

## CONSUMER ATTITUDE TOWARDS SHOPPING POST LOCKDOWN: A STUDY

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### **ABSTRACT**

*The pandemic has changed customers' shopping behaviour. The shopping basket has changed. Whether the changes will be permanent, or everything will return to its original state will be shown in the coming months and will be the subject of research that will follow the research mentioned in this article. The study finds excitedness; Things likely to buy; Mode of Shopping; Precautions preferred; Expenditure; and Shopping in retail stores among the consumers. The study was carried out with the objective to identify the Post lock down consumer attitude toward shopping. Further to know the things that consumers are likely to buy, and the mode of shopping, the consumers' precautionary attitude. The study's other objectives are to know their opinion on Expenditure towards post lockdown shopping and opinion towards shopping in retail stores. The data collected through an online questionnaire from 104 respondents shows that there exists excitedness during post-lockdown shopping. The changes in consumer behavior often represent self-protective strategies aimed at managing depressive states and negative emotions by restoring a positive sense of self*

**KEYWORDS:** *Consumer Attitude, Pandemic, Buying Behaviour, Post Lockdown*