopping?**

- ☐ Amazon
- ☐ Flipkart
- ☐ Myntra
- ☐ Others (e.g., Meesho, Nykaa)

**3. Did your online shopping increase during the COVID-19 lockdown?**

- ☐ Yes, significantly
- ☐ Yes, slightly
- ☐ No change
- ☐ Decreased

**4. Which factor influences your online purchase decision the most?**

- ☐ Discounts and offers
- ☐ Product reviews
- ☐ Brand reputation
- ☐ Return policy

**5. Which category did you purchase the most online post-COVID?**

- ☐ Electronics
- ☐ Apparel
- ☐ Grocery & Essentials
- ☐ Beauty & Personal Care

**6. Do you feel more comfortable shopping online than in-store post-COVID?**

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree

**7. Which marketing approach grabs your attention the most?**

- ☐ Social media ads
- ☐ Email marketing
- ☐ Influencer marketing
- ☐ SMS and Push notifications

**8. How often do online reviews influence your buying decision now (post-COVID)?**

- ☐ Always
- ☐ Often
- ☐ Sometimes
- ☐ Never

**9. What type of promotions encourages you to buy online?**

- ☐ Flash sales
- ☐ Cashback offers
- ☐ Free delivery
- ☐ Buy 1 Get 1

**10. Has your trust in e-commerce brands increased after the pandemic?**

- ☐ Yes
- ☐ No
- ☐ Remained the same
- ☐ Not sure

**11. Do you follow any e-commerce brand on social media?**

- ☐ Yes, actively
- ☐ Yes, but not regularly
- ☐ No
- ☐ Not on social media

**12. What is your preferred mode of payment for online shopping now?**

- ☐ UPI (PhonePe, Google Pay, etc.)
- ☐ Credit/Debit Card
- ☐ Cash on Delivery
- ☐ Wallets (Paytm, Amazon Pay, etc.)

**13. In your opinion, how has your online shopping behavior changed after COVID-19, and what marketing strategies do you think work best now?**

*Open-ended*

*response:*

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