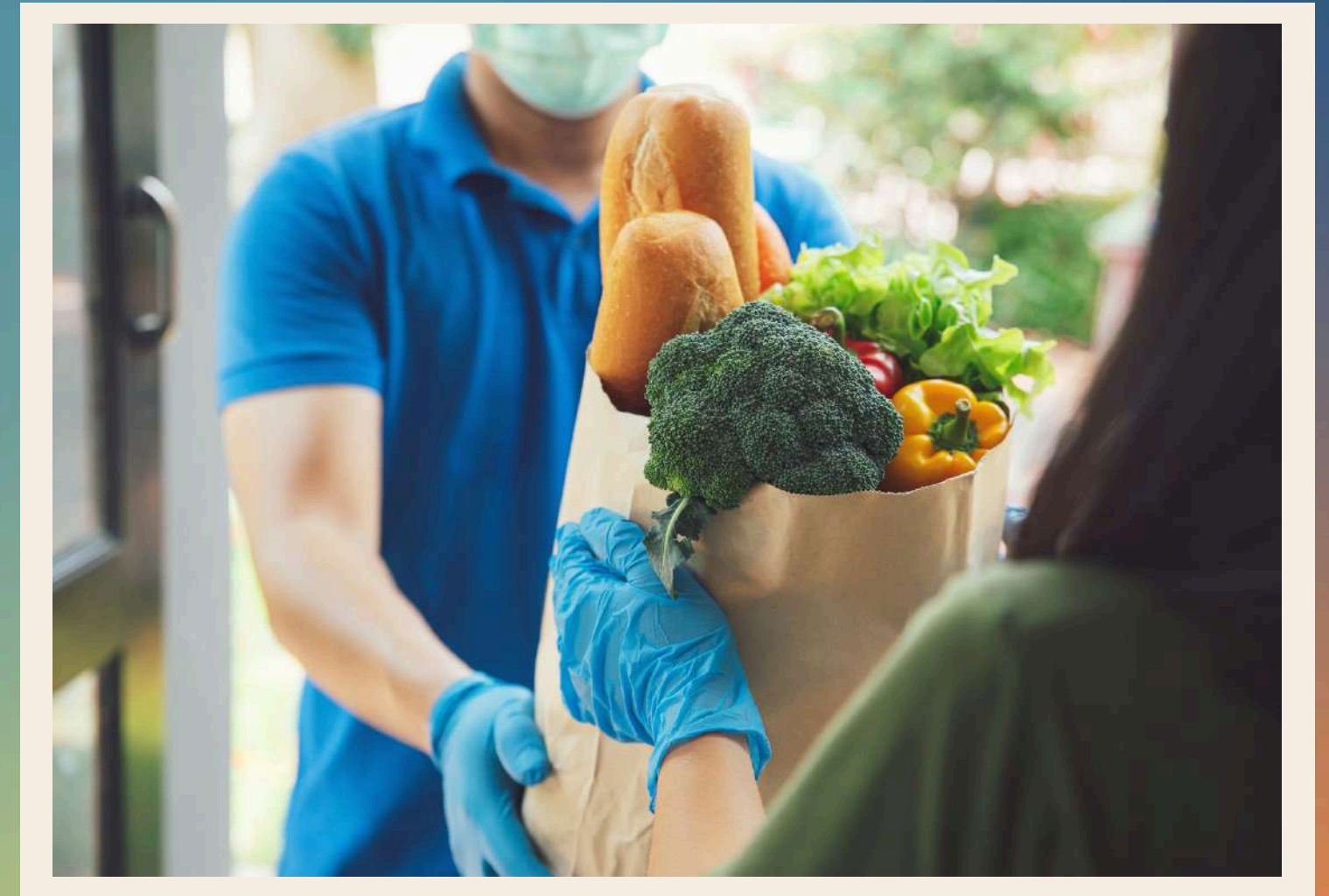


GMS

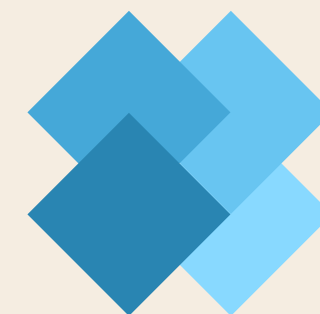
Case Study



Impact of COVID-19 on Consumer Shopping Trends

Published By:

Global Matrix Survey



**Global
Matrix**
SURVEY

Agenda

Target Audience

Consumers (Across various age groups & demographics)

Sample Size

1500

Length

3 Months

Methodology

Online Surveys and FGDs

Trivia

Did you know? During the COVID-19 pandemic, global e-commerce sales surged by 27.6%, reflecting a significant shift towards online shopping as consumers prioritized safety and convenience.



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SURVEY



Objective

- Investigate shifts in consumer behavior influenced by the COVID-19 pandemic.
- Examine the accelerated adoption of online shopping and digital payment methods.
- Assess changes in consumer trust towards brands and brand loyalty factors during crisis.
- Provide actionable insights for businesses to adapt marketing and operational strategies in response to pandemic-driven consumer behaviors.

Approach & Method

Approach

- Conducted online surveys and focus group discussions to gather qualitative and quantitative data.
- Targeted a diverse sample across various age groups and geographic locations affected by the COVID-19 pandemic.
- Focused on understanding changes in shopping behaviors, digital adoption rates, and brand perceptions.

Methodology

- Utilized online surveys with a sample size of 1500 respondents across urban and rural areas in India.
- Conducted focus group discussions to delve deeper into consumer sentiments and preferences.
- Implemented a structured approach over 3 months to ensure comprehensive data collection and analysis.





Solution

- Utilized qualitative and quantitative data to generate insights into pandemic-driven shifts in consumer behavior.
- Offered actionable recommendations to businesses on adapting marketing strategies and operational models.
- Assisted businesses in leveraging insights to innovate and enhance digital presence, customer engagement, and supply chain resilience.
- Completed the study within a 3-month timeline, ensuring timely delivery of comprehensive insights to stakeholders.

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