



Customer Perception towards Mobile Commerce after COVID 19 Outbreak in India

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Abstract: The outbreak of COVID-19 has had greater influence on consumer behavior particularly on online retail. A paradigm shift has been experienced in consumer preferences and behavior in this epoch of uncertainty. As the nation is moving along with the COVID-19 curvature conventional shopping behavior of customers using M-commerce has drastically disrupted and transformed. A sincere attempt has been made in the present study to examine the impact of COVID-19 outbreak on consumer perception using M-commerce. Research is based on primary data which has been collected through questionnaire from central part of India (Indore, Madhya Pradesh). The study suggests important points for m-commerce online shopping system which may enhance consumer attraction towards online shopping in COVID-19 outbreak situation. The study explores that there is a great pattern shift in the perception and preferences of consumers using M-commerce in India due to the outbreak of pandemic.

Keywords: Customer perception, Consumer buying behavior, Mobile commerce, COVID-19, Online shopping
