### LITERATURE SURVEY

### GLOBAL SALES DATA ANALYTICS

**Abstract**

The Covid-19 Pandemic has bought a paradigm shift in the buying behaviour of the consumers. It is responsible for breaking the stereotype in the market trend. This paper tries to understand the change in consumer buying behaviour during lockdown caused due to Covid-19 pandemic. The traditional offline shopping habits of the consumers was replaced by online shopping It was also seen that the usual attraction of consumers with reference to promotional offers and discounts on products did not affect their buying behaviour. The results of the study revels that consumers preferred buying essential items mostly through online mode of shopping.

**Keywords:** Covid-19, Consumer Goods, Consumer Behaviour, product trends, Online Shopping, Pandemic.

**Introduction**

The world was hit by novel corona virus in March 2019, which resulted in a global crisis (Dr. Chandan Thakur, et.al. 2020). The infection was spreading very fast and to control the spread of the disease, government declared a lockdown all across the country. Due to lockdown, people had to stay at home and also had to follow social distancing norms whenever they go out. Complete lockdown was announced in India from 23rd March, 2019 onwards and hence most of the business, trade and industries were completely shut down (Gaurav Shetty, et.al. 2020). During this lockdown situation, people were following work from home pattern. Consumers hence did not have the flexibility of buying things whenever and wherever they need. This brought a change in the consumer buying behaviour to a large extent. Lack of vaccine and changing norms forced the people to prefer buying online rather than waiting in long queues at the supermarket and risking their lives. However, to sustain in this crisis situation, consumers started to buy what they need and started storing them in bulk due to panic. Panic buying is an act of holding necessary goods in bulk quantities, so as to avoid any deficiency in future. Panic buying behaviour of customers as a response to the stress caused during crisis, Shadiqi et al., (2020). As the COVID-19 pandemic was continuing, consumers witnessed this as an alarming situation and panic buying emerged as a quite obvious phenomenon. Though Ecommerce had gained impetus even before Covid-19 hit, the pandemic pushed it even more by accelerating online revenue (digital commerce 360). This study takes a look into the changing consumer behaviour during the lockdown period. It also gives an insight into the type of goods that the consumers ordered and the increase in online shopping/global sales due to the impact of Covid-19. The results of the study are discussed based on the evaluation of the changes in consumer behaviour and increase in global sales due to the impact of Covid-19 pandemic.

**Literature Review**

**Covid 19**

The consequences of pandemic Covid-19 had an impact on the health as well as the economy of the country. Due to lockdown situation, self-isolation, home quarantine, social distancing, and strict use of masks was followed due to the contagious nature of the disease. COVID-19 has a nationwide impact especially on the business (Gaurav Shetty et al. 2018).

**Online Buying**

Due to Covid -19 pandemic and subsequent lockdown, online shopping has become convenient, safe and attractive (Ali, Bayad, 2020). A study contributed to understand the trends and impact of covid19 on consumers right from baby boomers to the X and Y generations especially related to online shopping behaviour (Ludvík Eger, et. Al, 2021). According to a research in Italy, online shopping was the best option during the epidemic as it helped the customers to buy necessary products, and also prevented them from the risk from spreading of disease. (Forster & Tang, 2005)

**Consumer Behaviour towards online shopping during covid-19**

According to a blog on impact of covid-19 on consumer behaviour, impact on shopping behaviour raged up in early March. This impact eventually declined, as the supply chain improved, a

nd panic buying decreased. According to Numerator Insights data (2021), shoppers mostly placed online orders. The overall level of consumer concern related to Coronavirus reached its highest levels in late March 2020. Some consumers mentioned that baking, cooking and consuming food & drinks at home more frequently than they did pre-COVID.

**Objectives:**

* To understand the change in consumer buying behaviour, from Offline to Online, during lockdown caused due to Covid-19 pandemic.
* To understand the change in products buying and assessing which products are frequently bought .
* To understand which products are making profit and in which countries the sales are more.
* To identify the most common purchased goods and trends in the buying of products bought during Covid-19 lockdown.

**Conclusion**

Around the globe, Electronic buying will be bright in the coming time. After COVID-19 in India, attitude towards online shopping is getting better. The Covid-19 pandemic has encouraged online shopping activities of consumers more active. Now a day, E-shopping is become a better source in this situation of Corona virus, and E-retailers supply products that are normally purchased in the supermarket by consumers and this increases the our all global sales of products and satisfaction of Customers.

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