

DISSERTATION (LCBB6000_LON)

Miglena Dimitrova Krasteva 1814710

By Miglena Krasteva

Supervised by Tanja Nathan

Submission date: 09.05.2022

Submission ID: 1814710

Word count without references and appendix: 8 953

World count with references: 9 894



Dissertation

By Miglena Krasteva

Submission date: 09.05.2022

Filename: Final Dissertation

World count without references: 8 953

Word count with references: 9 894

Page's number: 41



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Course: Business and Management

**Dissertation topic: Customer behaviour for Amazon online shopping and post
COVID-19 pandemic.**

Student Name: Miglena Krasteva

Student ID: 1814710

Abstract

This research intends to understand the relationship between consumer behaviour and the development of online shopping on Amazon after the pandemic of COVID-19. Using a qualitative research approach has been selected for this thesis. Data have been collected through ten semi-structured interviews.

The Covid-19 coronavirus pandemic is changing many things around the world. Among them is the transition to online shopping. The pandemic and social distancing measures have led to fundamental changes in the way consumers eat, work, communicate and take care of their health. Online shopping is convenient, secure and saves time, which is key for consumers to continue after a pandemic online shopping. It has become a habit for consumers to shop more online after the pandemic, which increases the flow of new online users on Amazon.

Acknowledgement

First and foremost, I would like to thank my supervisor, Tanya Nathan, who encouraged me, advised me, and directed me to complete this research.

I would also like to thank all the lecturers during these three years of my studies at the university, who shared their knowledge, personal observations and experience, without which I would not have reached the end of my education today.

I would like to thank my family for their support during this research. Despite the difficulties, without their support and love, I would not be here now.

Finally, I thank my extremely good child (George), who is my motivation to never give up, no matter how difficult, for understanding and the time needed for this research.

Table of Contents

1.0 Chapter one: Introduction	7
1.1. Background of the research.....	7
1.2. Statement of the research.....	8
1.3. Aim of the research.....	9
1.4. Objective of the research.....	9
1.5. Research question.....	9
1.6. Significance of the research.....	10
1.7. Outline of the research.....	11
1.8. Summary of Chapter one.....	11
2.0 Chapter Two: Literature Review.....	12
2.1 Introduction.....	12
2.2 How has COVID-19 affected consumer behaviour and online shopping at Amazon UK?.....	13
2.3 How has COVID-19 changed the habits of consumers in online shopping after the pandemic?.....	17
2.4 How did Amazon UK customers shop before and after the pandemic?.....	20
2.5 How has COVID-19 contributed to increasing the influx of more online users in Amazon UK?.....	24
2.6 Summary of Chapter two.....	25
3.0 Chapter Three: Research Methodology.....	26
3.1 Research Philosophy	26
3.2 Research paradigm	27
3.3 Research approach	27
3.4 Research Methodology	28
3.5 Research strategy	29
3.6 Sampling Methods	30
3.7 Data collection tools.....	31
3.8 Data interpretation.....	31

3.9 Time prospect.....	31
3.10 Ethical consideration.....	32
3.11 Limitation of the research.....	32
3.12 Conclusion of Chapter Three.....	32
4.0 Chapter Four: Data analysis and discussion.....	33
5.0 Chapter Five: Conclusion, Limitation, Recommendation	
for future research.....	37
Reference List.....	39
Appendix.....	41

Chapter one: Introduction

The introduction substantiates the relevance and importance of the studied issues. The object and the subject of the research are defined. The main one is outlined goals and tasks related to its achievement. The following chapter provides an overview of the research project on the relationship between consumer behaviour after the coronavirus pandemic and the evolving online shopping on Amazon.

1.1 Background of the research

Following the COVID-19 pandemic, online shopping is growing at a steady pace due to the ever-growing number of online stores and online products, as well as the growing online activity of consumers. Every user is looking for the best product or service for a limited time and budget. This is the reason for the growing popularity of Amazon and the growing number of new users who continue to shop online after the pandemic.

According to (Kotler, 2001), consumer behaviour refers to the study of individual choices, buying or using and disposing of products, and how different interactions, with a product or service, meet the needs and desires of consumers. (Solomon, Michael R., et al. 2014).

Amazon is a platform through which both Amazon itself and thousands of other independent retailers sell. The same product is often offered by many retailers. Amazon offers everything and strives to cover the entire range of demand of its customers - and with a guarantee of quality. One of the main reasons Amazon has established itself on the market is the uncompromising quality it holds. The company is one of the most influential economic and cultural forces in the world, with a recognizable and sought-after brand by consumers. The company's activities are focused on e-commerce, cloud computing, digital streaming and artificial intelligence.

Amazon is the world's leading IT company. The resilience of the cloud and the extensive functionality of AWS, it has helped governments and millions of companies continue their work during the pandemic, working remotely. This turned out to be an extremely convenient, efficient and economical solution for businesses in the UK. That is why many companies after the pandemic continue to hire employees to work remotely (Amazon.co.uk, 2022).

While the world faltered from the effects of the pandemic on the global economy, Amazon's online sales grew. Millions of consumers in the UK have relied on Amazon for food, clothing and a variety of other products and services to help them navigate the pandemic. The company took advantage of the situation caused by the coronavirus pandemic by optimizing its ability to fulfil orders and deliver on the same day, thus responding to the needs of its users during the pandemic. The influx of new consumers has increased significantly as 86% of them - or 30 per cent of all consumers, continue online shopping on Amazon after the pandemic (PwC Global Consumer Insights Survey 2020).

This research is based on Amazon's success, to understand the link between changing consumer behaviour after the pandemic and the evolving online shopping on the Amazon platform. The company has managed to maintain the loyalty of its users to shop from its online platform both before and after the pandemic, despite the entry of new online platforms and other brands on the market. Amazon is one of the most recognizable and influential brands among online consumers, which gives a positive direction to be among the most preferred after the coronavirus pandemic. In this way, the increased consumer flow during the pandemic in the company's online platform is maintained even after all measures are dropped, current users are retained and new ones are attracted.

1.2 Statement of the research problem

The impact of COVID-19 on the global economy, as well as on the impact on specific national and regional economies, has affected some companies more than others in the United Kingdom. It has also changed consumer shopping habits forever, avoiding physical stores and preferring online shopping platforms. And while some physical businesses have collapsed and shut down completely, the online

platform Amazon has benefited from the pandemic and changes in consumer habits to attract new consumers, which has led online shopping to grow at a historic rate and continues since the pandemic (Semuels, 2020).

Amazon follows its marketing strategy by focusing on its customers, responding to their needs and gaining their satisfaction. The company operates in a global market and is among the leading companies in the online trading market. Although the company made approximately \$ 4.0 billion in pandemic spending in the fourth quarter of 2020. Consolidating its market share, Amazon is the best-performing company, with shares rising to 73% (Amazon. com, Inc., 2021).

The challenge behind this study is to understand whether evolving online shopping is the effect of consumer behaviour after the KOVID-19 pandemic. Changes in consumer habits after the pandemic joins new groups of the UK population to use the option to shop online after the pandemic.

1.3 Aim of the research

The main aim of this project is to determine the relationship between how customer behaviour changed after the COVID-19 pandemic to evolving Amazon online shopping.

1.4 Objective

The objectives of this research include:

- To determine the impact of COVID-19 on consumer behaviour when shopping online.
- To analyse the behaviour of consumers shopping online on Amazon before and after the pandemic.
- To analyse the impact of the pandemic on the influx of online users on Amazon.

1.5 Question of the research

This research work is based on finding the answers to the following research questions:

- How has COVID-19 affected consumer behaviour and online shopping at Amazon UK?
- How has COVID-19 changed the habits of consumers in online shopping after the pandemic?
- How did Amazon UK customers shop before and after the pandemic?
- How has COVID-19 contributed to increasing the influx of more online users in Amazon UK?

1.6 Significance of the research

The significance of the research explains why it is necessary to conduct a study on consumer behaviour after the pandemic and how it relates to the evolving online shopping on Amazon (Tenny and Abdelgavad, 2021).

Consumer behaviour is part of marketing and aims to understand when, why, how and where individuals, groups or organizations buy or not a product. The study of consumer behaviour seeks to understand the way an individual or group chooses, uses, buys or does not buy a product or service. Consumer purchasing decisions are due to various factors that influence this process, such as previous experience, price, personal preferences and brand (Kotler and Keller, 2012).

Following the dynamic situation of COVID-19, consumer behaviour is changing. Online shopping is mainstream in the daily lives of consumers and the main question in the study of consumer behaviour is how consumers approach the planning of purchases, in their implementation, during and after their consumption and why they behave in this way (Solomon 1995, 7).

The key to Amazon's successful marketing business is knowing and properly understanding consumer behaviour post-purchase, which can be seen as a quantity purchased, preferred brands, when and from whom it is purchased and how the purchase is made. Consumer values, needs, desires, perceptions and emotions are pre-purchase activities that cannot be directly observed in consumer behaviour. These variables are important for the consumer's decision to purchase and repurchase, what information consumers have, how they collect

and analyse information, and how they evaluate and compare alternatives (Foxall 1987).

The research should examine the changes in consumer behaviour that have occurred since the pandemic. Also to present the effect this has on the development of online shopping and business attracting new consumers after the pandemic.

1.7 Outline of the research

The organization of the study outlines the study, thus supporting the writing process following the agreement. The study will consist of several parts that will follow the process of preparation, data collection and formulation of the results in a report (Dudovskiy, 2022).

- The first part of the study consists of basic information. The background information is relevant to the marketing sector and the goals that the study seeks to achieve by the end of it.
- The second part focuses on a review of the literature on the relationship between how customer behaviour changed after the COVID-19 pandemic to evolving Amazon online shopping.
- The third section presents the methodology and design of the study. Information is provided on the research philosophy, paradigm, approach and methodology used for the research. It will also test the methods used in data collection and interpretation, time perspectives, ethical issues affecting the study and the limitations associated with the study.
- The fourth section presents the results of the study, as a result of their analysis and discussion.
- The last fifth section presents the conclusion and recommendations of the study for future research.

1.8 Summary of Chapter one

The COVID-19 pandemic massively affected people's ways of shopping and as a result, the economy took a big hit. Companies were not able to carry out their

economic activities normally due to the impact of the pandemic. While most suffered, however, some like Amazon were benefiting from the existing conditions. This research aims to analyse the relationship between how customer behaviour changed after the COVID-19 pandemic to evolving Amazon online shopping.

Chapter 2: Literature Review

2.1. Introduction

The literature review is an element in this study, which provides knowledge of the subject area in which it is studied. The literature review is a discussion of the already existing material in the thematic area. Thus, this will require the collection of published work related to the chosen field of study. This will help to evaluate the existing literature, identify gaps in research, place research in existing research and identify future research. This study examines the literature in the field of consumer behaviour and online shopping (Grinnell and Unrau, 2013).

Consumer behaviour explores and combines many elements from different fields of psychology, sociology, social anthropology and economics. The study of consumer behaviour tries to understand the decision-making processes of the individual and the group. To study the individual demographic characteristics and behavioural characteristics of people in their desire to understand consumer desires (Winer, 2009).

Since the first cases of COVID-19 were reported in the United Kingdom in late January 2020, the economy has suffered a well-documented blow. The pandemic posed a challenge to the government and the general public because while it was still being studied, the virus was spreading at an unprecedented rate in almost every part of the world. Therefore, there was fear and panic, which strengthened the population. The concern was real, and over time the number of people in need of emergency medical care has surpassed the country's health system.

The death toll from the virus is also rising in the country, as is the rest of Europe and the world. Changes in the way people approach their daily activities are

necessitated by the need to limit the growing number of infections in the country. As a result, people shopped less, the global supply chain was hit hard and there was a huge supply shortage in the country.

2.2. How has COVID-19 affected consumer behaviour and online shopping at Amazon UK?

2.2.1. Consumer buying behaviour

According to Kotler (2001), to better understand the process of consumer behaviour, the mechanism of successive, well-thought-out stages must be studied. Consumer behaviour refers to the way an individual or group chooses, uses, buys or does not buy a product or service. Studying the process reveals how user experiences, needs or desires arise (Solomon, Michael R., et al. 2014).

According to Babu and Panchanatham (2010), consumer behaviour in the buying process is expressed in three successive steps: pre-purchase behaviour, purchase behaviour, and post-purchase behaviour.

The authors describe pre-purchase behaviour as a step in which consumers become aware of their needs and desires and seek information about a product or service. It is important for consumers to easily find the necessary information about the product, which often happens on online shopping platforms. The Amazon Internet platform gives a wider choice, more retailers, allows users to compare product information, convenient shopping at any time, wherever they are, users feel more confident, and there are current discounts and promotions. In the second stage, the consumer's behaviour is expressed in his determination to buy the product he has managed to study and compare with alternative others.

The last stage of consumer behaviour evaluates satisfaction or dissatisfaction with the purchase. The usual behaviour in the last step is for users to provide their positive or negative feedback on the purchased product or service used by posting comments on the online platform. Amazon.com customer reviews influence consumers' decision to purchase a desired product or service more than statistics. It is easier for consumers to understand and trust the experience of other customers who have purchased the product or service than for calculations that they do not

always understand. Good reviews increase sales and the influx of new consumers (Chevalier and Mayzlin, 2006).

There is a five-step model of the decision-making process that determines consumer behaviour. The five-step model is most often used in the decision-making process presented by Blackwell et al (2006). According to him, the first stage is awareness of the need, the second is the search and collection of information, the third is evaluation and selection, the fourth is the purchase decision and the last fifth stage is the evaluation after purchase.

- **Step one:** The consumer is aware of his need - some of his needs are not met and he seeks information about products and services that can solve this problem (Schiffman and Kanuk, 2007).
- **Step two:** Search and collection of information. At this stage, the consumer compares the brands and products that have aroused his interest. Users undertake internal (memory) and external searches. The sources of information are personal, commercial, public and personal experiences. The internal psychological process that is associated with information retrieval is perception. It is defined as a process in which the individual receives, selects, organizes and interprets information to obtain a meaningful picture of the world. Perception predetermines how the consumer satisfies his need and how he feels, reducing information about the product to several important ideas (Rose and Samouel, 2009).
- **Step three:** Evaluation and selection. The user evaluates the alternatives in terms of functionality and psychological benefits. Of course, other factors such as the size, quality and price of the product also influence this stage when making a purchase decision Kotler and Keller (2005).
- **Step four:** Purchase decision. Once the alternatives are evaluated, the consumer is ready to make a purchase decision, but desire does not always lead to a purchase. To help the visitor in your purchase intention, the marketing organization can use a variety of techniques: credit options, deferred payment or promotions. According to researcher Kacen (2002), buying behaviour can be planned, partially or spontaneous.
- **Step five:** Post-purchase decision. In this step, the consumer assesses his satisfaction or dissatisfaction with the purchase or use of a service. Customer

feedback provides experience after purchasing the product to subsequent consumers who intend to purchase in the future (Neal et al, 2004).

Following the model of Blackwell et al (2006), users of the online platform Amazon go through five steps in the decision-making process. The online platform provides convenience and opportunities after consumers have identified the problem easily find the necessary information about the product or service, have the opportunity to compare and evaluate it with other alternative products, purchase the product and once their need is met, the platform offers conditions to leave their feedback for future users. It can easily determine consumer behaviour through the decision-making process. The conditions provided by the online platform Amazon allow users to plan their purchase, to make it in part or on impulse Kacen (2002).

2.2.2. Online purchasing process

Online shopping platforms provide sufficiently clear and comprehensive information on the various brands, products and services, which helps in the purchase decision-making process.

The advantage of online shopping is that the goods are delivered to the door of customers and the shopping process is easy and fast. Amazon subscribers benefit from free delivery, as the products are always delivered on time, within one working day. The conditions for return are more than good and the company responds quickly through a developed complaint mechanism.

Because of the coronavirus pandemic in 2020, Amazon is investing heavily by hiring additional staff to provide the increased flow of users with the right products on time and to maintain the services that users of the online platform benefit from after the pandemic. The process of online shopping is the same as the traditional process. Consumer behaviour goes through the five steps of identifying a need, searching for information about a product or service, selecting and evaluating alternative products, making a purchase decision, and behaving after a purchase (Campo and Breugelmans, 2015).

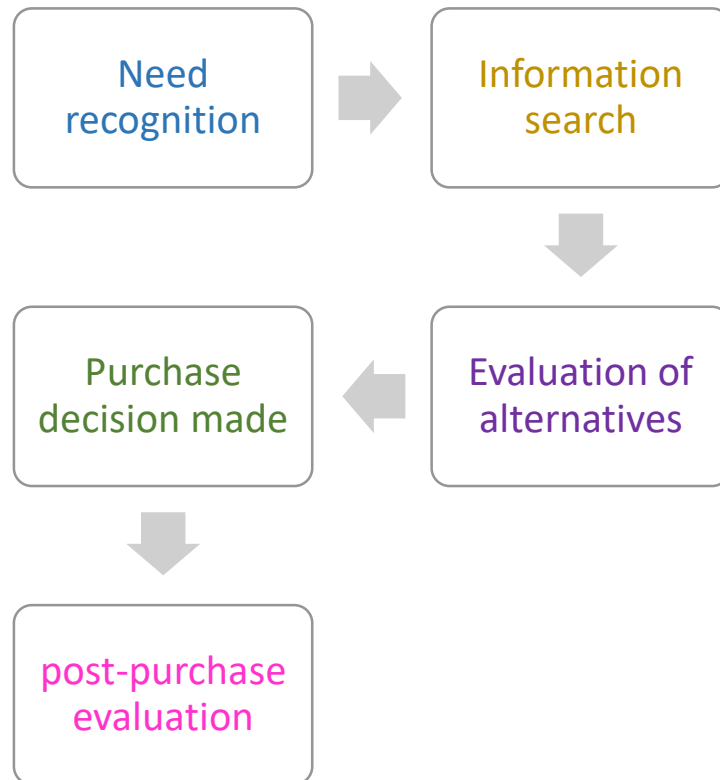


Figure 1. *Decision Making Process (Kotler and Armstrong 2011, 152)*

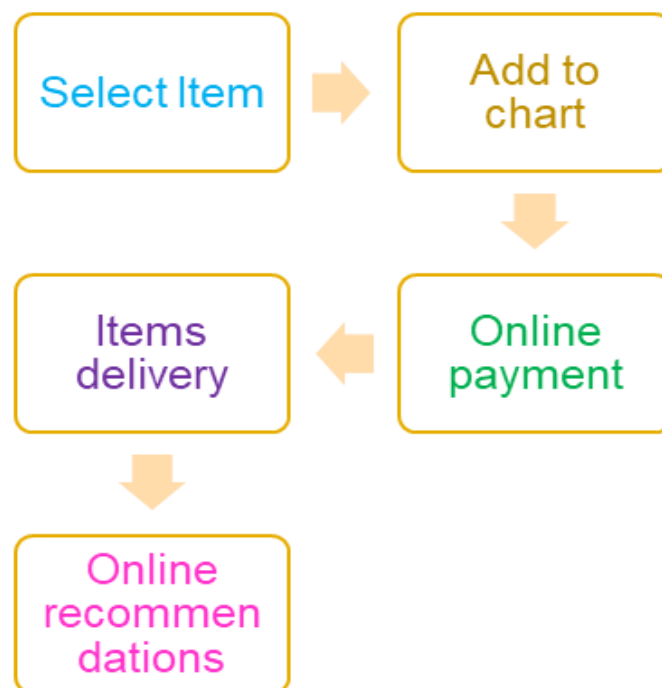


Figure 2. *Online purchasing process. Decision Making Process (Kotler and Armstrong 2011, 152)*

The step of recognizing the problem is important because the user knows exactly what product or service he needs. The pre-purchase step, when the customer searches for the necessary product information on the Amazon online platform, has a variety of products, retailers and online service sources (Kotler, 2012).

The last fifth step, consumer behaviour after purchase is important by giving feedback on whether their needs are met, whether the product meets their needs and whether they would buy the same product again or use the same servant again (Liao et al, 2012).

Making a purchase decision is done as a process consisting of different stages. This finds theoretical expression in individual models, among which the basic model of Blackwell et al (2006) should be distinguished. The characteristic of this key model in the theory of consumer behaviour is the emphasis on the problems of rational processing of information in connection with the implementation of consumer choice. This emphasis is used in the following statement to explain the features and typology of consumer solutions.

2.3. How has COVID-19 changed the habits of consumers in online shopping after the pandemic?

2.3.1. Factors affecting consumer behaviour

Factors determining consumer behaviour are studied systems of connections and interdependencies. It is composed of 3 stages.

The starting point in the review is related to categorization and grouping, imposed by the variety of influences on individual consumers in making their purchase decisions. The systematizations offered in the specialized literature adhere to the understandings of Kotler (2012) for mandatory inclusion of four groups of

factors representing the specifics of consumer markets - cultural, social, personal and psychological. Winer (2009) refers to three interrelated aspects of determinism: personal, social and psychological profile.

Analyzing the bases of the separate classifications, a conceptual scheme of the system is derived from factors influencing consumer behaviour. This scheme has a general indicative character without pretensions to represent the actual scale of the whole set of elements, connections, and interactions in the determination of consumer activity (Figure 3).

A conditional division of factors into external and internal is accepted, taking into account that they can change their position. For the dissertation, it is assumed that the starting point and leading criterion for grouping is the consumer at the time of purchase (Wiedermann et al, 2007).

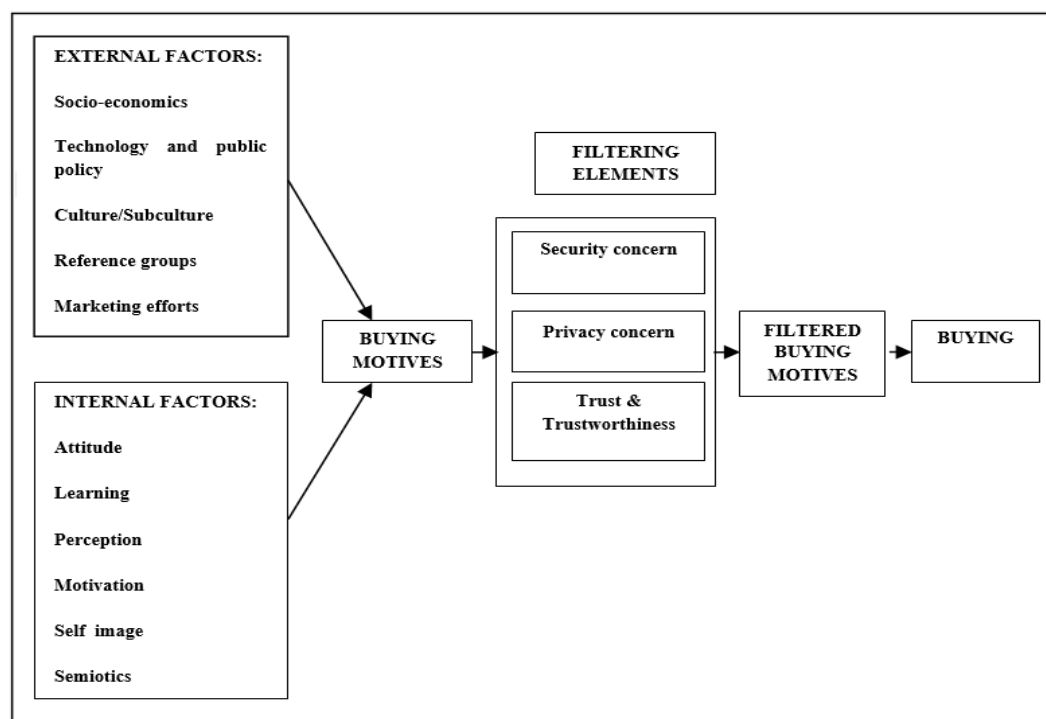


Figure 3. Factors affecting consumer behaviour. The FFF Model of Online Consumer Behavior (Duralia, 2016).

On this basis, the following two consolidated groups of factors are identified in the study:

First group: internal factors. These include mental processes and conditions of the user, ensuring the reception and processing of incoming information, motivations, positions, and decisions (Hoyer et al., 2012).

Second group: factors external to the consumer during the choice of goods. These are preliminary data of the consumer as an individual, as well as environmental conditions, refracted through the peculiarities of the consumer situation and influencing decision-making in different ways (Hoyer et al., 2012).

In turn, these external factors are divided into two subgroups depending on the way they influence the choice:

- factors with direct action - characteristics of the product, brand, retail outlet and some situational factors related to shopping time, and current social conditions of the consumer (Hoyer et al., 2012).
- factors with the mediating effect - the significance of the purchase, macroeconomic factors, organizational factors, personal, social and cultural characteristics, economic status, rumours, fashion and fashion trends, etc. (Hoyer et al., 2012).

External factors are structured and clarified in relevant groups as follows: economic factors, demographic factors, geographical factors, geodemographic factors, cultural factors, social factors, personal factors, situational influences, and organizational environment factors.

With the inclusion in the analysis of internal factors, the study on the conditionality of consumer behaviour acquires integrity. In revealing them, the understanding of the significance of the connection between consumer theory is leading behaviour and modern psychological knowledge.

The group of psychological factors is represented by unique qualities and ways of reacting of the end-user, transforming external influences to trigger a process of motivation (Hoyer et al., 2012).

CONSUMER MOTIVATION

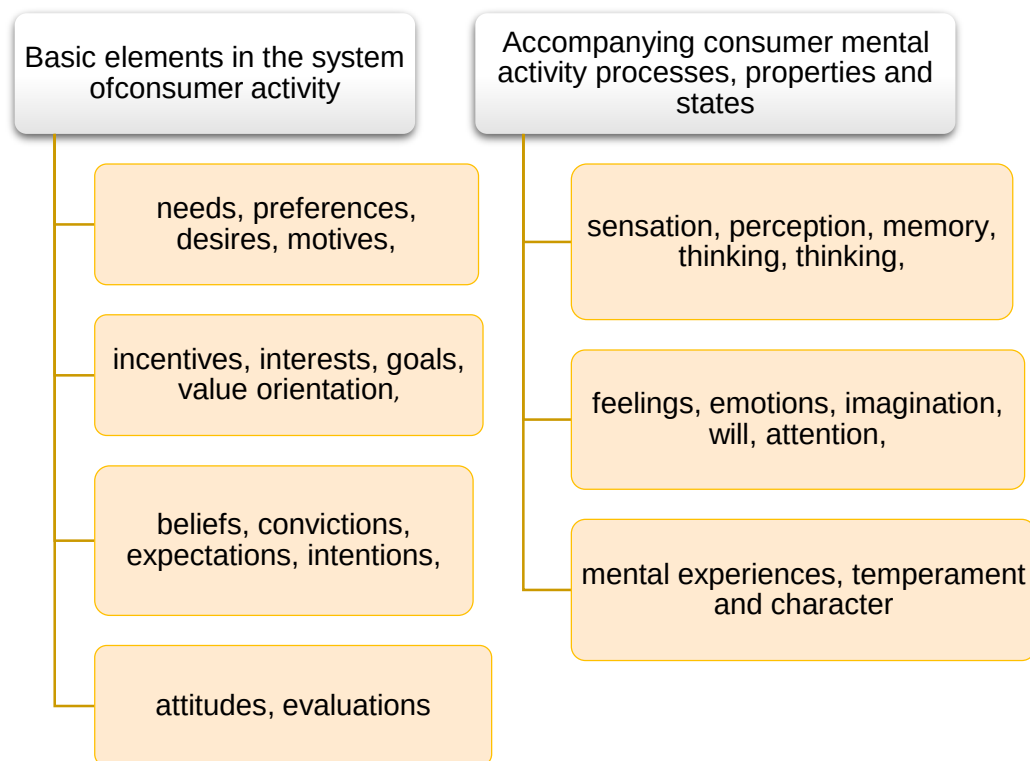


Figure 4. *Psychological factors in individual consumer motivation*

Consumer behaviour is determined by the action of many factors that have a positive or negative impact on consumer activity. The lack of a uniform classification of factors of consumer behaviour is the reason for several difficulties in interpretation. As a starting point for clarifying the conditionality of consumer behaviour, the dissertation a distinction between two conditional classification groups - external and internal factors.

2.4. How did Amazon UK customers shop before and after the pandemic?

2.4.1. Maslow's hierarchy of needs

Maslow's hierarchy of needs is a theory of Abraham Maslow (1970), which points out that people are motivated by five main categories of needs: physiological, security, social, ego and self-actualization.

In this theory, higher needs in the hierarchy begin to appear when people feel that they have sufficiently satisfied the previous need. Although later research does

not fully support Maslow's entire theory, his research has influenced other psychologists and contributed to the field of positive psychology.

To better understand what motivates people, Maslow suggested that human needs can be organized in a hierarchy. This hierarchy ranges from more specific needs such as food and water to abstract concepts such as self-fulfilment. According to Maslow, when a lower need is met, the next need for the hierarchy becomes our focus.

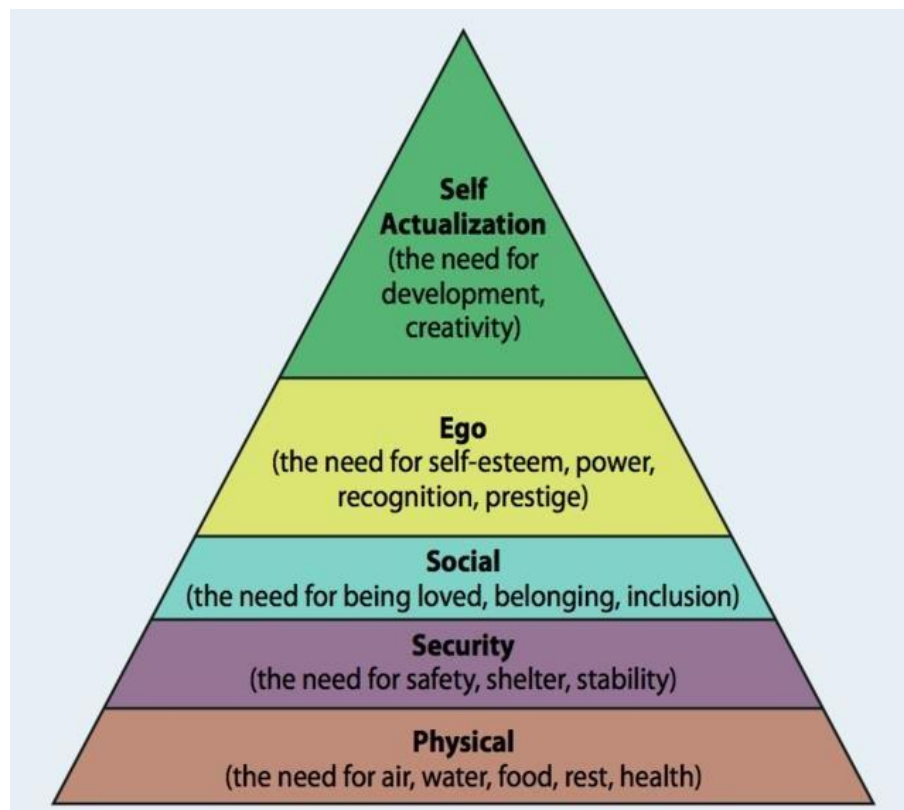


Figure 5. *Maslow's hierarchy of needs (Maslow, 1970). Amoretti, Guido Franco (2018).*

These are the five categories of needs according to Maslow:

- **Physiological**

They refer to basic physical needs such as drinking when you are thirsty or eating when you are hungry. According to Maslow, some of these needs include our efforts to meet the body's need for homeostasis; that is, maintaining constant levels in different body systems (eg maintaining a body temperature of 98.6 °).

Maslow believes that physiological needs are the most important of our needs. If someone lacks more than one need, he will probably try to satisfy those physiological needs first. For example, if someone is extremely hungry, it is difficult to focus on anything other than food. Another example of a physiological need would be the need for adequate sleep.

- **Security**

Once people's physiological requirements are met, the next need that arises is a safe environment. Our safety needs are evident from an early age, as children need a safe and predictable environment and usually react with fear or anxiety when they are not met. Maslow pointed out that for adults living in developed nations, security needs are more obvious in emergencies (eg war and disasters), but this need may also explain why we prefer the familiar or why we do things like buying and contributing to a savings account.

- **Social**

According to Maslow, the next need in the hierarchy includes a sense of love and acceptance. This need includes both romantic relationships and relationships with friends and family members. It includes our need to feel that we belong to a social group. The important thing is that this need encompasses both the feeling of love and the feeling of love for others.

Since Maslow's time, researchers have continued to explore how to love and belonging need well-being. For example, having social connections is associated with better physical health and, conversely, feelings of isolation (ie having unmet needs for belonging) have negative consequences for health and well-being.

- **Ego**

Our needs for respect include the desire to feel good about ourselves. According to Maslow, the need for respect includes two components. The first includes a sense of self-confidence and a sense of well-being. The second component includes the feeling of being appreciated by others; that is, the feeling that our achievements and contributions are recognized by other people. When people's needs for respect are met, they feel confident and see their contribution and achievements as valuable and important.

- **Self-actualization**

Self-actualization refers to the feeling of fullness or the feeling that we are justifying our potential. A unique feature of self-actualization is that it looks different to everyone. For one person, self-actualization may involve helping others; for another person, this may include achievements in the field of art or creativity.

Maslow (1970) presented his needs in the hierarchy, he also acknowledged that satisfying every need is not an all-or-nothing phenomenon. Therefore, people do not have to fully satisfy a need for a need to arise in the hierarchy. I suppose that at all times all people are willing to partially satisfy each of their needs - and these needs in the hierarchy are those to which people have made the greatest progress.

By examining Maslow's Hierarchy of Needs model, one can examine consumer behaviour before, during, and after a pandemic, depending on their needs. Before the pandemic, the behaviour of online users was expressed in each layer according to their needs and wants. During the pandemic, consumer behaviour in the buying decision process stood out in the first two layers of Maslow's pyramid. Consumers felt the greatest need for physiological and social needs.

Awareness of risk and focus on health and well-being is growing during the pandemic. As the United Kingdom faces an official pandemic and people become increasingly aware of what is happening around the world, they are starting to stock up on hygiene and health products such as hand soap and face masks. Consumers

felt the greatest need for physiological and social needs. That is why online purchases are expressed in these two levels, where consumers have recognized their needs:

- implement their hygiene instructions and take the necessary precautions
- to start communicating with applied hygiene procedures with clients to build trust at an early stage
- to think in advance about ways to emphasize and facilitate the need for social distancing
- to predict the behaviour mainly for the product range and stocks, followed by the adaptation of the services.

As the number of people diagnosed with COVID-19 increases, the number of visits to stores will decrease as people will resort to online shopping. In this way, online shopping is encouraged and it becomes an important part of consumers' daily lives during the restrictions and measures imposed due to the spread of the virus.

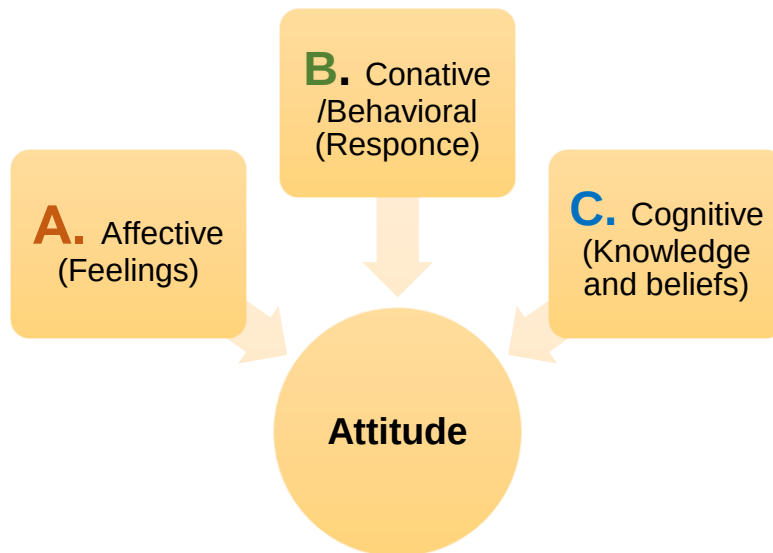
Large store formats, such as hypermarkets and shopping malls, suffer the most at this stage. Especially when they can't make up for optimal online shopping, e-commerce platforms and online living apps like Amazon will benefit at their expense. Therefore, after a period of increased digital connectivity, online shopping is mainstream, where consumers face fewer barriers to seeking the help of technology in their daily lives.

2.5. How has COVID-19 contributed to increasing the influx of more online users in Amazon UK?

2.5.1. The ABC model of Attitudes

The three-component model of attitudes consists of three parts: cognitive component, affective component and conative component. The conative component deals with the probability that the user acts in a specific way concerning the object of the relationship. To begin with, the model has three components: attributes, beliefs, and weights. Attributes are the characteristics of the product, brand or company. Beliefs reflect the extent to which the consumer believes that the product, brand or company will deliver the attribute (Van den Berg et al., 2006).

Each relationship has three components, which are presented in the so-called ABC model of attitudes: A for affective, B for behavioural and C for cognitive. Although each relationship has these three components, each particular relationship can be based on one component more than another.



The ABC model is a framework that assumes that consumer beliefs about a particular event affect the way they react to that event.

The ABC technique is an approach developed by Albert Ellis and adapted by Martin Seligman to help us consumers think more optimistically. Using the ABS technique, they explain difficult or stressful situations in the dimensions of perseverance, comprehensiveness and personalization. An example of this is the situation during a pandemic, in which social restrictions were introduced.

2.5 Summary of Chapter two

Making a purchase decision is done as a process consisting of different stages. This finds theoretical expression in individual models, among which the basic model of J. Engel and R. Blackwell should be distinguished.

A key model in the theory of consumer behaviour is the emphasis on the problems of rational processing of information in connection with the implementation of consumer

choice. This emphasis is used in the following statement to explain the features and typology of consumer solutions.

The existing literature in this part of the study presented the models of Maslow's Hierarchy of Needs and The ABC model of Attitudes, through which different authors and researchers observe, study and compare consumer behaviour and changes.

Chapter 3: Research methods and methodology

3.1. Introduction

According to Brown (2006), research methodology explains the general theoretical and philosophical frameworks that guide the research. The research methodology works as a framework in which the researcher works. For different researches, the researcher may use different methodologies allowing the research problem to be viewed from different angles and to use different methods, techniques and even perspectives. To conduct a proper research methodology, the chosen methods must be the most appropriate for the realization of the goals and tasks, to be logically effective and possible (Allen and Randy, 2005).

3.2. Research Philosophy

A research philosophy refers to the belief about how the data about the study should be collected, analysed, and applied. This study will be based on the philosophy of Interpretivism.

Epistemology is the very study of knowledge. This branch of philosophy asks questions that allow us to establish to what extent what we know is considered to be a deep knowledge of a subject, and even wonders whether these statements that we accept to be true are true. Epistemology questions everything we know or think we know. A research philosophy refers to the belief about how the data about the study should be collected, analysed, and applied. This study will be based on the philosophy of Interpretivism.

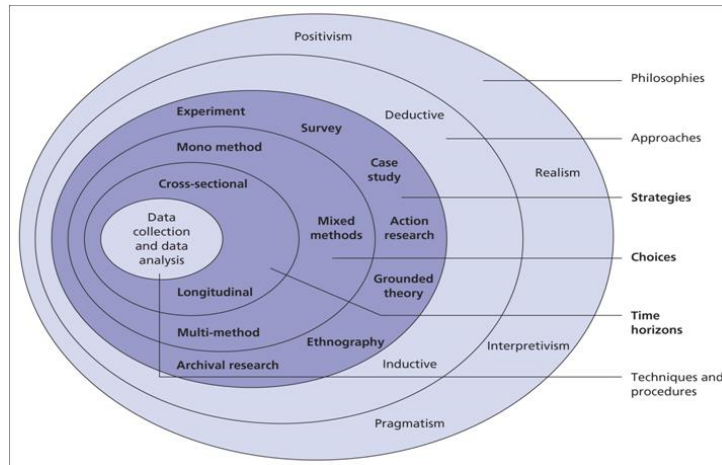


Illustration 1: The Research “Onion”

Source: Saunders, Lewis and Thornhill, 2009, p. 108.

3.2 Research Paradigm

The research paradigm helps in defining the research philosophy. Researchers require having a clear vision of the paradigms they would have to use as the basis for their methodology, philosophy, and theoretical approach. There are various research paradigms which include epistemology, ontology, and methodology (Žukauskas et al., 2018).

Interpretivism is part of epistemology. This research focuses on assessing differences between participants. It will be conducted through interviews asking participants' opinions, different perceptions, feelings, and motions, without numerical data. This stage is an enrichment of knowledge related to the purpose of the study. The different knowledge possessed by the participants in this study motivates the methodological research to move to the next stage, drawing several different assumptions (Burrell and Morgan 1979).

3.3. Research Approach

This is the way the researcher approaches the object of study. This is the point of view from which you approach the topic, which will vary depending on the type of results you expect to find.

According to (Chetty, 2016), the research approach is a plan that details the method of data collection, analysis and discussion. Inductive and deductive methods are observed in the methodology.

The inductive method is a form of reasoning to reach conclusions that start from the most specific and reach the broadest generalizations and theories. It starts with some specific observations and measures to reach general conclusions. The inductive method consists of three stages: observation, capture/observation of a model and development of the theory.

In the context of this study, the inductive approach is the most appropriate, as the researcher initially collects and analyzes the data and builds the concept based on the results. The deductive approach was avoided because it is inappropriate and cannot lead to the desired results.

3.3 Research Methodology

This research will adopt the qualitative method approach to qualitative research. (Howell, 2012). This study will intend to conduct a face-to-face interview with selected groups of people and the questions asked will be open-ended to provide a platform in which participants can express their feelings and honest views. According to Lindloff and Taylor (2002). The in-depth interview method is the most effective for data collection, as it predisposes participants to reveal their values, perspectives, experiences and worldviews. Interviewing is often combined with other research methods, including research, focus groups and ethnographic observation.

Interviews are usually conducted face-to-face, but they can also be conducted by phone or video chat. The interview data can be analysed after the written text of the interviews has been transcribed. Depending on the research question and the type of answer sought, the reliability and validity of the information collected can be checked by checking the data against other sources (Lindloff and Taylor, 2002, pp 170).

There are three main research methods: Qualitative, Quantitative and a mix of both. A qualitative approach to research allows for a systematic analysis of more subjective information that needs to be achieved. The way data is collected and interpreted is usually more dynamic, as it does not follow a standard in these processes. This approach favours the comparison of results and interpretation (Keegan et al, 2009).

3.4 Research Strategy

Narrative

The research strategy adopted for this research is a case study as it allows the study to gain concrete, in-depth, and contextual insights into the research topic. This study entails an in-depth analysis of Amazon's policies and assessing their success during the pandemic necessitates an analysis of the company's financial performance during the same period. Also, the same approach makes it necessary to assess consumer shopping behaviours in the UK before, during, and in the wake of the pandemic.

The research strategy is a stage of the Saunders research arc, which determines the way the research will be conducted (Saunders et al., 2007). The narrative method can be exploratory or explanatory. Exploratory refers to a new dimension, and the explanatory one is based on a random connection. In this research, the narratives of the interviewed participants define a new dimension, based on experience and different understandings.

Narrative research strategy

- Explanatory – Causal relationship
- Exploratory – New dimension

3.5 Sampling method

The sampling method can be probabilistic or unbelievable. The probable sample allows statistical analysis by random selection of the population. This sampling method has a lower risk of sampling deviation than the improbable sampling method (Martins, da Cunha and Sera, 2018).

The sampling method was not distributed, and not every individual participated in the study. Therefore, not all Amazon users in the UK will be interviewed. This type of sample is typical of qualitative research, where there is a risk of bias in the collection of data from participants (Turner, Dana P, 2020).

This type of sample is used in qualitative surveys, which are performed based on personal experience and judgment, to obtain detailed data without performing statistical analyses.

Through various mechanisms and tools, information is collected and measured in an organized and specific manner. Data collection techniques are mainly used in business research, statistics and marketing. Data collection techniques are classified as qualitative, quantitative and mixed. Each of these techniques allows the collection of information of a different kind. This research uses qualitative techniques that allow a deeper analysis of realities to be analyzed. Therefore, the interviews will be a planned conversation, during which several questions or topics for discussion arise to obtain more specific information.

Participants are allowed to choose the convenient way to conduct the interview - in person, by phone or through an online conference call. In qualitative research, conducting a face-to-face interview with the interviewee is important to obtain information from non-verbal communication. The questions that will be used in this study are semi-structured and will include all the important questions that are arranged in writing. With the option to add new ones after them if the need arises. After them, the interviewer can add their understandings, emotions and feelings, from which interesting topics can emerge and be added in addition to the questions.

3.6 Data collection and tools

3.7 Data interpretation

Data interpretation is a process in which the data collected from the interview are reviewed and analyzed to reach an informed conclusion. Through the interpretation of the data, the information reviewed becomes relevant and has consequences, so it must be done correctly.

The qualitative analysis does not collect numerical statistics, and the analyzed data are presented through text. Based on observations, documents and interviews, data are collected from the interviewer to the participant (person to person). Techniques for collecting data through face-to-face interviews, there may be controversy over whether a proper analysis is performed, as the data collected may be understood in different ways. That is why it is important to have observation, collectivity and consideration when analyzing information (Lebied, 2018).

3.4 Gant chart

TASK OF RESEARCH	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9	WEEK 10
<i>Topic approval, Rationale of the study and The Aim</i>										
<i>Research objectives and Research questions</i>										
<i>Literature review</i>										
<i>Research Methodology</i>										
<i>Creating the survey questions</i>										
<i>Collection of data</i>										
<i>Analysis of data</i>										
<i>Interpretation of data</i>										
<i>Conclusion and Recommendations</i>										

3.5 Ethical Considerations

Ethical considerations are important in conducting an investigation and interacting with the data collection process. (Warren, 2020).

In the course of the investigation, the principle of voluntary participation was specified. Participants will not be forced to participate in the study. This is important because the voluntary and honest disclosure of the participants will lead to the proper treatment of the subject of the inquiry. Closely related to this concept of voluntary participation is the requirement for informed consent. This shows that study participants must be fully informed about the procedures and risks associated with the study and must give their consent to participate. Participants will remain completely anonymous and this is a principle I hope to follow in the process of this research (Creswell 2009).

3.6 Limitations of the Study

This research provides a study of consumer behaviour when shopping online and changes in their buying behaviour after the pandemic, which affects the flow of online users. Following a theoretical model of consumer behaviour, changes in purchasing behaviour in specific crises are studied. (Antwi & Hamza, 2015).

3.7 Summary of Chapter Three

The positivist philosophical approach has been selected for this study based on its appropriateness to the need for the researcher to assess the data on COVID-19 and its impact on the consumer business, as well as Amazon's strategies during the pandemic, without essentially being hindered by having experienced the pandemic. The study will also adopt the methodology research paradigm as it enables the combination of techniques that are appropriate to the analysis of the impact of COVID-19 on consumer behaviour as well as the marketing strategies that Amazon used to remain profitable.

A qualitative methodology approach will be adopted as they enhance the adaptability of the final observation from the use of various methods to find the most appropriate answers to the research questions. The study will also be conducted in a way that observes all the necessary ethical considerations for a study of its kind, and

the researcher will thoroughly vet all sources of secondary data to enhance their objectivity as well as the correctness of the research conclusion.

Chapter 4: Data Analysis and Discussion

4.1 Introduction

This chapter will analyze the data collected from face-to-face interviews with participants. Their opinions, views, understandings, emotions and feelings towards the topic of the research will be presented and analyzed.

4.2 Data Analysis

4.2.1. Consumers using the Subscription service of Amazon

In the methodology chapter, it was discussed that for this study, they were collected through interviews with 10 different people, who are in the age group 20-45 and who often buy products through the online platform Amazon. The interviews provided useful information to help answer the research question. One of the most important topics during the interviews was the free one-day delivery, through the Amazon Prime subscription program, of purchased products.

Table 1 shows that 100% of participants continued to use the service as subscribers.

No	Participant	Using a one-day delivery of the product as an Amazon subscriber.
1	Student (Female, 29)	<i>... "I subscribed to Amazon long before the pandemic, just for free shipping."</i>
2	Worker (Female, 38)	<i>... "Of course, I use this option. It is convenient and saves money for each subsequent delivery."</i>
3	Manager (Male, 45)	<i>... "Every day I take advantage of free shipping as an Amazon subscriber."</i>
4	Student (Female, 33)	<i>... "I think this is an amazing subscription for such an amount, given that I shop almost every day."</i>

5	Worker (Female, 34)	<i>... "It is convenient, delivers on time and with care and saves money on delivery with each order."</i>
6	Worker (Male, 42)	<i>... "This is the service that keeps me as an Amazon user. I don't have to pay for delivery with every purchase, they deliver the purchases to my door. Just great."</i>
7	Student (Male, 28)	<i>... "Fast, saves time from shopping and hauling bags full of purchases, saves money. I like the latter the most."</i>
8	Dentist (Female, 31)	<i>... "Very convenient and fast service. The monthly subscription is worth it."</i>
9	Student (Male, 36)	<i>... "This is the biggest advantage I have as an Amazon subscriber. I save time and money and the results are the same."</i>
10	Worker (Female, 27)	<i>... "I like that they deliver the products to my door, that I don't have to pay the driver for the service. It is convenient that's why I continue to be an Amazon subscriber."</i>

The participant will be sorted alphabetically. Participant number one will be given A, number two will be B, number three will be C and so on.

From the data collected, consumers most often decide to buy on Amazon, after reviewing consumer reviews of purchased products, based on experience.

4.2.2. Search for a product or service on Amazon

The data collected show that all participants find online review reviews useful in making a purchase decision. They need to seek the opinion of others who have experience with the product or service. Seven out of ten mention the reduction of risk when they are familiar with the specifics of the product through the reviews and comments of other users. Six out of ten participants mentioned that the online review and description of the products on the platform are useful but incomplete in some cases for the advantages and disadvantages of the product. That's why they review other users' comments and reviews every time before deciding to buy. However, six out of ten participants agreed that the product description on the platform was useful and did not always trust the information provided by other users, as not every review provided useful information.

... "It depends on the item I'm searching for. Sometimes are giving full descriptions, sometimes only the most important details and if I need more information usually I'm reviewing the comments or contacting the seller..."

Collected data (Participant B) (2022)

Participant	Often reviewing comments of products before buy
A	<i>.. "Not everything is described online. I prefer to read the comments firstly."</i>
B	<i>... "It depends on the item I'm searching for. Sometimes are giving full descriptions, sometimes only the most important details and if I need more information usually I'm reviewing the comments or contacting the seller..."</i>
C	<i>... "I always check the comments, if any, and the product rating."</i>
D	<i>Product comments and reviews are not always helpful, so I prefer to rely mainly on the description on the platform.</i>
E	<i>I do not see much benefit from comments and feedback. People have different tastes and do not always overlap. I trust the product description.</i>
F	<i>Sometimes reviews and testimonials about a product help me decide whether to buy it. I think they are useful, but the most guiding is the description of the product.</i>
G	<i>First of course I read the product description, if I do not like the photo image, then I am interested in the reviews of other users.</i>
H	<i>I trust the product description. I believe that the reviews do not always correspond to reality, as they are caused by the emotions of the consumer who bought the product.</i>
I	<i>Both the product description and the reviews are important to me before I make my choice.</i>
J	<i>Overall, I prefer the product description, although it is often insufficient for some items.</i>

4.2.3 Online purchase process

Coronavirus concerns cause consumers to correct their buying behaviour. The truth is that in online shopping the customer has more rights than in physical shopping in the store. And consumers have gradually learned, that they know what they want, and track, they seek feedback, and if there is a discrepancy, they have contact information, and they have feedback from Amazon retailers. Feedback is not only for possible complaints, and confirmation that the customer has received what he ordered and was satisfied.

After gathering the opinions and experiences of the participants in the interviews, they describe the benefits of online shopping on Amazon in four main categories:

Comfort and peace of mind - Calm comparison of goods and services, analysis and evaluation of products, are actions that are much easier to do from the phone, computer at home or in the office than in busy and crowded stores. This plus of online shopping is crucial during a pandemic, during the months of social distance.

Saving time - the fact is that for pretty busy people, shopping online is a particularly important privilege. This saves them money with delivery directly to her home.

Diversity and choice - the types and nature of products and services Amazon space is huge. It covers a much larger volume than any mall or mall. Therefore, the choice is in a much wider range and as long as one knows what you are looking for - you can almost always find it after extensive research, combined with little investment and almost no effort.

Saving money - one of the biggest advantages of online shopping is the low mark-up of goods and services. In addition to low prices, paying online is also a convenience that saves consumers money.

..."Fast, saves time from shopping and hauling bags full of purchases, saves money. I like the latter the most." Collected data (Participant G) (2022)

4.3 Discussion

This chapter will provide a discussion base on collected data. The result in this chapter will be the foundation for the next chapter which is the findings and conclusion

The data collected after the interviews lead to the conclusion that the pandemic and the measures for social distancing have led to fundamental changes in the way consumers eat, work, communicate and take care of their health. The truth is that in online shopping the customer has more rights than in physical shopping in the store. And people have gradually learned, that they know what they want, they follow, they look for feedback and if there is a discrepancy, they have the phone, they have feedback from the sellers.

Nine out of ten participants confirm that it is easy and fast to find the necessary information for a product, evaluate its qualities and decide to buy it. In addition to comments and reviews, users also trust the photo material through which the products are presented on Amazon. Eight out of ten participants in the interview believe that Amazon is a global giant in online commerce, and this gives some advantage to further develop its activities during the pandemic. Of course, the fact that some businesses have been forced to shut down is not the only reason for the evolving online shopping on Amazon since the pandemic. All participants in the study believe that consumer habits have changed since the pandemic. People prefer to save time and money and feel safe, something they don't find in physical stores. Six of the participants prefer to take the risk and sometimes shop traditionally, but online shopping is also preferable for them. There is a need for more discussion on the subject, as opinions vary from one point of view to another and the problem of how consumer behaviour has changed since the pandemic and the relationship between evolving online shopping cannot be answered with precision.

Chapter 5: Conclusion and Recommendation

5.1 Introduction

This chapter provides conclusions and highlights the results of this research. Based on the results obtained, the present study provides recommendations and opportunities for further research.

5.2 Conclusion

In fulfilment of the set research tasks, the purpose of this dissertation research, the conclusion summarizes the results achieved in theoretical and applied aspects. As a result of the empirical interpretation of the proposed model for studying the behaviour of consumers in retail outlets identified essential features related to the approach, attitudes and criteria of online users when making purchasing decisions on Amazon. The conclusions and the attached recommendations are aimed at highlighting opportunities for positive changes in consumer behaviour and the evolving online shopping on Amazon.

It is important to understand that by getting to know consumers more closely and the peculiarities of their behavioural behaviour, online platforms can develop approaches to stimulate consumer activity. This gives unambiguous reasons to conclude that the interest in the issues raised in the present study tends to increase, acquiring clearly expressed practical dimensions and meaning.

5.3 Recommendation

From the origins of this study, participants offered recommendations on how the company could continue to take advantage of changing consumer habits to attract new ones.

- The description of the products in the platform is recommended to be as extensive, clear and comprehensive as possible. To be more attractive to consumers.
- Consumers to leave their feedback in a database of post-purchase experiments that are helpful, both for future users and for the company itself
- To motivate consumers to prefer online shopping by providing a range of products in different categories.

5.4 Limitation of the research

An important part of this study was the limited time and number of words. The survey was conducted based on interviews with participants, expressing their opinions, experiences, experiences and feelings. Due to time constraints, the

opportunity to interview more participants was not realized. Requires appropriate time and place for each interview. Most interviews were conducted via an online conference call. Although technology helps to conduct face-to-face interviews, the lack of physical contact limits the emotional impact between the interviewer and the participants.

5.5 Future Research

The current study highlights the link between consumer behaviour and the evolving online shopping on Amazon since the pandemic. Post- a pandemic situation, comparisons may be made in future studies to understand the factors that influence online shopping choices.

Reference List

- 1) Amazon.co.uk 20022: <https://www.aboutamazon.co.uk/news/company-news/2021-letter-to-shareholders>
- 2) Amoretti, Guido Franco (2018). Maslow's hierarchy of needs (Maslow, 1970). *Jour.: Geopolitical, Social Security and Freedom Journal. Psychological obstacles to multiculturalism: how stereotypes and mechanisms of defence may cause adverse behaviour to multiculturalism. Vol. 1, 2018/11/01/, SP-61, EP- 69, DO- 10.2478/gift-2018-0003*
- 3) https://www.researchgate.net/figure/Maslows-hierarchy-of-needs-Maslow-1970_fig1_329709690
- 4) Antwi, S. K., & Hamza, K. (2015). Qualitative and quantitative research paradigms in business research: A philosophical reflection. *European journal of business and management*, 7(3), 217-225.
- 5) Ashour, M. L. (2018). Schools thought of competitive advantage. *International Journal of Business and Management Invention (IJBMI)*, 7(2), 01-07.
- 6) Babu, M. G., Vani, G., & Panchanatham, N. (2010). *Consumer Buying Behavior*
- 7) Blackwell, R., Miniard, P. and Engel, J. (2006) "Consumer behaviour", Mason: Thompson
- 8) Cana, D., 2020. *The Impact of The Current Crisis Generated by the COVID-19 Pandemic on Consumer Behavior. Studies in Business & Economics*, 15(2).
- 9) Chevalier, J. A., & Mayzlin, D. (2006). The Effect of Word of Mouth on Sales: Online Book Reviews. *Journal of Marketing Research*, 43(3), 345–354. doi:10.1509/jmk.43.3.345 Retrieved from <http://journals.ama.org/doi/abs/10.1509/jmk.43.3.345>
- 10) Dudovskiy, J. (2022), *Book: The ultimate guide to writing a dissertation in Business Studies: A step-by-step Assistance (6th edition)*.

- 11) Duralia, Oana (2016). *Journal: Studies in Business and Economics*, 2016/12/01. Particularities of the European Consumer's Behavior in Online Environments. Vol 11. DO - 10.1515/sbe-2016-0032.
- 12) https://www.researchgate.net/figure/The-FFF-Model-of-Online-Consumer-Behavior_fig2_312865925
- 13) France, C., Merrilees, B., & Miller, D. (2016). An integrated model of customer-brand engagement: Drivers and consequences. *Journal of Brand Management*, 23(2), 119-136.
- 14) Foxall, G.R. (1987). Radical behaviourism and consumer research: Theoretical promise and empirical problems. *International Journal of Research in Marketing*, 4(2), 111-129. DOI: 10.1016/0167-8116(87)90003-6
- 15) Grinnell, R.M. and Unrau, Y.A. (2013) *Social Work Research and Evaluation: Foundations of Evidence-Based Practice*. 10th Edition, Oxford University Press, New York.
- 16) Howell, K. E. (2012). *An introduction to the philosophy of methodology*. Sage.
- 17) Hoyer, W.D., Macinnis, D.J. & Pieters, R. (2012) "Consumer Behaviour" 6th edition
- 18) Işık, S., İbiş, H. and Gulseven, O., 2021. The Impact of the COVID-19 Pandemic on Amazon's Business. Available at SSRN 3766333.
- 19) Kotler, P. and Keller, K.L. (2012) *Marketing Management*. 14th Edition, Pearson Education.
- 20) Kotler, Philip, and Gary Armstrong (2011) *Decision Making Process*. Pearson education. Pp152.
- 21) Liao, S. H., Chu, P. H., Chen, Y. J., & Chang, C. C. (2012). Mining customer knowledge for exploring online group buying behaviour. *Expert Systems with Applications*, 39(3), 3708-3716.
- 22) Neal, C., Quester, P. and Pettigrew, S. (2006) "Consumer Behaviour: Implications for Marketing Strategy" (5th edition) Berkshire: McGraw-Hill
- 23) Ormanidhi, O., & Stringa, O. (2008). Porter's model of generic competitive strategies. *Business Economics*, 43(3), 55-64.
- 24) Palmer, A., 2020. How Amazon managed the coronavirus crisis and came out stronger.
- 25) Rose, S. and Samouel, P., (2009) "Internal psychological versus external market-driven determinants of the amount of consumer information search amongst online shopper", *Journal of Marketing Management*. 25(1/2), pp. 171-190
- 26) Saunders, M.; LEWIS, P. and THORNHILL, A. (2009) *Research methods for business students*. 5th ed. Harlow et al.: Pearson.
- 27)
- 28) Semuels, A., 2020. Many companies won't survive the pandemic. Amazon Will Emerge Stronger Than Ever. *The Times*.
- 29) Shankar, V., Carpenter, G. S., & Farley, J. (Eds.). (2012). *Handbook of marketing strategy*. Edward Elgar Publishing.
- 30) Solomon, Michael R., et al. *Consumer behaviour: Buying, having and being*. Vol. 10. London: Pearson, 2014. PwC Global Consumer Insights Survey 2020. <https://www.pwc.com/gx/en/consumer-markets/consumer-insights->

[survey/2020/pwc-consumer-insights-survey-2020.pdf?msclkid=b05e929dd12a11ecae363b452cb18ea3](https://www.pwc.com/consumer/insights/survey-2020.pdf?msclkid=b05e929dd12a11ecae363b452cb18ea3)

- 31) Solomon, M.R. (1983), *"The World of Products as Social Stimuli: A Symbolic Interactionism"*
- 32) Solomon, Michael R., et al. *Consumer behaviour: Buying, having and being*. Vol. 10. London: Pearson, 2014.
- 33) Schiffman, L., Hansen H. and Kanuk L. (2007) *"Consumer Behaviour: A European Outlook"*, London: Pearson Education
- 34) Tenny.S. Abdelgawad. I.(2021). *Statistical Significant*
- 35) <https://www.ncbi.nlm.nih.gov/books/NBK459346/>
- 36) Valaskova, K., Durana, P. and Adamko, P., 2021. *Changes in consumers' purchase patterns as a consequence of the COVID-19 pandemic*. *Mathematics*, 9(15), p.1788.
- 37) Van den Berg et al. 2006
- 38) Wensley, R. (2016). *The basics of marketing strategy*. In *The marketing book* (pp. 75-107). Routledge.
- 39) Wiedmann, K., Hennigs, N. and Siebels, A. (2007) *"Measuring Luxury consumer perception: A cross-culture framework"*, *Academy of Marketing Science Review*, 2007(7)
- 40) Winer, R. (2009), *"New Communications Approaches in Marketing: Issues and Research Directions," Journal of Interactive Marketing*, 23 (2), 108–17

Appendix

Interview guide and questions

1. After the pandemic, how often do you search for information about a product you want to buy on the online platform?
2. Do you trust the description on the online platform for the product you want to buy?
3. How does online information help you get to know the product?
4. How often review the comments on products on the online platform before you buy?
5. What do you think about the one-day delivery of the product you bought from Amazon?

6. What other services do you like the most and continue to use on the Amazon online platform?
7. Do you think Amazon offers a greater variety of products and services after the pandemic?
8. How do you make the final decision to buy a product from an online platform?
9. How do you consider your shopping habits changed after the pandemic?
10. Do you consider Amazon's online shopping will continue to evolve and in what way?

Do you have anything to add?

No of participants	Occupation	Interview Duration	Age	Gender
1	Student	32 min.	29	F
2	Worker	49 min.	38	F
3	Manager	40 min.	45	M
4	Student	35 min.	33	F
5	Worker	42 min.	34	F
6	Worker	46 min.	42	M
7	Student	28 min.	28	M
8	Dentist	25 min.	31	F
9	Student	30 min.	36	M
10	Worker	34 min	27	F

The participant will be sorted alphabetically. Participant number one will be given A, number two will be B, number three will be C and so on.

Participant A

- 1) I do my research in a few different websites before I buy anything.
- 2) Depending on the brand and reviews from customers
- 3) It gives you an idea of what exactly you are buying, more information better
- 4) Not everything is described online. I prefer to read the comments firstly.
- 5) I think this is an amazing subscription for such an amount, especially if you buy from Amazon often, you can get it next day
- 6) Only the Amazon prime.

- 7) *Some products yes, but some are overpriced than other platforms*
- 8) *Based on good reviews*
- 9) *They are probably the same as before, but definitely more online shopping than before the pandemic*
- 10) *I am not sure, but they do a good job. Otherwise some seller is not really trustworthy and reviews from customers help a lot. They need to improve on some products quality.*

Participant B

- 1) *Usually once, twice a week it depends on needs.*
- 2) *Yes, most of the time is accurate and is exactly as described.*
- 3) *It depends on the item I'm purchasing some are giving full description. Some only the most important details and if I need more information usually I'm contacting the seller.*
- 4) *with Amazon yes. Most of the time it is accurate.*
- 5) *I haven't bought anything for one-day delivery. Most of the time is between 3-5 working days.*
- 6) *I prefer to buy mostly clothing and toys.*
- 7) *Yes, Amazon still have good variety of products, just the prices get a bit higher.*
- 8) *My final decision is based always after a good research.*
- 9) *My shopping habits haven't changed much during or after the pandemic. I always check online where it is cheaper or more convenient depending on distance and time.*
- 10) *I'm not sure if Amazon will evolve -it really depends on the company what they offer, are they will keep the quality of the products and on the fast and prompt delivery.*

Participant C

- 1) *Every time. Searching when needed.*
- 2) *Yes. Check comments if any and ratings.*
- 3) *Specifications, image, comparison*
- 4) *I background check on Google to confirm validity.*
- 5) *My experience with one-day delivery has been consistent and satisfactory.*
- 6) *Cannot say if products and services have been different since the pandemic.*
- 7) *If I am either satisfied with the offer or not found better elsewhere.*
- 8) *My shopping habits have not changed because of the pandemic. I shopped both online and offline throughout.*

- 9) *Amazon will continue to grow improving on user experience, bridging across platforms providing more access and automating services. Also gaining trust in secure trading*

Participant D

- 1) *Always but that was even before the pandemic!*
- 2) *No, I personally read the reviews for verification.*
- 3) *I take the decision myself.*
- 4) *Not always*
- 5) *So far the most efficient delivery system. Great for the client, but crucial for the drivers, giving the large number of parcels they have to distribute in one day.*
- 6) *The television also known as Prime video has become really successful, also is incredibly reachable, and have wide range of entertainment.*
- 7) *No. Many people might mention the food delivery, but I personally do not see use of it, as almost all of the big chains supermarkets have a online shopping and delivery services.*
- 8) *Reading the reviews, and recommendations from other people, backed up with pictures.*
- 9) *My shopping habits haven't changed, because of the pandemic.*
- 10) *So far the only products they don't sell are vehicles. So that still keep them at the top of product range and assortment.*