

has almost covered the loss of this pandemic and also converted the thought of people staying at home, and doing their work without any hassle. During this coronavirus time online applications has become the most useful tool for the people as it has transformed the classroom teachings to virtual online classes, physical cash to digital wallets & online transactions and office meetings to virtual video conference & online board room chats. Online digital platforms is not only limited to learning and office work, it has also expanded their wings in the entertainment industry like subscription based OTT platforms, online gaming, social media sites and YouTube etc. Health care sector also arose with digital activity as health associated application for consulting online doctors and ordering online medicines increased tremendously in this pandemic time. This pandemic has amended the shopping preferences and buying behaviour of the consumer, as consumers are spending higher on health and hygienic products. Lockdown and social distancing has imposed many of the customers to switch into digital media and triggering the sales of e-retailing and e-commerce industry. Being home locked customers are getting more free time for being online. People are ordering food through various online applications and favouring home deliveries rather than visiting traditional stores. From the above study it is concluded that coronavirus has affected the shopping preferences & consumer behaviour and it has huge impact on online marketing and e-commerce industry.

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