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#Covid-19: A journey of indian consumers from normal to new normal

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Abstract

Purpose
The purpose of this paper is to provide a conceptual background and managerial implications of COVID 19 and its impact on consumer behaviour.

Design/Methodology/Approach
This is primarily a conceptual paper focusing on the impact and changes in the consumption pattern of consumers due to the COVID-19 pandemic. The paper undertakes a thorough review of the relevant literature.

Findings
The findings of this paper suggests that both consumers and business firms are on a new learning curve adjusting to the new normal. To fulfil the needs of consumers in the situation of crisis it has become essential for business firms to integrate their supply chain logistics and their warehouse operations and encourage online procurement of goods.

Originality/Value

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