



Reorientation of Consumer Expectations as the Pandemic Unfolded

Krithya Shakthi K K*; Aparna H**

*Student,

Stella Maris College,

Chennai, India.

krithyakarthik2001@gmail.com

**Student,

Stella Maris College,

Chennai, India.

aparnahari14@gmail.com

Abstract

Consumer expectations are benefits and values as perceived by consumers when they buy a good or service. To be successful, a company's pivotal goal would be to meet or exceed their expectations. The consumer market they have been facing since the onset of the COVID-19 pandemic is radically different. The pandemic has exerted a significant influence on the consumer's expectations with an increased awareness on physical & mental health as well as the e-commerce rush due to social distancing norms. Consumer expectations unveil the economic outlook of households, its glaring aftermath being- changes in current economic activity.

The first objective of the study is to analyze the changes in consumer expectations caused by the pandemic with regard to the shopping of grocery and hygiene products. The second objective of the study is to understand how businesses have adapted to this gargantuan change. The study is primarily centered on quantitative analysis and qualitative analysis. Weighted average is being used to find the average scores given by respondents. Consumers have placed an emphasis on online shopping for stress-free, safe and convenient shopping; cleanliness and hygiene and expected stores to follow the necessary social distancing norms. This has caused various shifts in the patterns of grocery shopping. Little is known about the dynamic relationship that exists between grocery



shopping and the COVID-19 pandemic. Hence, this research paper attempts to fill this research gap.

Keywords: Consumer expectations, COVID-19 Pandemic, Groceries, Consumer Behaviour, Marketing Strategy, Innovation.

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