

Analysis of Post Pandemic Consumer Behaviour in India

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ABSTRACT

The COVID-19 pandemic significantly altered consumer behaviour in India, reshaping spending priorities, brand perceptions, and digital adoption. This study examines key post-pandemic shifts such as increased online shopping, heightened focus on health and hygiene, preference for trusted and value-driven brands, and rising interest in sustainable consumption. Using secondary data and primary survey insights, the research highlights changing attitudes across demographics and product categories. The findings offer strategic implications for marketers adapting to a more digital, cautious, and value-conscious Indian consumer landscape.

Index terms: Market Research, Consumer Behaviour,, Data Analysis.

INTRODUCTION

The COVID-19 pandemic significantly transformed consumer behaviour in India, influencing how people shop, spend, and engage with brands. Restrictions and health concerns accelerated digital adoption, boosted online shopping, and increased demand for hygiene, safety, and convenience. Economic uncertainty also led to more value-driven and mindful purchasing decisions. As many of these habits have continued in the post-pandemic period, understanding these behaviour shifts is essential for businesses and marketers. This study examines key post-pandemic consumer trends in India and their implications for future marketing strategies.

OBJECTIVES OF THE STUDY

1. To examine key changes in consumer buying behaviour in India after the COVID-19 pandemic.
2. To analyse the impact of digital adoption and online shopping on consumer decisions.
3. To identify shifts in consumer preferences toward health, safety, and value-based purchasing.
4. To understand the long-term behavioural trends influencing post-pandemic marketing strategies.

LIMITATIONS OF THE STUDY

1. The study relies on survey and secondary data, which may not fully capture all consumer segments.
2. Behavioural changes may vary across regions, making generalisation challenging.
3. Rapid market and technological developments may influence consumer behaviour beyond the study period.
4. Responses may be affected by personal bias or recall limitations among participants.

LITERATURE REVIEW

1. A study was conducted to understand the post-pandemic behavior of consumers' base on their socio-economic background. Based on the primary data of about 425 responses the author has analyzed the consumer behavior. As per this study covid-19 reveals the effects on consumers in the unorganized sectors more than the others and they

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induced an increase in the demand for affordable substituted for daily necessities. This analysis was based on the hypothesis. This study also came out with the opinion that people after the pandemic preferred wellness and fitness products and they were health conscious. This product has also made a study on influence of occupation on the demand for wellness products, influence of employment status and earning status on the demand for wellness products.(Faculty of management studies, Delhi University, Delhi India, Indian institute of management Kozhikode, Kozhikode India et.al).

2. Here is a study which reflects the buying behavior during covid-19. This study gave an analysis that present pandemic situation has an adverse deep impact on Indian business and it has affected the production, transportation and distribution based companies are the worst affected. According to a study conducted by them 85% of consumers in India said that they are shopping more health-conscious and are focused on limiting food waste. (Dr.P. Rajeswari& Dr.C.Vijai et.al.)

3. According to a study conducted by AjatashatruSamal et.al covid-19 has impacted the consumption of durable and non-durable products. Family influence, societyinfluence, job and colleagues, friends and relatives, neighbours have influenced the consumers in different ways leading to their shift in preference in the products.(AjatashatruSamal, Rajeshwari G.V and Sunitha Y.K et.al).

4. According to a study conducted by Abu Bashar et.al it was made on bibliometric analysis which says pandemic has shaken the world's economy. Here they have discussed about the future directions.here three main themes were found in the research of consumer behaviourand covid-19- food purchasing decisions and food wastage, adoption of technology, and intrinsic and extrinsic influence on consumer behavior. (Abu B ashar, Brighton Nyagadza et.al).

METHODOLOGY

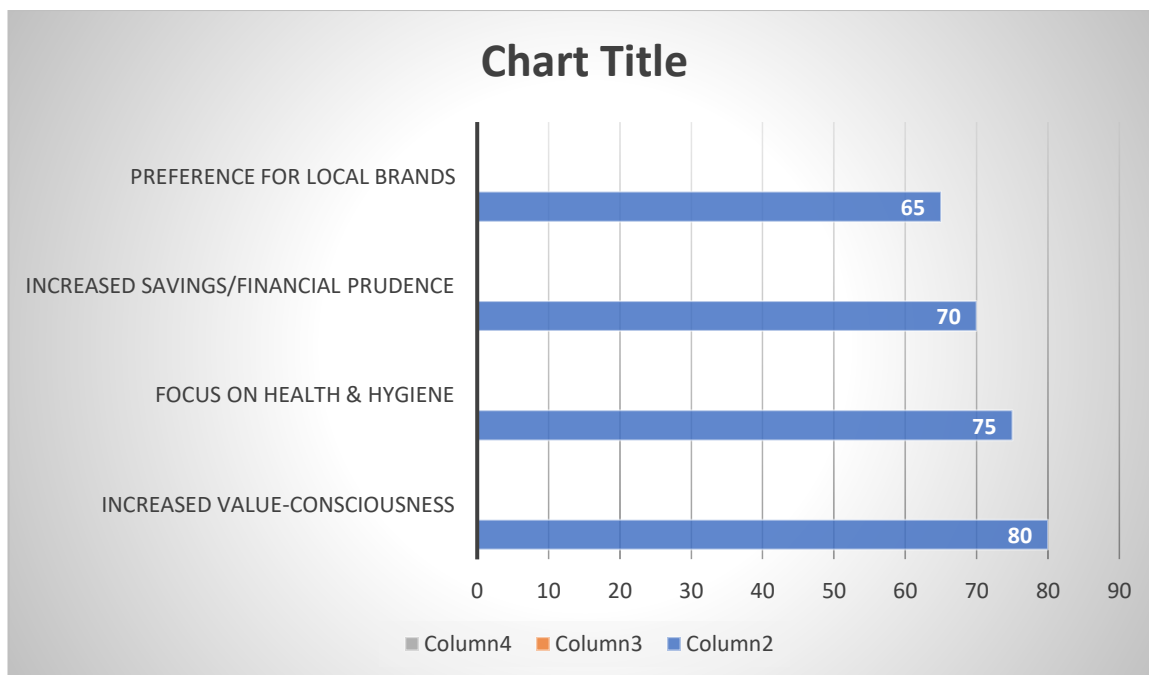
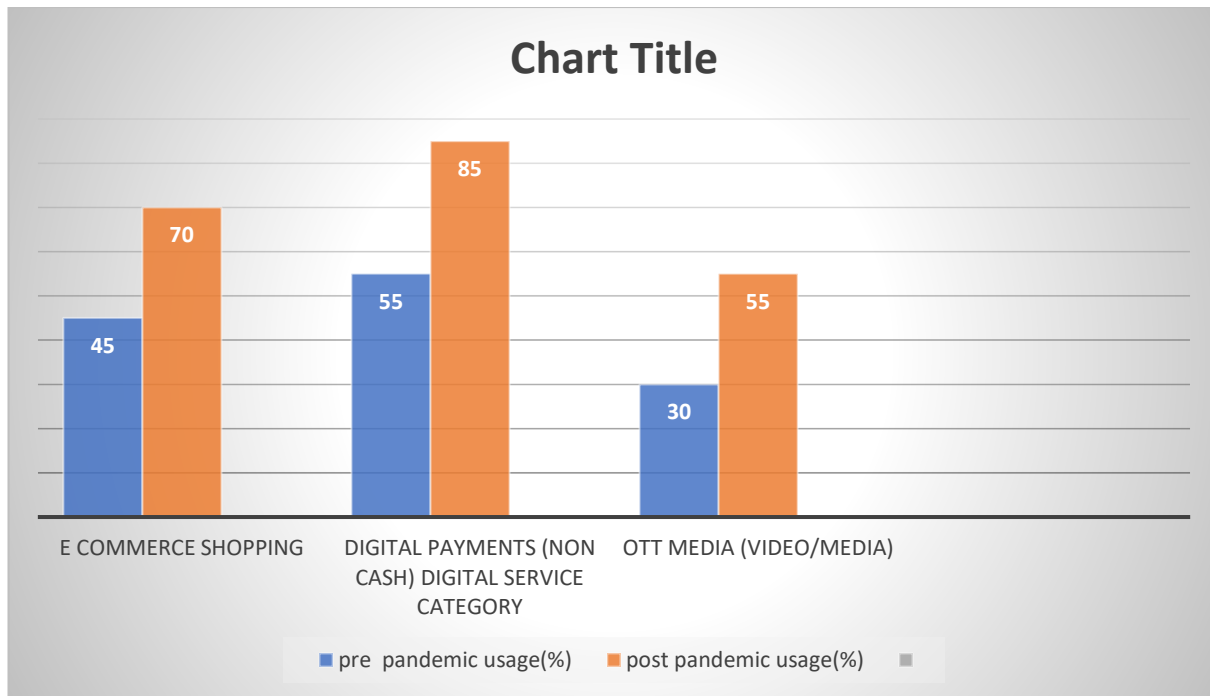
To assess the consumer behavior in the post pandemic era with reference to India a secondary data analysis methodology will be employed. This involves collecting and analyzing data from different sources such as academic journals, industry reports and case studies. The data will include information regarding taste, preference, financial situation, market condition and other factors in relation to covid-19 pandemic. By synthesizing these diverse data sources, the study aims to provide a comprehensive overview of how covid-19 has affected the consumer behavior, highlighting both benefits and potential drawbacks. This approach gives a solid analysis based on thorough research and practical use.

Impact of covid-19 on consumer behavior:

- 1 Consumers were forced adopt technology and people relied on online platforms to shop goods. Many online retailers also emerged during this period due to which people began comparing between offline and online shopping.
- 2 After the pandemic people became more conscious about safety due to which retailers focused on safety and hygiene by sanitizing, using disinfectants etc.
- 3 It has effected their spending habit due to the financial downfall, people began prioritizing essential goods and they often ignored or postponed the purchase of luxury products.
- 4 People became more conscious of their health and began prioritizing those products that will enhance their immunity.
- 5 Due to the pandemic consumers began to prefer those brands that were transparent in disclosing their product description, those that engages in CSR activities.
- 5 Due to the crisis people began to try new brands and they were open to wide variety of brands and collections.
- 6 Due to social distancing people began using online platform for social interaction, for entertainment, dining etc.

SOURCES OF DATA COLLECTION/ SOURCES & METHODS OF DATA ANALYSIS

1. Secondary Data: Industry reports, academic literature, and company databases.
2. Data Analysis: Graphical representation and percentage-based tabulations were used to interpret the findings.



CONCLUSION

The post-pandemic analysis of Indian consumer behaviour reveals a permanent structural shift characterized by heightened digital adoption, a strong focus on health and wellness, increased financial caution, and a rise in "vocal for local" and sustainable consumption practices.



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