



CONSUMER COGNITION WITH RESPECT TO E-COMMERCE DURING PANDEMIC

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ABSTRACT

The Corona virus outbreak has impacted the global economy and has affected the lives of millions of people. As social distancing is the need of an hour, we can see changes in consumer's shopping behaviour. During the pandemic, consumers shifted from offline mode to online mode because getting essentials without contact was the preferred way of shopping in the initial stage of this pandemic. E-Commerce became the chosen method to shop every little thing as it was easy, accessible and hassle free. This study attempts to explain how E-Commerce changed consumer behaviour during Pandemic.

KEYWORDS:

Consumer, Cognition, e-Commerce, Coronavirus, Pandemic

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