

Changes in Consumer Shopping Behavior – A Post Pandemic (Covid-19) Scenario

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Abstract: The whole world is facing new pandemic altogether which is Covid-19 or Novel Corona virus. This Pandemic has ravaged the economies of the many countries. Almost one third of the world population was locked behind doors and many more were forced to live restricted lifestyle. It had been almost more than 10 months since the first case of this virus had been found in China. These months has changed the outlook of humans towards life. Many lives have been lost in the fight against this virus. And we are still fighting this war till the formulation of vaccine. Humans will win this war against this virus because only humans have the power of adapt and change. Changed attitude is needed to fight this virus. In India 1.3 billion people were also under restrictions. Restricted living is the new normal today. Those days of lockdown will influence the behavior of consumer. So, in this paper we have tried to find the effect of Covid-19 on Consumer behavior after lockdown. Does awareness about Covid-19 will change their behavior or not. In our paper we have deconstructed consumer behavior into 6 construct according to the present situation which are proactive health minded buying, health management, rational pantry preparation, digitization, restricted lifestyle, living a new normal life. These constructs are tested through survey method. Results show that Covid-19 positively influenced Health Minded Buying and Rational Pantry Preparation. Health management is partially affected by Covid-19. Hygiene and health will be new norm after lockdown. This paper is based on primary data. Data has been collected through survey method and Correlation has been used to define relationship between variables.

Keywords: Covid-19, Pandemic, Restrictions, Lockdown, Consumer Behavior

I.INTRODUCTION:

World has seen many epidemics and pandemics, Plague, Cholera, Influenza, Spanish Flu, Aids, Polio, SARS, Ebola, H1N1 virus, Zika virus etc and many more. But the human kind has survived all these because human has the power to adapt and change according to the situation. Many lives were taken by these brutal killers but the human kind still exists and is still fighting these. The new name has been added to the list of pandemics which is COVID-19 or Coronavirus. This pandemic has ravaged the whole world. More than 210 countries and territories are fighting this virus. It has taken 965K lives till now. And the number is still increasing. This virus is originated in Wuhan, china. And now it has been spread all over the world. This virus is found in animals and somehow it has reached to human. It can spread from one human to another. This infection is spread through beads created when contaminated individual hacks snuffles or talks. These beads are too substantial to even think about hanging noticeable all around. They rapidly fall on floors or surfaces. You can be tainted by taking in the infection in the event that you are inside 1 meter of an individual who has COVID-19, or by contacting a polluted surface and afterward contacting your eyes, nose or mouth prior to washing your hands. Because of this infection more than 33% of the total populace has been under some type of lockdown. In excess of 3 billion individuals around 70 nations had seen confined living conditions. These situations are going to change behavior of consumer in long run. WHO chief TedrosAdhanomGhebreyesus said, "Make no mistake; we have a long

way to go. Coronavirus will be with us for a long time. There is no questions that stay at home orders and other physical distancing measures have successfully suppressed transmission in many countries," so if we go by this statement of WHO humans have to fight this virus for a long time. And as according to our history we will win this war against this virus because only human can adapt, change and evolve. Humans will change themselves according to the present situation. These days of restricted living may change the behavior of consumer for good. In India 1.3 billion consumers were under restricted living. These days of lockdown may change the behavior of consumer in India as well. So this research paper presents the impact of Covid-19 on consumer behavior. Which mean in long run does the behavior of consumer will change or not. Consumer behavior means how consumer selects, use, buy or dispose ideas, goods and services to satisfy their needs and wants. It refers to the underlying motives behind the actions of the consumer in the marketplace. In our paper we have deconstructed consumer behavior into 6 construct according to the present situation which are proactive health minded buying, health management, rational pantry preparation, digitization, restricted lifestyle, living a new normal life. These entire construct will be tested through survey method. As we see, the whole world is struggling with this pandemic called Covid-19 (Corona virus). More than 3 billion people were under lockdown and many more are under restricted living. And they had seen under lockdown for months that. India has also faced lockdown for approximate 68 days. 1.3 billion People of India were advised to stay at home. That means 1.3 billion consumers were under restricted living. This situation is going to change consumer behavior for longer time. This pandemic will impact consumer behavior and purchasing pattern of the consumer in longer term. So this situation force me to write the paper to find how these 1.3 billion consumer will behave after lockdown whether purchasing behavior will change or not.

II. MATERIALS AND METHODS

This is a survey based paper. Data has been collected through online questionnaire. Data has been collected from 200 respondents. All respondent were consumers which were facing lockdown in India. Snowball sampling technique was used to collect data. As during the lockdown this was the best way to collect data. Questionnaire contained 29 questions. The survey has been done for one week by circulating questionnaire online through mails. Correlation, factor analysis and KMO have been performed to analyze the results. SPSS and MS excel had been used for data entry and analysis.

A. Objective:

1. To find out impact of Covid-19 on consumer behavior.
2. To suggest new consumer behavior trends after lockdown.

B. Literature Review:

Many pandemics in the past had resulted in some kind of changed behavior of human behavior because prevention is better than cure .And according to WHO this pandemic is going to be with us for long time and till the vaccine is found humans need to change adapt their behavior. From historical perspectives non pharmaceutical measures like school closure, restrictions on public gatherings, isolation and quarantine, public and HCW education, if implemented properly then these will be greatest prevention from the virus in the absence of vaccine for the longest time,(Balinska.M&Rizzo.C , September 2009). The outbreak of MERS in 2015, South Korea resulted in 16000 people quarantined and it resulted in substantial change in

consumer behavior. There were 41% reductions in tourists' visits to the country. People avoided restaurants, theaters, shopping centers, (Candeias.V&Morhard.R, May 2018).According to (Jani.A, April, 2020), Recovery from Covid-19's aftermath will take years. Researcher had recommended heuristic approach to fight this tragedy. Heuristics are shortcut for finding simple solution for complex problem. In past we have many tragedies and those tragedies had taught us many important lessons we must follow those lessons. For recovery from Covid-19 rational allocation of limited health resources is very important.After Covid-19 we will become more digitally active. This pandemic is allowing us to explore the role of technology in maintain social closeness. Irrespective of age more people will move towards digital inclusion. We will see emergence of new online community called "third spaces". This virus has created deep anxiety among people which will positively impact their life for a long time after Covid-19. There will be emergence of new collective online activities where people will come together to cook, exercise and for more activities through their living room, (Monash Lens, 2020).Behavior of people toward virus is more dangerous aspect than its biological characteristics. Humans have characteristics of adapting and changing themselves according to environment conditions. History shows that behavioral factors can play important role in slowing and stopping spread of virus. WHO suggests that changed behavior towards virus can reduce the spread by 80%. According to research behavioral changes played important role in managing Ebola outbreak in Uganda in 2001-02. And even during times of Spanish Flu pandemic, behavioral changes like cancellation of large gatherings, physical distancing, simple hand washing, helped in reducing spread of virus. Improvements in municipal and household sanitation had brought down mortality rate even before development of vaccine. So, behavioral change is necessary during this pandemic,(Cole.J , April 2020).Covid-19 had revealed the major flaw in our supply system that provides our daily bread. Many nations are preparing for shortage of life necessities. Our food system lacks resilience. We are following the system of "Just enough, just in time". This needs to be changed. We have to build more redundancies, more buffer stocks and firewalls in the system that we depend on for life, (Fraser, March 2020).Prevention is better than cure. This quote is very suitable for this situation of pandemic because there is still no cure. Outbreak of AIDS virus had taught this lesson because there is still no cure of AIDS but prevention had proved to be game changer in the spread of this virus. Prevention requires behavioral changes suitable for this situation are social distancing. It is very effective way to reduce the spread of virus,(Nicholson.D , March 2020).Covid-19 will result in permanent shift in consumer attitudes' and shopping behavior especially in urban areas. There will be increased usage of house and personal hygiene products as well as accelerated shift in digital purchases. In India also there will be surge in hygiene related products and health care supplements even after lockdown. "The COVID-19 pandemic has resulted in a slight shift in the paradigm of what we consider to be essentials; hygiene products have entered this category, whereas industries like apparel have shifted to discretionary," said Euromonitor, (Kelkar.N, April 2020). Shopping habits of consumers from china and other countries after lockdown had indicated that sale of some categories like apparel is not picking up and it will take longer time to be normal. There has been the rise in online buying specially groceries and even all age group are trying this. There is a possibility that this behavior will not stay long but will remain definitely till the pandemic is with us. Another change in behavior of consumer was preparing safety stock inventory for the worst, (Blue. A, April 2020).Consumers is spending wisely except china across the globe. Many categories like restaurants, apparel, footwear, jewelry, accessories, travel, and entertainment out of home are showing decline. Consumers are spending more on food, household supplies, and groceries and in some countries on healthcare products. Shopping propensities previously, during, and after the COVID-19 pinnacle show that shopping conduct after the pinnacle brought about in excess of 30% lower traffic

however bigger container sizes for food buys, and discouraged traffic and utilization for clothing and retail chains (40 to 50 percent underneath pre-COVID-19 levels), (Bhargava.S, April 2020).Research by Altgamma in relationship with Boston Consulting Group Covid-19 will cut down the offer of extravagance items by 30 to 40 billion euro across the globe. There will be 3 significant changes in the conduct of extravagance items purchasers that are: 1. There will be change from "what you wear" to "what your identity is," inside cognizant extravagance shoppers, prompting rising purchaser requests for item detectability, inventory network norms, item authenticity and quality. 2. Consumers will buy luxury products of health and well being and of super quality.3.consumers will stay home more and will indulge in online shopping and digital methods of shopping and payments,(Dr. Jain. S, March 2020).According to Infiniti Research has outlined following global key shopping trends: Accelerated shift in store to ecommerce, Customer doing bulk shopping, quality and shopping will take top priority for customers.

We can say that consumer will remain hesitant of going back to his normal life and will start living "Next Normal" life after lockdown. They will not take international flights for long time if not necessary. Visits to grocery stores will become less frequent and there will be increase in online activities.

III. Result & Discussions:

Covid-19 has been spread all over the world. Demand of health and safety products is increasing day by day. There has been a sudden change in the mind of people towards health and wellness related products. The whole behavior of the consumer has been changed during this pandemic and definitely this pandemic will change consumer behavior in long time. Now the consumer is more concerned about their health and daily food products and they are spending much of their income on these products. These days of total lockdown or restricted living will change consumer's outlook towards certain products which were earlier neglected or were used occasionally. Based on early indicators across markets Nielsen Investigation has suggested six thresholds levels which we have modified according to our conditions. Each one correlates with different level of consumption, but there are some common timing elements, which are primarily driven by new cycles. These are following:

A. Proactive health minded buying

B. Health management

C. Rational Pantry Preparation

D. Digitization

E. Restricted lifestyle

F. Living a new normal life

A. Proactive Health minded buying: Due to this pandemic people are getting more conscious about health, wellness and hygiene. The basic products which were earlier available are now out of stock due to increased demand like sanitizer and hand wash. Today consumer is purchasing hygiene related product like sanitizer, cleaners, hand wash soap, Antiseptics, medical supplies and many more health and wellness related products. There is also an increase in product related to immunity booster. So this phenomenon

shows that in future also consumer will carry forward this behavior because they are getting used to it and also after this pandemic people will be more conscious about their health and wellness.

H0: Covid-19 will negatively influence Indian consumer for proactive health minded buying.

B. Health Management: As we have seen there has been a shortage of face masks, gloves and other protective gears. In future also people will purchase these products like face masks, gloves and other protective gears. Because they are using it now and they will become familiar with their advantages so the chances of using it again in future for other purpose will increase. There will also increase in purchase of life insurance. As this situation had made us realize the importance of increasing immunity of body through exercise and workout. So, in future demand of workout applications will increase. This trend is going to be there for longer time.

H01: Covid-19 will not affect health management of Indian Consumer positively.

C. Rational Pantry Preparation: There were many incidents of panic buying in Asian countries. If we take example of India people are used to buy vegetables, milk and other necessities daily. And their grocery management is also not up to mark. They do not shop rationally which was a major setback for Indian government because they have to work a lot to maintain the supply to meet the basic needs of the consumer. But these days of lockdown will teach Indian consumer of Pantry Preparation. They develop idea of Pantry preparation for uncertain situations so, that the problem of panic buying will not arise. The idea of Pantry preparation is to focus on needs, purchase in big baskets, and selection of needs above luxuries rationally.

H02: Covid-19 will negatively influence Indian Consumer for pantry Preparation.

D. Digitization of activities: 3 billion people around the world are under lockdown that means 3 billion consumers are staying home which will definitely increase their online activities. Digital era has been there for many years now but these situations like lockdown will increase digitization of activities. There are many reasons for that because they cannot go outside they have to try digital methods of entertainment, payment, shopping, Gaming and study. And as they will start trying these methods, chances of digitization of activities will increase.

H03: Covid-19 will impact not impact digitization of activities positively.

Digitization of following activities:

- **Payment:** As consumer cannot go outside then he will try various online payment methods and will become used to. In future he will definitely try those options of payments. In India we have many online payment tools-Paytm, G-Pay, Bhim UPI payment, Tez and many more. Earlier younger generation was using these application and in future consumers of other age group will also join.
- **Entertainment:** Various entertainment applications like Voot, Hotstar, Amazon Prime, Netflix etc will be great demand even after Lockdown. One trend which is going to increase will be reading news online. This situation had made consumer of reading minute by minute news and getting updated with facts. In future also people will go to use more online news applications.

- **Shopping:** Various e-commerce websites and applications were always there and were used even before lockdown. But the trend of shopping that will increase will be online Grocery shopping and online dairy products. Because we have seen during lockdown how much problem has been created because of regular grocery and dairy products shopping. Many e-commerce sites had started supplying grocery and dairy products during lockdown. So after this situation this trend will definitely going to increase.
- **Online Gaming:** chances of online gaming will be improved in India after lockdown. Earlier it was limited to younger generation like kids and teenagers. But this lockdown down situation has drawn the attention of other generations towards online gaming. Like every Indoor game is available online. And the best part is that you can play it with your family and friends. So this trend will be there.
- **Study:** Many schools, colleges had switched to online teaching due to government order. Various online platforms of learning are also there where you can learn whatever you want to learn. Online education is going to be new trend after covid-19.

E. Restricted lifestyle: This drastic situation of Covid-19 will force consumer of living restricted lifestyle. Consumer will take longer time to adjust in new situation. It will include dining out, overseas travel and vacation, attending gatherings and use of public transport.

H04: Covid-19 will not be positive on restricted lifestyle.

F. Living a new normal life: After Covid-19 people will return to their new normal life which will include Cautiousness towards health and wellness, Idea of social distancing, Permanent shifts in supply chain, more use of e-commerce and hygiene practices and above all they will also be cautious towards their eating habits.

H05: Covid-19 will have negative influence on lifestyle of consumer.

Findings:

First of all reliability and validity of the questionnaire was calculated Cronbach's Alpha and CITC (Corrected ItemTotal Correlation). As per standards, the minimum alpha of 0.70 and CITC value of should be more than .30. Here the Alpha is more than 0.70 all the variables are showing he high reliability of questionnaire except item 1 and 2 of the section B.

Table-1: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.859	.861	21

Exploratory Factor Analysis (EFA) was performed utilizing head pivot calculating for each build of the theoretical system .KMO (Kaiser-Meyer-Olkin) Measure of Sampling Adequacy and Bartlett's test was likewise performed on the information. KMO esteem was more than .7. Bartelett's trial of sphericity esteem was critical ($P < 0.05$), (Table: 2).In this examination head segments factor extraction with direct

oblumin (sideways) revolution was chosen to produce factors. Part grid brought about 6 segments. That implies 6 segments were extricated. (fig: 1)

Table-2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.795
Bartlett's Test of Sphericity	Approx. Chi-Square	1339.688
	df	210
	Sig.	.000

Figure-1: Scree Plot

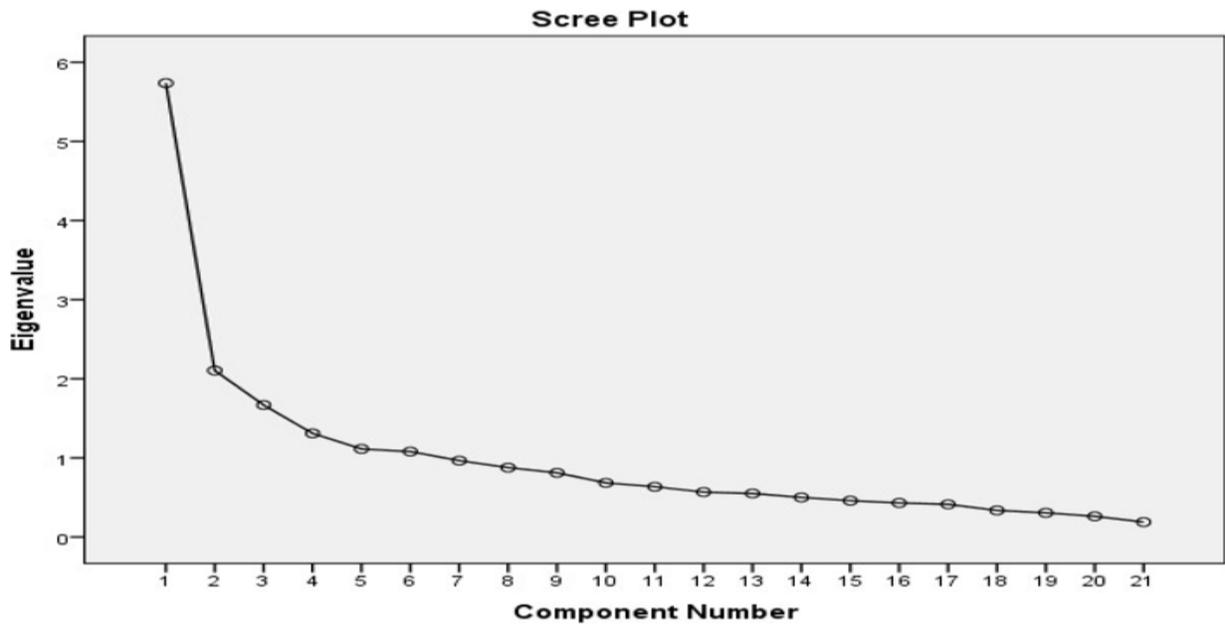


Table 3: Profile of the paper based Respondent

Demographic Profile	Segments and percentage
Gender	Female 50%(95), Male 50%(95), others 0
Age group	Up to 25=46.3%(88), 26-40=53.2%(101), 41&above=.5%(1)
locale	Rural 26.3%(50), Urban 74.2%(141)
Education status	U.G 32.6 %(62), P.G 52.6 %(100), Ph.D 14.7 %(28).
Family Size	Below 3= 26.3 %(50), 4-6=63.7 %(121), 7&above=12.1 %(23).

Then correlation analysis was used to find relationship between variables. Data was not normal so spearman’s correlation coefficient had been used. Result shows that:

1. Awareness of covid-19 is positively correlated to Pro-active health minded buying. As coefficient of $r = .286$. And it is also significant as p (two tailed) $< .05$. (Table: 4). It is showing moderate relationship between Awareness of Covid-19 and Pro-active health minded buying.

Table- 4: Correlations

			1. I am aware of Covid-19.	Proactive health minded buying
Spearman' s rho	1. I am aware of Covid-19.	Correlation Coefficient	1.000	.286**
		Sig. (2-tailed)	.000	.000
		N	190	190
	Proactivehealthmindedbuying	Correlation Coefficient	.286**	1.000
		Sig. (2-tailed)	.000	.000
		N	190	190

** . Correlation is significant at the 0.01 level (2-tailed).

2. Awareness of Covid-19 is also positively correlated to Health Management. As coefficient of $r = .123$. And it is not significant as p (two tailed) $> .05$. (Table:5)

Table- 5: Correlations

			1. I am aware of Covid-19.	Proactive health minded buying
Spearman' s rho	1. I am aware of Covid-19.	Correlation Coefficient	1.000	.123
		Sig. (2-tailed)	.000	.091
		N	190	190
	Proactivehealthmindedbuying	Correlation Coefficient	.123	1.000
		Sig. (2-tailed)	.091	.000
		N	190	190

3. Awareness of Covid: 19 also positively correlated to Rational Pantry Preparations. As coefficient of $r = .155$. And it is also significant as p (two tailed) $< .05$. (Table: 6). It is showing small relationship between variables.

Table- 6: Correlations

			1. I am aware of Covid-19.	Proactive health minded buying
Spearman' s rho	1. I am aware of Covid-19.	Correlation Coefficient	1.000	.155*
		Sig. (2-tailed)	.000	.032
		N	190	190
	Proactivehealthmindedbuying	Correlation Coefficient	.155*	1.000

		Sig. (2-tailed)	.032	.000
		N	190	190

*. Correlation is significant at the 0.05 level (2-tailed).

4. Awareness of Covid-19 is also positively correlated to Digitization. As coefficient of $r = .078$. And it is not significant as $p(\text{two tailed}) > .05$. (table:7)

Table- 7: Correlations

			1. I am aware of Covid-19.	Proactive health minded buying
Spearman' s rho	1. I am aware of Covid-19.	Correlation Coefficient	1.000	.078
		Sig. (2-tailed)	.000	.282
		N	190	190
	Proactivehealthmindedbuying	Correlation Coefficient	.078	1.000
		Sig. (2-tailed)	.282	.000
		N	190	190

5. Awareness of Covid-19 is also positively correlated to restricted lifestyle. As coefficient of $r = .095$. And it is not significant as $p(\text{two tailed}) > .05$ (table:8)

Table- 8: Correlations

			1. I am aware of Covid-19.	Proactive health minded buying
Spearman' s rho	1. I am aware of Covid-19.	Correlation Coefficient	1.000	.095
		Sig. (2-tailed)	.000	.193
		N	190	190
	Proactivehealthmindedbuying	Correlation Coefficient	.095	1.000
		Sig. (2-tailed)	.193	.000
		N	190	190

6. Awareness of Covid-19 is positively correlated to living a new normal life. As coefficient of $r = .066$ but is not significant as $p(\text{two tailed}) > .05$ (table:9)

Table- 9: Correlations

			1. I am aware of Covid-19.	Proactive health minded buying
Spearman' s rho	1. I am aware of Covid-19.	Correlation Coefficient	1.000	.066
		Sig. (2-tailed)	.000	.362
		N	190	190
	Proactivehealthmindedbuying	Correlation	.066	1.000

		Coefficient		
		Sig. (2-tailed)	.362	.000
		N	190	190

Table- 10: Summary of hypothesis testing

Hypothesis no	construct	Accepted/rejected	P value
H0	Pro-active Health Minded Buying	Rejected	.000
H01	Health Management	Accepted	.091
H02	Rational Pantry Preparation	Rejected	.032
H03	Digitization	Accepted	.282
H04	Restricted lifestyle	Accepted	.193
H05	Living New Normal Life	Accepted	.362

Null Hypothesis H0, H02 has been rejected this implies that Covid-19 will positively impact Health minded buying and Health Management. Hypothesis H01 was partially rejected it also implies that Covid-19 will affect Rational Pantry Preparation positively with medium effect. H03,H04,H05 has been accepted it shows that Covid-19 has a influence on these construct like digitization, Restricted Lifestyle and Living A New Normal life but influence is not significant itself. (P value >.05).

IV. Conclusion:

Covid-19 is a new challenge before mankind. And for the survival humans needs to change and adapt according to new circumstances. A new normal norm will generate after these restrictions and lockdown. These changed circumstances will change consumer behavior for good. Consumer will start health mined buying. They will manage the pantry more rationally and also health management will also take place. Concern for health, purchase of hygiene related products and also purchase of immunity booster shows moderate effect as r (coefficient correlation) >.3. This means consumers will continue buying hygiene related products and they will be more concerned about their health after wards. Covid-19 will also affect usage of face mask and PPE positively. Management of pantry rationally, usage of online workout applications will also be impacted by Covid-19 positively. Activities like dining out and usage of public transport also shows small effect as r >.1. Which means after Covid-19 these activities will also be affected. Consumers will prefer necessities over luxury product in future, this statement also shows small effect as r >.1. So, after Covid-19 choice of products will also be affected. We can say that this pandemic will leave its mark on consumer behavior positively. Consumer will be more rational and cautious after Covid-19. And health will be their most important concern after Covid-19.

V. Managerial Implication:

Companies can form their strategies based on these constructs. They could form their marketing strategies based on pro-active health minded buying. Immunity booster or healthy, these terms are the key to success in these times because consumer is more concerned about his health now. Manufacturers, retailers and sellers should prepare themselves for online payment system and online delivery system as this will

be the need of future. Health insurance and life insurance sector is going to see rise in demand so they should prepare themselves of new and innovative products. General merchant shops, big bazaars and departmental stores can now form their strategies for rational buying. They can offer discounts and coupons schemes on necessity products to increase their sales. They can sell bundle of necessities that the consumer can purchase in case of sudden lockdown. Online grocery shopping is going to rise after this also. Digital modes are the best for everything like for payment, entertainment, studies, learning and shopping. Companies should prepare themselves of digital modes. Hospitality sector needs more efforts due to this situation of social distancing and hygiene. They should prepare themselves for these new norms. Change adjustments and innovations that's all we need today. New way of living is here and everyone has to make efforts for living this new normal.

Vi. Future Scope:

For future scope these constructs can be studied in detail as we had collected the data during lockdown period but now when the lockdown is almost over what changes has actually been happened. This should be studied. Results may vary according to the new situations of the regions and we had thought about this paper when we were still in the lockdown and we had no idea of the lockdown period and now when India had seen 68 days lockdown and restrictions are still there then results may vary now. Rational pantry preparation hypothesis can now be accepted if tested now. And all those constructs which are showing less significance can be more significant now due to the changed circumstances. So these constructs can be studied further according to new situations. Online education construct can also be explored more because it has gained lots of importance during lockdown.

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