Independent Colleges
learn to succeed

Applied Project Submission

LEARNER NUMBER	51661152
NAME	Camila Alves Costa
COURSE	BA (Hons) in Marketing
DISSERTATION TOPIC	How Technology Drives Accounting to the Future.
SUPERVISOR	Raza Butt
WORD COUNT	6635
DUE DATE	30/11/2022

I certify that:
I consent to having my dissertation be retained in the library for the purpose of future research.
Yes x☐ No ☐

[Note that if no check boxes are selected, this dissertation will be regarded as NOT properly submitted, and may be subject to a late submission penalty]

INTELLECTUAL PROPERTY STATEMENT
By checking the box below: I certify that this assignment is my own work and is free from plagiarism. I understand that the assignment may be checked for plagiarism by electronic or other means and may be transferred and stored in a database for the purposes of data-matching to help detect plagiarism. The assignment has not previously been submitted for assessment in any other module or to any other institution.
x☐ Agree

Signature: Camila Alves Costa

Date: 30/11/2022

Notes:

ABSTRACT

Purpose: Analyse the impact of Covid-19 pandemic on the Dubliners consumer behaviour.

Methodology: This report will have its foundation on an exploratory study that incorporates a publico analysis and was carried out in Dublin; the results of which will assist in elucidating the nature of a problem. In this particular instance, it is intended to investigate the influence that the COVID-19 Pandemic will have on the consumption habits of the people living in Dublin. As part of a process that combines qualitative and quantitative approaches, we will collect data using a combination of interviews and surveys. In order to measure Dublin citizens' perspectives on how a pandemic would influence consumer behaviour, these will be given to those over the age of 18 who live in the city.

Keywords: Consumer behaviour. Pandemic. Covid-19. Online market.

List of Acronyms used.

BHIM - Bharat Interface for Money

COVID-19 - 'CO' stands for corona, 'VI' for virus, and 'D' for disease, 19 for 2019

E-commerce – electronic commerce

Table of Contents

List of Diagrams

List of Appendices

1. Introduction

The market for online shopping has arguably been a growing trend for several years. Easier access to technology, apps and possibilities of shopping in the palm of one's hand greatly contribute to this growth (SHANG; WU, 2017). Technology has definitively changed the ways of sales and shopping habits.

With the arrival of the pandemic of COVID-19, several restrictions were imposed as health security measures, which forced many people to make essential purchases, such as supermarket, online (KOWITT; LAMBER, 2020). This habit was perpetuated throughout the pandemic and it is believed that 58% plan to continue shopping online (JENSEN et al., 2021).

There may be several reasons why consumers use the online marketplace to make their purchases. In the pandemic period there were two determining factors in consumer behaviour: an internal and an external one. The external factors are those that were imposed by the government, such as restrictions, which forced the population to order from their homes, and the internal factors that were the personal motivations that led each consumer to choose to buy online (AMSARI; SARI, 2022).

It is also clear that consumer behaviour during the pandemic was directly affected by the drop in purchasing power of the population, because there was less volume of services paid to the population in this period and soon it could be identified changes such as less spending on non-essential items and a greater share of spending to ensure food for the family, which drew new categories of consumers, according to Karpunina et al. (2022).

Despite this, over time, the consumer has become more experienced and their habits have been expanding (GU et al., 2021). After acquiring more security in this practice consumers started to buy in other sectors, essential or not, due to greater practicality, convenience and among other factors.

In Ireland, for example, e-commerce has increased by 159% since the pandemic began, which is a much higher average than in other years (Wolfgang, 2021). This accelerated growth in the country shows how COVID-19 represented a major influence on local consumer behaviour.

Therefore, it is necessary to understand what has changed for the Dublin consumer from before the pandemic to after the restrictions were released and to understand what the new trends are so that the local in-shore market can adapt and survive the competition with online sales.

1.1. Objectives

Therefore, the aim of this research is investigating what has changed in consumer behaviour from the pre-pandemic period to current times. This investigation is necessary because the world economic dynamics went through important and transformative changes after the pandemic according to Wiederhold (2021), intensifying the online market through social isolation, the adaptation was necessary to a forced reality, in a short period of time, so there is the need to understand how they are behaving after this abrupt disruption of routine suffered due to the pandemic period.

1.2. Research Question

Will the shopping habits of Dublin consumers before the pandemic be the same after the pandemic?

1.3. Structure

This work is divided into the following chapters: the first chapter refers to the introduction and contextualization of the theme, as well as the objectives, the problematic and the research question. The second brings a literature review on the proposed theme. The third chapter refers to the methodology used in this study to achieve the proposed objectives. The fourth chapter deals with the results obtained and the discussion according to the literature surveyed. The last is the conclusion of the work, with the main points and findings of the work, as well as the difficulties and recommendations.

2. LITERATURE REVIEW

2.1. Consumer behaviour before the pandemic

According to the studies by Sinha et al (2021), it was observed that consumers are gradually moving towards online shopping in the preference of buying cosmetics online such as at Nykaa, NewU, Kamaayurveda, Vedix, Skincraft, LakmeIndia. And the search that increased among the purchases were online reading books and online ordering books. Among this system, Kindle or Kobo were increasing in online shopping that would perpetuate other online shopping by targeting e-books that offer benefits like read it anytime without light, fit more than 100 books in one gadget (SINHA *et al.,* 2021).

In the reality of virtual currency use, or purchases that use only virtuality, without a touch in paper or metal material, in the studies of Sinha *et al*. (2021), 60.2% of respondents are using Google Pay more often due to its ease of payment and safety in everyday life, since besides the non-contact due to the pandemic, there is still urban violence in which will always be a fact for the understanding of what will be easier and safer for the experience of society. In this context, it is observed, for example, how the market is independent of only one factor, it is not only health that will affect the choices among the purchasing power in the market, but also all the social spheres that are configured in the daily life of this buyer. That is, the incentive or nongovernmental, public safety, the ease in waiting time that the in-person promotes, that is, there are many sectors that must be configured to the new reality, because they will necessarily be fundamental in these consumer choices.

The authors' research further exposes that even in offline shops, people prefer Google Pay, BHIM, Paytm, Phone pay as payment dynamics even in person. Net banking is often used by businessmen and entrepreneurs, the research profile in question permeated by most students and teachers, making one understand the 48.5% that did not prefer the net banking method, due to discussions concerning the fragility of virtual currency, dependent in many cases on the internet and on a relatively stable platform.

For the understanding of a new reality that is established before the digital marketing aimed at the pandemic of COVID-19, the studies of Yakhneeva et al. (2021), observed that the consumer's values are changing, i.e., the content that motivates the purchase of products from various areas was resinified by the pandemic, and this directly affected not only the consumer market as well as the formulation of a marketing in the online purchase within this reality. Moreover, health care, shopping security and digital interaction are becoming the most significant trends (YAKHNEEVA *et al.,* 2021), that is, to what extent and what motivations lead the current consumer to essential and non-essential spending for social daily life is one of the pertinent questions in the construction of a consumer profile post-pandemic. In this dynamic, we can have the configuration that digital marketing, will necessarily need, to succeed in business development, understand whether these trends are reversible, and this balance can be made in different scales of purchasing power and localities in which it is relevant to study.

2.2. Consumer behaviour during the pandemic

According to Salon et al. (2021) it was noted that in the United States, online purchases during this period generated half of satisfaction among those surveyed, who would continue to buy online, where at least half stated they intended to continue with this practice, to the detriment of 90% who still intend to go to the market in person at least a few times a month. In other words, one can understand that the online market was able to gain space, but not yet replace in-person purchases in the country.

Another important study for the conception of the theme developed, was prepared by Koch et al. (2020), which describes the German consumer profile as the most consuming of the online market during the pandemic and the main motivations that led them to make these purchases go through the ease of access to products without leaving home. In addition, they concluded that most of them are men between 18 and 42 years old, with an income of less than

2000 euros per month, influenced by the media and expert opinion more than the influence of people from their social networks, for example, as well as the hedonic motivation stood out in relation to the utilitarian motivation. This local profile is essential to design sales strategies, keeping the importance of the research constituted.

Following the theme of the consumer profile before the future in the post-pandemic, it is also necessary to understand how the feeling of the market for the complete end of social isolation, which marks thus left in the consumerist and how this will be reflected in the market. Al-Hattami (2021) proposes a model that combines the expectation confirmation model (ECM) with the task technology fit model (TTF) and the trust factor to examine the intention to continue using online shopping under COVID-19. In this way, the author compensates that among the 222 online participants during the period of social distancing due to the pandemic, they revealed that the perceived TTF is a very significant factor, that is, the adaptation by means of the new dynamics that presented themselves.

Furthermore, factors such as satisfaction, perceived usefulness and trust have positive impacts on consumers' intention to continue using online shopping under COVID-19 (AL-HATTAMI, H. M. 2021).

So, to speak, one cannot have a conception of market plenitude in the face of the reality exposed. According to Bhargav (2020), 46% of people said they intended to reduce spending during the pandemic period, i.e., some goods will be better consumed than others, since 60% of respondents plan to cut spending on household appliances or consumer vehicles.

Therefore, it is necessary to evaluate in the market which modalities consumers intend to maintain their behaviours, and which intend to resume their old habits. In this way, we understand the importance of digital marketing to have a strategic marketing notion for the types of products that will be highlighted in the online market, as opposed to others that will maintain their dynamics in face-to-face purchases, going to the market or to shopping malls. In addition, it is necessary to set up that each consumer area will need to reposition itself before the new reality, understanding what its role before the changes and what will be their strategies to remain in the market with great sales and financial return.

2.3. Consumer behaviour perspectives after the pandemic

Not only for being the only option of consumers in times of social isolation, but online shopping has also proved to be facilitators of the buying and selling process, that is, bringing some benefits that following Wiederhold (2021), placed the online purchase as a highlight and with potential for permanence in society, due to the dynamics of being able to take your time to make purchases, compare prices of different shops and choose from seemingly unlimited options and all this without leaving the comfort of their homes. That is, still according to studies, this form of purchase facilitated and proved attractive, making adaptation urgent and also producing other forms of market, placing other products in this sphere.

Thus, we can understand, as highlighted by He & Harris (2020), how the new formulations tended to force organizations to develop plans to adapt and be flexible to changes and with agility to new scenarios and environments, i.e., for the marketing market this has been configured as a current reality. In this sense, the studies in the area are so important. Since all analysed studies led to the comprehension of a new established reality, in which the viability of face-to-face purchases is not totally removed, but which places in question the intensity of online purchases, its advantages and a public that settles and remains in this process due to the ease and practicality of the purchase.

According to Moon, J., Choe, Y., & Song, H. (2021), COVID-19 promoted something that the market had not yet opened so many doors to, online buying was an enriching advent for the decrease of human-to-human contact, the use of masks, the limitations of locomotion, even the opening of online shops that grew much more than the offline ones, which previously went hand in hand. In this way, the researchers pointed out that in South Korea, youngsters between 20 and 30 years of age appeared as the main online buyers, fostering this market through the ease of purchasing products for this public.

Furthermore, still according to the studies exposed, the results found enabled an understanding reading through confidence and the feeling of preparedness and notion of dealing with crises such as COVID-19, i.e., the increased use of online shopping channels has become pertinent in a world entering its fourth industrial and technological revolution. If there is anything of contribution of COVID-19 in areas such as digital marketing and consumer market, it was the recognition of government policy that they had a positive influence on the intention to use online shopping channels in addition to their advertising strategy before the population (MOON, J., CHOE, Y., & SONG, H. 2021).

2.4. New challenges of the online market

These implications reflect directly on the market, between consumers who will remain in virtuality, or those who turned to face-to-face purchases. Thus, it is necessary to study the Dublin scenario to understand how the pandemic affected the behaviour of local consumers, draw a more current profile and from there provide material for the formulation of marketing strategies for the post-pandemic period. Likewise, for marketing, the development of new strategies and studies of the scenarios that will be configured before the discussion here taken, will build for a good success in new ways of buying and selling products online and/or offline.

The consumer market found itself in constant change within the period of the COVID-19 pandemic, which affected the world population at catastrophic levels. Given this, it was necessary to have a framework of review of buying and selling strategies that could allow the intense flow of consumption among society, thus, many reflections on the economy could be analysed, such as the consumer profile, the resistant products of the online purchase, and those who managed to be more successful in the new reality, in addition to the marketing strategies that had to establish before the existing problems, thus it is understood the need for the study of these new dynamics that were placed before the new reality.

It was not with the pandemic that this process was born, but according to Wiederhold (2021), necessarily it was through this movement that the buying and selling dynamics could be drastically and urgently changed through the technologies that the expansion of the internet enabled. It would be natural that the growth of the online shopping market would grow, in face of this, research and the consumerists themselves and the entire reality around this framework had to investigate new strategies and formulations after the current health crisis. Aiming at understanding the reflexes of this reality, the various studies conducted for the entirety of the research, one might highlight that in various localities of the world this theme became pertinent, exposing its weaknesses and its achievements by means of the online marketplace in the pandemic.

Thus, the research through the literature could establish for the study the dynamics in various locations, making understand the differences and dynamics between the profile of consumers and producers on the rise and how this reflects on the consumer market, also understanding all the fields that must necessarily be in the construction of an advertising that encourages or not the online purchase of these consumers, depending not only on companies that sell products online, but also their dissemination strategy and persuasion of the effectiveness of this process. Besides provoking marketing to position itself and prepare for the new realities that the pandemic will leave within this scenario.

2.5. The role of advertising in the online market

Given that the online shopping market has expanded significantly with the new trends imposed by the COVID-19 pandemic, it is important to understand the role of advertising and the marketing strategies that companies must adopt to reach their consumers who have adopted a new behaviour and are no longer on the streets looking for their products.

If we are going to analyse advertising, then it is necessary to evaluate the most widely used platforms in the world. Hoàng et al., (2022) investigated in TikTok app what is the impact of advertising in influencing purchase decision of young people between informativeness, entertainment, reliability, interaction, irritation and duration of advertising. This research pointed out that advertisers should pay more attention to "Branded Hashtag Challenges" and presence of digital influencers, as most respondents stated they prefer these types of advertisements.

After so many changes in the market scenario, companies have felt a little lost in the decisions to be taken in their marketing strategies. In fact, the uncertainty of the future for the market makes the forecasts on which decisions are based confusing. For example, Raewf, Thabit and Jasim (2021) state that consumers show positive relationship more with price, quality and evaluability of products and not with advertisements, which showed negative relationship.

This difference in scenarios leads us to propose that two things are needed: more studies on the impact of advertising on influencing purchasing during and after the pandemic, and more time for new patterns to be identified or for existing patterns to be reinforced. In this way, companies can adopt more concrete strategies for their planning.

3. Methodology

This research was based on an exploratory survey in which it aimed to investigate and answer a gap in the study of Dublin consumer behaviour after a series of changes occasioned by the COVID-19 pandemic. These answers were through data survey and will bring solutions and perspectives to marketing in the new market model of buying and selling.

Initially the research used both qualitative and quantitative data analysis methods. Qualitative data deals with open and closed questions and assesses consumer profile and behaviour through questionnaires and interviews. Quantitative data refers to the numerical data of percentage of people according to each answer.

Another method employed in this study was that of primary and secondary research. Primary research was conducted by capturing, producing and analysing own data, all related to the main theme of this research. Secondary research was conducted by means of a survey of existing literature and data to compare and discuss with the present study.

3.1. Research

Within the proposed prerogatives, it is understood that the difficulties came from contact with consumers and market consumers, understanding the limitations of these agents in exposing themselves based on their purchasing power. As a result, there is a risk that some companies will refuse to provide the necessary data for research production or to identify consumers who can participate in the process. The solution discovered to this problem is to create a document that maintains total confidentiality of the interviews, preventing the research from determining the identity of the participants.

Thus, it is understood the time demand that I will have to reconcile the research, writing, and field, thus separating 4 hours a week for each task, having as a backup plan to theoretically analyse the profile of the social networks of the companies researched, thus being able to maintain the graphs that will be produced according to the reality that presents itself to the researcher. Thus, this sample will respond to my questions, whether positive or negative, with the goal of maintaining the data's neutrality in the criticality of the content to be found before the field and the research.

This research was carried out through an investigation of how the Dublin consumer was before the pandemic and how he is now in relation to his mode/method of purchase, purchase frequency, which purchase sectors he uses most, among other questions, related to consumer behaviour and, mainly, which of these purchase habits acquired in the pandemic intend to perpetuate after the crisis period, because from there, marketing companies can devise new strategies and adapt to new habits, or not, brought on by the pandemic.

The sample and target audience of this research were consumers living in Dublin, in an attempt that this research can contribute to marketing companies to develop strategies based on the profile of the city's consumer traced as this work.

3.2. Achieving the results

The research was conducted through an online form with closed questions about the user profile and issues related to this theme and through an interview with open questions applied by e-mail. This form was applied via Google Forms™, disclosed via email and mobile phone messaging application and answered anonymously. In addition to the questionnaire, interviews were conducted via e-mail with questions related to the theme.

The questionnaire was divided into sections of:

I. Consumer profile:

In this section the personal information of the interviewees was dealt with from the following questions:

1. What is your gender? (Male, female, preferer not to say)
2. What is your age group? (18-25/26-30/31-35/36-40/41-59/60+)

3. What would be you average net Monthly income? (1k or less, between 1k and 2k, between 2k and 3k, more than 3k)

II. Consumption before the pandemic:

4. Before the COVID-19 pandemic, did you use to shop online? (Yes or no)
5. If yes, how often? (once a day, once a week, once every two weeks, once a month, others)

III. Consumption after the Pandemic:

6. After the COVID-19 pandemic, do you continue to do online shopping? (Yes or no)
7. If yes, how often? (once a day, once a week, once every two weeks, once a month, others)

IV. After Pandemic Shopping Behaviour:

8. Do you think you have started to shop more online after de Pandemic? (Yes or No)
9. During the pandemic, what were your main motivations for buying online? (free shipping, convenience, lower prices, price comparison, more products Options)
10. Is there any type of product you started to buy online during the Pandemic (pharmacy, supermarket, retail, etc) that you have not returned shopping in-shore? If yes, which? (Personal care, food, clothing apparel, Electronics, household goods, others)

V. In regards safety while buying online, please consider the following affirmations:”

11. I felt safe shopping online before the COVID-19 Pandemic (Strongly agree, agree, disagree, strongly disagree)
12. I felt safer shopping online after the COVID-19 Pandemic (Strongly agree, agree, disagree, strongly disagree)
13. What motivated you to shop online after the pandemic? (online shopping experience, lower prices, free shipping, price comparison, more products Options, safety, see reviews, discounts, saves time and effort)
14. What makes you feel insecure about shopping online? (Long delivery times, don’t like to pay for something that i don’t have in hands, inflexible return policy, lack of payment Options, poor customer service, I am afraid my credit card information would be stolen, I do not like to give out personal information)
15. How do you feel more comfortable shopping these days? (In-store or online)
16. What are you most likely to buy online? ((Personal care, food, clothing apparel, Eletronics, household goods, others)
17. What apps do you use to shop online? (Amazon, Dunnes Store, Shein, Zalando, Boots, others)

VI. The role of advertising in the online market

18. What type of advertisement are you most likely to receive on a daily basis, given your routine? (Through Search engines, Social Networking, Broadcast, Paper)

    On a scale of 1 to 5 with 1 being strongly disagree and 5 being strongly agree. Rate your agreement with the following statements"

19. "Advertisement has a great influence on my Purchase behaviour" (1-5)
20. "Advertisement is an effective deciding factor for my online shopping" (1-5)

The interview was conducted via email and contained questions related to the same sections of the questionnaire:

1. What online shopping habits did you have before the pandemic?
2. What habits do you think were acquired after the Pandemic?
3. Which sectors do you intend to continue buying online and which do you intend to return to feeling the need to buy in-shore?
4. Do you think that you started to buy more during the pandemic (because it was easier for having a mall inside the house)?
5. For you, what is the biggest Advantage of buying online?
6. What makes you feel insecure about shopping online?
7. How do you feel more comfortable shopping these days as?

In total 101 questionnaires were answered and 4 interviews were conducted.

3.3. Ethical section

All participants were informed about the ethical and legal aspects and signed acknowledgement and permission to use the data.

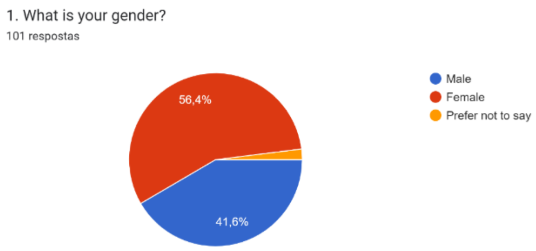
• Informed Consent Form and Electronic Consent for survey Appendix 1.

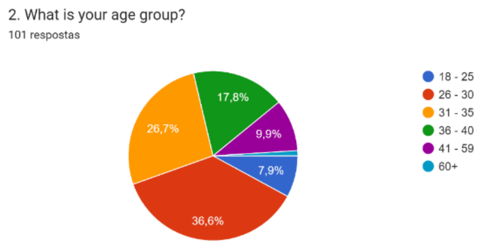
3.4. Data analysis

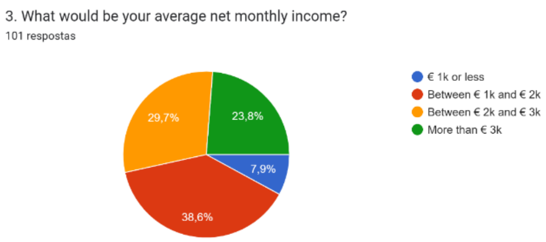
The data were analysed from percentages from the answers obtained by the questionnaire and interviews and compared with data from the literature on the subject.

4. Findings and Discussion

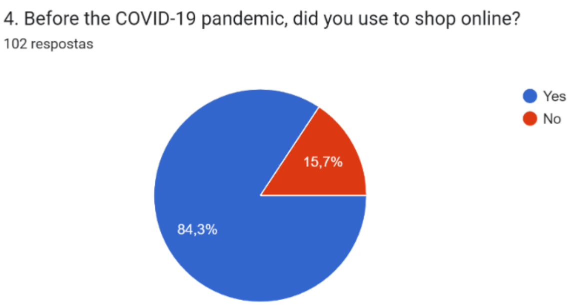
The consumer profile reached by this research was mostly women (56.4%), 41.6% men and the remainder preferred not to identify themselves. Regarding the age range, 36.6% are between 26-30 years, 26.7% between 31-35 years and 17.8% between 36-40 years. This may be associated with the fact that these age groups belong to the economically active population and are more inserted in technology when compared to the more advanced ages, which could also be seen in Graph 3.



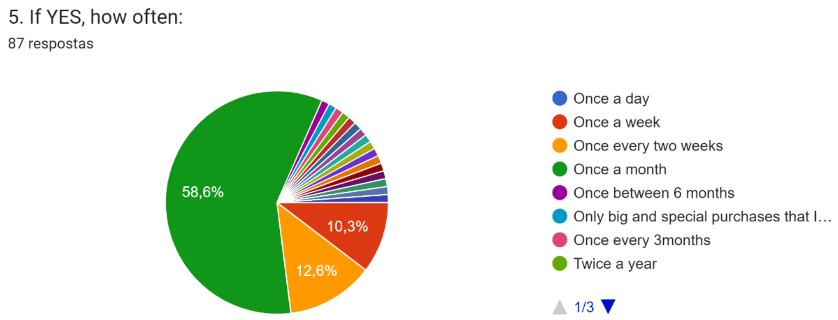




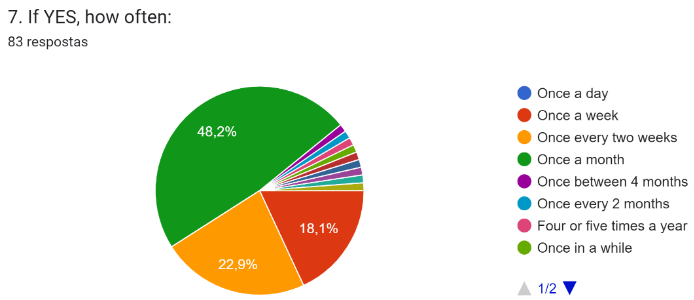
Regarding consumption before the pandemic, 84.3% of those who answered the form said they had already shopped online and among the interviewees this number was 100%. Graph 2 shows how often consumers shopped in this modality, where 58.6% shopped once a month, 12.6% shopped once every 15 days and 10.3% only shopped once a week. The others made purchases at frequencies above once a month.



After the most severe period of restrictions due to the pandemic, 96.5% said they continued their online shopping habits and practically doubled the number of people who started to buy more frequently. Now, 18.1% started buying every week, 22.9% once every fortnight and 48.2% once a month. Graph 2 illustrates this increase. According to the interviewees, 75% began to buy more during the pandemic.



1.Before Pandemic



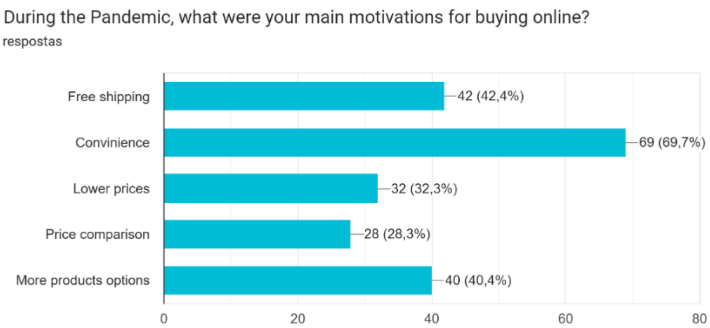
2. After Pandemic

Palhão Mateus and Plastina Cardoso (2021), explain that this dynamic intensifies in the pandemic, since this event changes the habits of the population about the action of buying, seeking the ease and practicality of the purchase for the demands of everyday life.

Furthermore, as Palhão Mateus and Plastina Cardoso (2021) expose, one observes the changes and impacts in the on-line market itself, which moves according to its demands. And in this case, as well as for the mentioned authors, it transformed the advertisements, the payment facilities and the variety of products to be made available online, a reflection of the consumer transformation and for the new consumption methodology of the population.

Among consumers, 70.7% recognized that they began to buy more after the pandemic, because, according to Pires (2022), the COVID-19 revolutionized the reality of consumers, making them more virtual and that they sought the form of purchase that cost less time. In the author's studies, there was this increase especially on the essential goods, which before were directed to the face-to-face space. That is, food was a prominent element in the studies of Pires (2022), becoming primordial within the logic of social isolation, putting on the agenda the criticism itself to this isolation, analysing the creativity of the population in the reinvention of their techniques to the scenario that was installed. About the motivations of the participants about what drove them to purchase online. The survey questionnaire reverberates almost 70% of these participants (graph 3), as buyers who had to make their actions due to the convenience of not leaving home, having so many restrictions and risks, the COVID and the physical also, with the problem of lack of security in public environments. As Costa et. al. points out (2022), in their studies, besides the convenience in their spaces, they also had the need to adapt to the process of what would be, at that moment, the online shopping for the isolated in the country. This droves them to continue buying online even after the pandemic, since they faced the fear of online shopping, with the necessary reality of this action for their own survival.

For the studies of Costa el. al. (2022), in some locations of Portugal there may be a process of return of face-to-face shopping, given the traditionalism of that nation, and by the elderly population, who may perhaps not achieve virtual democratization in time for their monthly purchases.



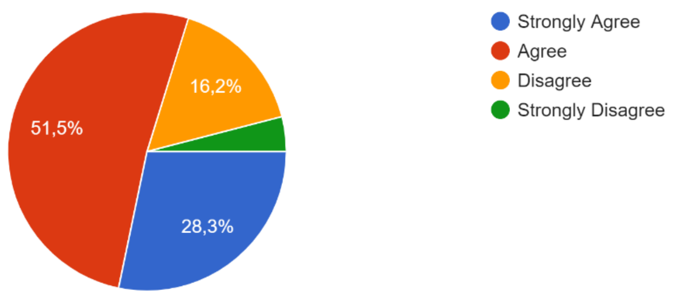
According to our research 93% have switched to online shopping, in some sector, because of COVID-19 restrictions and have not returned to in-store shopping, which corroborates the debate. That is, thinking then how young people are also moving the economy and naturally adapting to the new dynamics of consumption. For Bassi et. al. (2021), youths have played this role in boosting the ease of online shopping. This factor being of great importance and future analysis for the market. This being characterized by Bassi et. al. (2021) in their studies as a change of paths coming from the pandemic. Graph 5 shows the sectors that most consolidated with on-line sales according to this study. On the other hand, in the interviews conducted, the main sector that intends to return to buying in-store is clothing.

According to the data obtained in the survey, there was an increase in the number of people who feel safe or very safe buying online if compared before and after the pandemic (Graph 5), because they probably made many purchases, bringing more security to this practice. According to Lopes, Lima and Ribeiro (2022), this factor was provided by the companies themselves that sought to solve the problems of the consumer's lack of security in making purchases virtually, causing the number of people who could buy online to increase, thus creating a sustainability of the consumption process in the country, post pandemic. The survey quantifies these data and exposes the reality of the consumer today regarding his performance in virtuality in relation to the exchange of data to make online purchases. Amongst those interviewed, only one stated that he still did not feel safe in relation to these purchases.

Further corroborating with Graph 5 which exposes the increase in the public's interest in buying online, avoiding physical shops, given that companies, as Lopes, Lima and Ribeiro (2022) point out, have become more attractive virtually. This configuration, as pointed out by Costa el. al. (2022), arises from the repetition of this action for several times, causing the consumer a security not only of the product purchase, but also their navigation on the buying platforms, making mistakes and getting it right, thus creating a familiar atmosphere when it comes to online buying, being carried out at any time of the day and anywhere they peruse.

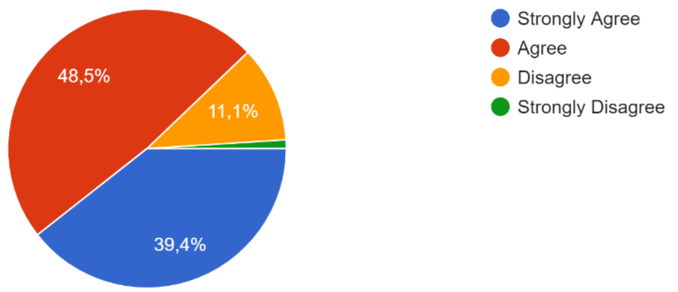
11. I felt safe shopping online before the COVID-19 Pandemic

99 respostas

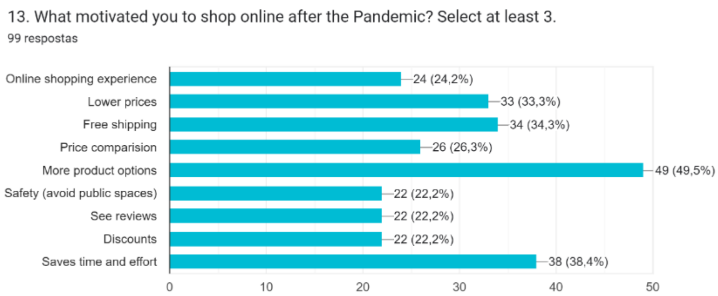


12. I felt safer shopping online after the COVID-19 Pandemic

99 respostas

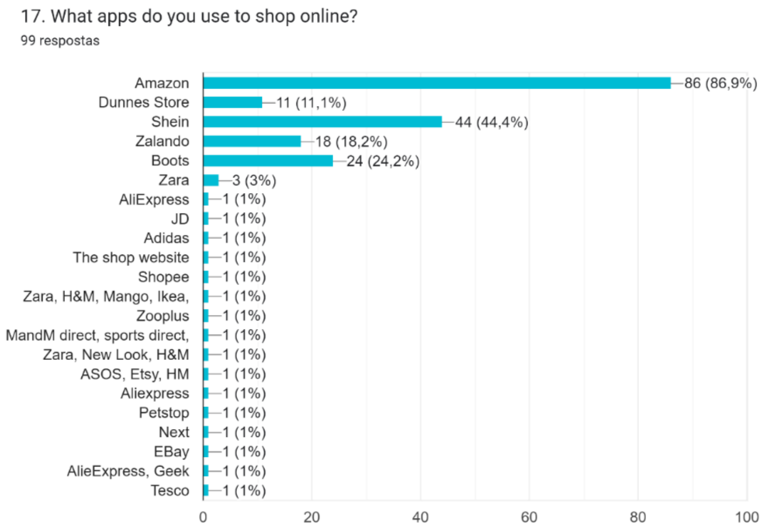


Graph 6 displays the consumers' greatest motivations and insecurities when making online purchases. An important fact observed in the interviews was that all mentioned insecurity due to two main factors: card data security and, mainly, problems with deliveries. The security with the card data the interviewees said they could get around it by buying in reliable sites, however, the problems with the delivery service presented themselves as a major drawback for online shopping, even with the main sites. This result can serve as a parameter for the marketing strategies in ensuring improvements in insecurities, especially in delivery services, and invest more in motivations, in order to optimize the online market.

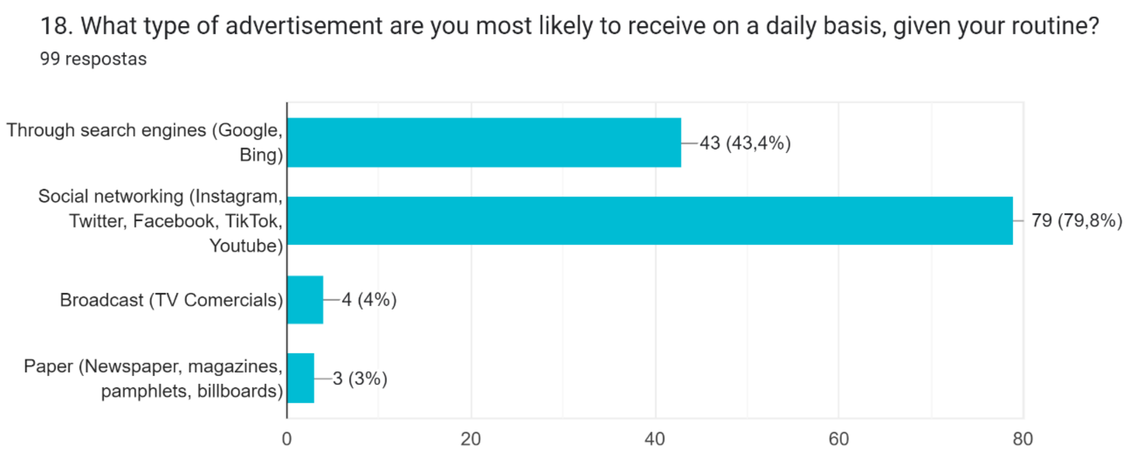


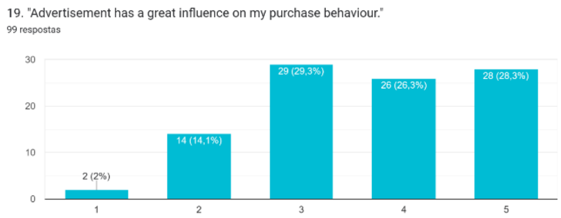
Another important finding of this study was that, nowadays, more than half the population who answered the form (51.5%) and 75% of the interviewees feel more comfortable shopping online compared to shopping in-store. Showing that the habits acquired during the pandemic, it seems, prevail even today, after the restrictions.

Chart 6 shows the most commonly used platforms for online shopping. In it we may note that Amazon appears as the absolute largest online sales site. The use of e-commerce by companies becomes very strong, according to data pointed out by Premebida (2021), when highlighting e-commerce as an opportunity for maintenance and sustainability of online commerce, given the high rate of virtual movements within the consumption of essential and non-essential goods, especially due to the consequences caused by the pandemic.



The research also exposes that consumers prefer to receive ads through social media than the other ways, besides considering that ads have influence on buying behaviours. That is, the importance of these ads on the networks for sales, as Aguiar (2022) points out when exposing the digital marketing tools in online sales. The author's study exposes that 85% of those who participated in his research, had positive results in their sales after the training of his company about the online sale by digital marketing, thus exposing that these "info-products", as he calls in his study, may be being tied to the process of virtual growth also of the mechanisms that can persuade consumers to buy and fed through digital media, thus promoting the continuity of online shopping even after the pandemic, as a consequence of the consumer's improvement in the action of buying, as well as companies in relation to their various possibilities of offering products in the virtuality of the online market.





The study of the change in consumer behaviour after the pandemic is a work in progress because we are still in the pandemic period and some countries still suffer from severe sanctions to contain new outbreaks. However, there are scenarios and perspectives projected from the analysis of what we have faced until today.

Dali et al. (2020) proposed that consumer behaviour after the pandemic can be divided into 4 quadrants, from the identified reactions of consumers: the "old normal", "new normal", "moderate new norms", and the "recycle".

1 - The recycle is basically that population that refuses to change because they are well adapted to their habits before the pandemic. In other words, they already had the habit of buying online, communicating via digital means, working from home and consequently social distancing whilst using the internet for all these activities at home. For people who fall into this category, the pandemic did not present much influence.

2 – New normal is the category that predicts major changes and strong impact of the pandemic on habits, forcing "new" habits to be established. This category forces people to adapt to new things and new ways of living and are generally people more involved with security measures to avoid infection. For these people, learning or improving their technology skills is a must now.

3 – Moderate new norms is the category of people who are in the middle between the old and the new normal. They are those people who may be considered sociable, but if necessary are adapted and apt for virtual encounters only, as well as, when possible, like to rescue their old shopping habits by going to malls or public places with other people. In this category the consumer manages to be strict with his isolation at the same time as he can easily enjoy his freedom.

4 – Old normal is the type of consumer that will go back to their old habits unless they are forced not to because of the pandemic. For these consumers the in-shore purchase is fundamental and online purchases are only made if they do not have an alternative, their habits are always the same unless there is a compulsory limitation (mandatory) to make them in the

traditional way. These people are usually those who underestimate the risks of the pandemic and do not take the restrictions so seriously, unless they are forced to.

From our results it is possible to identify consumer profiles in the 4 categories proposed by the authors and this can help us to plan, organize and structure the strategies to be used, depending on which type of consumer we want to reach.

In an attempt to predict the market and the consumer after the period we are going through Raewf, Thabit and Jasim (2021) concluded that consumer behaviour is extremely susceptible to change when put in an environment of uncertainty. The authors state that in atypical situations consumers tend to pay more attention to the quality and availability of products than to price or advertisements. With this, it is recommended that companies follow these lines to better satisfy the consumer in periods of crisis.

Depending on the pandemic phase and period there are different reactions and changes in consumer behaviour. Pollák et al. (2022) analysed the pandemic month by month since its onset to trace behavioural pattern from the different outbreak waves of COVID-19. With this it was possible to notice an abrupt change in the pattern of e-commerce behaviour at the beginning of the pandemic, which should be a result of the state of panic generated by the lack of information about the virus, however, as the months went by, the market was adapting to the new normal and the pattern became a mix between pre-pandemic and post-pandemic behaviour.

These studies show us the importance of understanding the moment we are currently going through and who our target audience is, and thus seek viable alternatives to optimise the expected results.

5. Conclusion

With this study it was possible to understand the influences that the pandemic brought to the shopping habits of consumers living in Dublin. The results showed that consumers already had an online shopping habit before the restrictions period. However, after the same period, we could observe an increase in the number of people who started shopping online and a higher frequency of purchases for those who were already doing so.
Another important finding was the motivations that led to the change in this consumer behaviour, as almost 70% started shopping at home due to convenience, given the risks of going out on the streets. It is important to emphasize that virtually all consumers who participated in this study said they no longer return to in-store shopping in some sector at least, changing this habit in a definitive way.

5.1. Limitations

This study's limitations were encountered given the restrictions still imposed by COVID-19 during the period in which it was executed. The market still suffers from the consequences of social isolation, the population presents a decline in purchasing power, which implies in lower purchasing power and thus affects market research such as that of the present study.

The time for planning, data collection and analysis was also a limiting factor to better explore the proposed theme, because the number of people participating in the research can modify the data obtained and consequently the discussions about it, and with less time for collection and analysis, fewer people can participate in the research.

Since this is a relatively recent subject and we are still living in a declared active Pandemic in the world, there is not a vast literature on the specific issues to make comparisons with the results of this study. Research in the area is still limited or even inconclusive sometimes, since we still do not live in a period that can be considered "post-pandemic". Therefore, some discussions need to be made based on hypothetical situations for what is expected or inferred for the future.

5.2. Recommendations

Based on its results, this study recommends that marketing companies pay attention to these new habits, invest in new strategies aimed at this new profile and seek to solve the problems encountered that still give insecurity to those who still resist online shopping. É importante principalmente que as empresas estudem o cenário, pesquisem e discutam sobre para que as decisões não sejam tomadas de forma empírica e aumente a chance de erro.

We also suggest more studies in this area so that there is more material on which companies can base themselves, new proposals, new data and discoveries. All of this will contribute towards a more assertive strategy for companies.

According to the literature, it was possible to identify a pattern of change in consumer behaviour that is different in each country or region that was studied, so a method used for one place may not be effective where it will be applied.

References

AGUIAR, Alessandro Rodrigues. A importância da capacitação dos afiliados para utilização das ferramentas de marketing digital na venda de infoprodutos. 2022.

Al-Hattami, H. M. (2021). Determinants of intention to continue usage of online shopping under a pandemic: COVID-19. *Cogent Business & Management*, 8(1), 1936368.

Amsari, S., & Sari, D. P. (2022). Consumer Factors In Deciding To Purchase Online At Shopee E-Commerce During The Covid-19 Pandemic. *Proceeding International Seminar Of Islamic Studies* Vol. 3, No. 1, pp. 174-182.

Bassi, M. O. P., Dantas, A. P., Martarole, D. C., de Araújo, D. R., da Silva, G. E. S., Paiva, J. S., ... & Aguilera, R. S. (2021). Tendências para o consumo de tecnologia: consumo online dos moradores da cidade de porto velho/ro. *Revista Diálogos: Economia e Sociedade (ISSN: 2594-4320)*, *5*(1), 114-128.

Bhargav, S. (2020). Survey: Portuguese consumer sentiment during the coronavirus crisis. Mckinsey and Co., April 5, 2020.

Costa, A., Parracho, C., Morais, I., Fernandes, M., & Estima, A. (2021). A mudança do comportamento do consumidor nas compras online como consequência da pandemia-Revisão de literatura. *ICIEMC Proceedings*, (2), 22-33.

Mohd Dali, N. R. S., Abdul Hamid, H., Wan Nawang, W. R., & Wan Mohamed Nazarie, W. N. F. (2020). Post pandemic consumer behavior: Conceptual framework. *The Journal of Muamalat and Islamic Finance Research*.

Gu, S., Ślusarczyk, B., Hajizada, S., Kovalyova, I., & Sakhbieva, A. (2021). Impact of the covid-19 pandemic on online consumer purchasing behavior. *Journal of Theoretical and Applied Electronic Commerce Research*, *16*(6), 2263-2281.

He, H., & Harris, L. (2020). The impact of Covid-19 pandemic on corporate social responsibility and marketing philosophy. *Journal of business research*, *116*, 176-182.

Hoàng, C., Nguyen Hoang, D. U., Duong Tran, L. P., Nguyen, H. P., Nguyen Hoai, T. N., & Le Thi, T. T. (2022). The Impact of Tiktok Advertising on Young People's Online Shopping Behaviour During the Covid-19 Pandemic. *Do Uyen and Duong Tran, Lan Phuong and Nguyen, Ha Phuong and Nguyen Hoai, Truc Ngan and Le Thi, Thanh Tam, The Impact of Tiktok Advertising on Young People's Online Shopping Behaviour During the Covid-19 Pandemic*.

Jensen, K. L., Yenerall, J., Chen, X., & Yu, T. E. (2021). US consumers' online shopping behaviors and intentions during and after the COVID-19 pandemic. *Journal of Agricultural and Applied Economics*, v. 53, n. 3, p. 416-434.

Karpunina, E. K., Ruzhanskaya, N. V., Podorova-Anikina, O. N., Zubareva, N. N., & Luchaninov, R. S. (2022). Transformation of consumer behavior during the COVID-19 pandemic. In *Geo-Economy of the Future* (pp. 85-96). Springer, Cham.

Koch, J., Frommeyer, B., & Schewe, G. (2020). Online shopping motives during the COVID-19 pandemic—lessons from the crisis. *Sustainability*, 12(24), 10247.

KOWITT, B.; LAMBERT, L. (2020). "The Coronavirus Pandemic is Dramatically Changing the Way Americans Eat." *Fortune. July*, v. 21. Available at: https://fortune.com/2020/07/21/us-consumer-spending-food-dining-out-restaurants-coronavirus-pandemic-lockdown/ (Accessed september 7, 2022).

Lopes, R., Lima, S., & Ribeiro, S. (2022). O impacto da Pandemia Covid-19 na compra de alimentos online. *ICIEMC Proceedings*, (3), 163-171.

Moon, J., Choe, Y., & Song, H. (2021). Determinants of consumers' online/offline shopping behaviours during the COVID-19 pandemic. *International journal of environmental research and public health*, 18(4), 1593.

PALHÃO MATEUS, B., M.; PLASTINA CARDOSO, M., A. (2021) A operação de compra e venda pelo sistema locker e a interferência da pandemia nesse sistema. **Revista CESUMAR (Ciencias Humanas e Sociais Aplicadas)**, v. 26, n. 2.

PIRES, C. V. Mudanças de Consumo Conjunturais e Estruturais como Consequência da Pandemia. 2022.

PREMEBIDA, E., A. (2021). E-commerce em 2020, um cenário de oportunidades em meio a pandemia. **Research, Society and Development**, v. 10, n. 2, p. e59210212984-e59210212984.

Raewf, M. B., Thabit, T. H., & Jasim, Y. A. (2021). The relationship between the elements of marketing mix and consumer behavior during environmental uncertainty. *Cihan University-Erbil Journal of Humanities and Social Sciences*, *5*(1), 50-55.

Salon, D., Conway, M. W., da Silva, D. C., Chauhan, R. S., Derrible, S., Mohammadian, A. K., ... & Pendyala, R. M. (2021). The potential stickiness of pandemic-induced behavior changes in the United States. *Proceedings of the National Academy of Sciences*, 118(27).

Shang, D.; Wu, W. (2017). Understanding Mobile Shopping Consumers' Continuance Intention. *Ind. Manag. Data Syst.*, *117*, 213–227.

Sinha, R., Nair, R. K., Naik, V., Ganatra, V., Singri, P., Singh, P., ... & Modawal, I. (2021). New norm in consumer buying pattern: Online shopping swing amid the coronavirus pandemic. *International Journal of Accounting & Finance in Asia Pasific* (IJAFAP), 4(2), 118-128.

Wiederhold, B. K. (2021). Purchasing in a pandemic? Virtual consumerism in 2021. *Cyberpsychology, Behavior, and Social Networking*, 24(2), 77-78.

Wolfgang Digital, 2021. ON THE MONEY. The Irish E-commerce Report. [online] Dublin: Wolfgang Digital. Available at: https://ss-usa.s3.amazonaws.com/c/308468701/media/8899602d5fc1c1cfe67047933413790/Wolfgang%20Digital%20Irish%20E-commerce%20Report%202021.pdf (Accessed october 22, 2022).

Yakhneeva, I. V., Pavlova, A. V., & Kalenskaya, N. V. (2021, April). Digital Marketing in the Post- pandemic World. In International Scientific Conference "Digital Transformation of the Economy: Challenges, Trends, New Opportunities" (p. 575-581). Springer, Cham.

Appendices

Appendix 1 - Gantt Chart

Research Activities	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
Initial Plan									
Presenting Research Aim, Objective and Question									
Gathering Secondary Data									
Research Literature Review									
Presenting Research Methodology									
Data Analysis and Findings									
Review Feedback									
Write up Progress Report									

Appendix 2 - Form A – Application for Ethical Approval

Form A: Application for Ethical Approval **Undergraduate/Taught Postgraduate Research**	
This form should be submitted to the module leader for the relevant initial proposal and/or the relevant supervisor is the proposal has already been accepted. Please save this file as *STUDENT NUMBER_AEA_FormA.docx*	
Title of Project	Applied Project 1
Name of Learner	Camila Alves Costa
Student Number	51708680
Name of Supervisor/Tutor	Daniel O'Sullivan

Check the relevant boxes. All questions must be answered before submitting to the relevant lecturer / supervisor. Note: only one box per row should be selected.

Item	Question	Yes	No	NA
1	Will you describe the main research procedures to participants in advance, so that they are informed about what to expect?	☒	☐	
2	Will you tell participants that their participation is voluntary?	☒	☐	
3	Will you obtain written consent for participation (through a signed or 'ticked' consent form)?	☒	☐	
4	If the research is observational, will you ask participants for their consent to being observed.	☐	☐	☒
5	Will you tell participants that they may withdraw from the research at any time and for any reason?	☒	☐	
6	Will you give participants the option of not answering any question they do not want to answer?	☒	☐	☐
7	Will you ensure that participant data will be treated with full confidentiality and anonymity and, if published, will not be identifiable as any individual or group?	☒	☐	
8	Will you debrief participants at the end of their participation (i.e., give them a brief explanation of the study)?	☒	☐	
9	If your study involves people between 16 and 18 years, will you ensure that passive consent is obtained from parents/guardians, with active consent obtained from both the child and their school/organisation?	☐	☐	☒
10	If your study involves people less than 16 years, will you ensure that active consent is obtained from parents/guardians and that a parent/guardian or their nominee (such as a teacher) will be present throughout the data collection period?	☐	☐	☒
11	If your study requires evaluation by an ethics committee/board at an external agency, will you wait until you have approval from both the Independent College Dublin and the external ethics committee before starting data collection.	☒	☐	☐

Item	Question	Yes	No	NA
12	If you are in a position of authority over your participants (for example, if you are their instructor/tutor/manager/examiner etc.) will you inform participants in writing that their grades and/or evaluation will be in no way affected by their participation (or lack thereof) in your research?	☐	☐	☒
13	If you are in a position of authority over your participants (for example, if you are their instructor/tutor/manager/examiner etc.), does your study involve asking participants about their academic or professional achievements, motivations, abilities or philosophies? (please note that this does not apply to QA1 or QA3 forms, or questionnaires limited to market research, that do not require ethical approval from the IREC)	☐	☐	☒
14	Will your project involve deliberately misleading participants in any way?	☐	☒	
15	Is there any realistic risk of any participants experiencing either physical or psychological distress or discomfort?	☐	☒	
16	Does your project involve work with animals?	☐	☒	
17	Do you plan to give individual feedback to participants regarding their scores on any task or scale?	☐	☐	☒
18	Does your study examine any sensitive topics (such as, but not limited to, religion, sexuality, alcohol, crime, drugs, mental health, physical health, etc.)	☐	☒	
19	Is your study designed to change the mental state of participants in any negative way (such as inducing aggression, frustration, etc?)	☐	☒	
20	Does your study involve an external agency (e.g. for recruitment)?	☐	☒	
21	Do your participants fall into any of the following special groups? *(except where one or more individuals with such characteristics may naturally occur within a general population, such as a sample of students)*	☐	☒	
		☐	☐	
		☐	☐	
		☐	☐	
		☐	☐	

If you have ticked any of the shaded boxes above, you should consult with your module leader / supervisor immediately. **You will need to fill in Form B Ethical Approval** and submit it to the Research & Ethics Committee **instead** of this form.

There is an obligation on the researcher to bring to the attention of the Research & Ethics Committee any issues with ethical implications not clearly covered by the above checklist.

I consider that this project has **no** significant ethical implications to be brought before the relevant Research & Ethics Committee. I have read and understood the specific guidelines for completion of Ethics Application Forms. I am familiar with the codes of professional ethics relevant to my discipline (and have discussed them with my supervisor).		☒
Name of Learner	Camila Alves Costa	
Student Number	51708680	
Date	17.05.2022	
I have discussed this project with the learner in question, and I agree that it has no significant ethical implications to be brought before the Research & Ethics Committee.		☒
Name of Supervisor/Lecturer	Daniel O'Sullivan	
Date	17.05.2022	