

The Influence of E-shopping and Brand Loyalty on Purchase Intention of Skincare Products: A Case Study in North Karnataka Region during COVID-19

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ABSTRACT

This paper provides abundant information on the province of brand loyalty for skin care products towards E-shopping during COVID19 Pandemic among customers in North Karnataka region, India. There are five major factors of brand loyalty during pandemic which have been verified in this study. Those factors are frequency, necessity, mode of payment, price & accessibility of product/service. Five hypotheses were proposed and verified by using SPSS software. A sample data set of 427 was drawn. The five-point Likert scale has been applied in gathering the data. The researchers intended standard deviation and statistically examined the distinction evaluations factors which affect purchase of skin care products, where p value in Chi-square was used for testing the hypotheses. It was witnessed that nearby 68% of customers spent less than ₹1000 on skin cares during COVID 19 pandemic and around 56% of customers preferred to buy Himalaya brand when compared to other brands.

Keywords: *COVID19 Pandemic; Brand Loyalty; E-Shopping; Skin Care.*

1.0 Introduction

The COVID-19 pandemic, which occurred in late 2019 in China and blow-out

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worldwide during 2020, has created substantial administrative, financial, and social changes.

The instant economic impact of the COVID 19 pandemic created to develop vibrant, which subsidized to scenery a world-wide emergency proposal and expertise situation purposes. (Hashem, 2020). During COVID 19 pandemic the customers buying behaviour changed they started buying the products through online and reduced their transactions offline due to safety and it was convenient to make the payments and the products were easily available, many customers who were loyal towards particular brands switched their brands due to unavailability of products.

According to (Areiza-Padilla *et al.*, 2021), Quarantine times due to the COVID pandemic enforced lots of individuals to unmatched condition in the contemporary antiquity of humankind has produced a novel procedure of consumer behaviour, in which the online ecosphere was the countless atmosphere.

1.1 Rationale behind the study

Satisfaction creates a positive association between the service provider and the customers which helps in developing brand loyalty. (Le, 2021). The concept is extensively validated in the prevailing literature in terms of predicting the purchasing behaviour of consumers who opted E-shopping. Equally, this study employs impact of E-shopping and to recognize how the COVID-19 pandemic has transformed brand loyalty establishment in the skin care products. According to (Losada-Baltar *et al.*, 2021). Undesirable sensitivity of mature was found to be powerfully connected with demonstrative conclusions.

Enlightening brand loyalty has been the critical objective of companies in the skin care category. (Kim *et al.*, 2021).

Hence, abundant studies categorize numerous pouring forces of the expansion of brand loyalty. According to (Mouratidis & Papagiannakis, 2021) A range of situations must to be inspected as online shopping activities were embraced in fluctuating steps in changed surroundings. Looking at the data on E- shopping during COVID 19 pandemic is beneficial for analysing assessments on probable modifications.

In this paper, we wish to speak and deliver the impact of E-shopping on brand loyalty among customers in North Karnataka region during COVID 19. How the customers used electronic methodologies for buying skin care products. Factors used in the study were governed by on the carters of brand loyalty variation which includes frequency, necessity, mode of payment, price & accessibility of product/service.

1.2 Objectives of the study

1. To examine the shift of customer orientation towards e-shopping during COVID 19 pandemic in North Karnataka region.
2. To examine the effect of e-shopping on brand loyalty for skin care products among customers.

2.0 Review of Literature

Brand loyalty helps in developing long term association with the customers. Brand managers must possess in attention that when a customer purchases a brand, they narrate their personality to the brand which creates brand loyalty. (Ghorbanzadeh & Rahehagh, 2020). Brand loyalty is done through providing a higher value, which in turn endorses customer loyalty, and subsequently benefits in growing the market share and share of the attention. (Joseph *et al.*, 2020). According to (Dick & Basu, 1994) and (Oliver, 1999), brand loyalty can be defined as “an extremely held promise to utilize a product/service”. According to (Jewargi *et al.*, 2022). Business can gain the loyalty of the customers by delivering the products as per the customers’ requirements. A customer will never switch to other brands until he or she is unhappy about the products and services provided by the existing brands. So, the brand managers should make sure they always keep the customers satisfied.

As discussed in the introduction the offline market is slowly losing its charm in the market. Since few years people are switching from offline market to online market, as they are comfortable with the products and services. During COVID 19 customers were more comfortable buying products through online. According to (Galhotra & Dewan, 2020) Business professionals have labelled E-shopping as the greatest support system in providing the individuals in the towns under lockdown to battle alongside the pandemic. Dropping the likelihood of shopping personally because of the amidst of the COVID 19, the marketers must flinch constructing their purchaser loyalty over electronic podiums. (Al-Khayyal *et al.*, 2020). Though the World Health Organisation deep-rooted that the emergent COVID is transferred through coughing and sneezing sprig, it strained the facility to communicate it through outdoors and paper moneys which formed an enormous enhancement between customers to embrace e-shopping.

As there are various skin care brands available in the Indian market, it could National or Global brand. Customers buy the skin care products on daily basis and few customers are very loyal towards the brands which they are using. With portfolio and consignment processes prepared to gauge up are recording e-shopping had mounted

double as their pre COVID 19 Levels for skin care brands. (Gerstell *et al.*, 2020). Skin care brands have used distinct type of digital marketing approaches with a precise purpose to increase their business digitally. Customers pursue for representative and appearance paybacks of the skin care products, which outcome in their contribution for premium brands. (Kang & Shin, 2020).

Changes in customer brand loyalty during COVID 19 and the frequency of the purchases was reduced for skin care products as there was restrictions imposed by the government and only essentials was sold initially. According to (Jensen *et al.*, 2021) The younger generation and the families with good income and those who are employed individuals their frequency was high with regard to online shopping irrespective of extension of the pandemic. The frequency of e- shopping was high among young generation during pandemic as they found the eye-catching elements and few were foremost elements of offline shopping. (Aryani *et al.*, 2021).

During COVID 19 most of the countries felt the necessity of buying the products online as there was social-human-economic concerns and most of the customers gave high priority to food products as it was more necessary when compared to other products. (Alaimo *et al.*, 2020). The offline retailers thought of changing their pattern of selling the products, even they opted online platform they started taking orders online through calls and whatsapp, as there was a high demand for the products and assumed that there will be demand for offline market in the future. (Sinha *et al.*, 2021). So we can see how COVID 19 changed the necessity of the customers and even the retailers who were selling offline had to adopt online platform as there was a necessity created by the customers.

Many customers during pandemic started making the electronic payment by credit cards, debit cards and mobile payment options like Bharatpe, phonepe, Google pay, Paytm and many other electronic payment options as they felt that its safe way to make the transactions. According to (Upadhyay *et al.*, 2022). Various companies like amazon, flipkart and others started accepting digital payments from the customers as they had no other choice but had to accept digital payment services as it would be contactless with the service delivery and safe for the customers. COVID pandemic has fortified customers from rural community and urban to use the digital payment. As per the current inclinations we can see a constant upsurge in implementation and usage of digital payment solicitation as customers are conscious and accepting its applicability. (Gupta & Singhal, 2021).

During pandemic customers did not notice the increase in the price of the products, when realised it affected the purchase behaviour of the customers. The equality awareness may be intermediated by the customer's perception of the company's market

authority. (Roggeveen & Sethuraman, 2020). According to (Balleer *et al.*, 2020). The companies which were positively impacted increased the prices of the products, while companies which were negatively impacted decreased their prices. So, the outlines are reliable with the opinion that demand shortages take over the opposing influence of pandemic. From the above we can say that how the companies changed the prices of the products and at the same time how the customer behaviour changed during pandemic due to shift in the price.

According to (Figliozi & Unnikrishnan, 2021). Bigger companies and chains were able to deliver the products to the customer's home during pandemic, whereas small retail chains and local retail business could not serve home delivery of the products as they were lacking with the resources, so the accessibility of products was not provided by all the business. During pandemic accessibility to water was deteriorated for the people who were carrying the water from extended distance as there were little efficient water bases available from the number of residents. (Rafa *et al.*, 2020). It can be said that during pandemic the customer had a tough task for accessing the products and few businesses could not deliver the products to the customers.

3.0 Research Methodology

3.1 Research design

The researchers have implemented quantitative method in order comprehend the hypotheses. Questionnaire was developed and looked in two foremost segments; the first part was about the demographics of the sample and the second part was related to the proclamations of the factors. It was mainly done to understand the influence of e-shopping on brand loyalty among the customers for skin care products during COVID19. Population of the study were the all the customers of North Karnataka region who opted online shopping. Sample random of (500) individuals were exposed. The researchers found total (427) questionnaires which were accurately filled and prepared to be exposed to statistical analysis with a response ratio of 85.4%. Cronbach alpha is used to check the dependability of the measure, as discussed by (Sekaran & Bougie, 2016) it is found that the questionnaire is consistently subsequent it is greater than accepted percent 0.60.

3.2 Sources of data

The To gather the applicable information a structured and five-point likert scale questionnaire was used. The researchers have managed and got it checked by the professional after undertaking mock testing. A mock check was completed to review the

questionnaire. The initial portion of the questionnaire transacts through demographic evidence of the respondents, while subsequent portion transacts by means of the consumer behaviour towards E-shopping.

Therefore, range to understand the accepted research purposes, following research methodology was executed through the investigators. Finally, to confirm the strength of the results, it was envisioned to examine the result of five impacts on brand loyalty. So, we will have measured 5 Hypotheses:

H₀₁: There is no influence of COVID 19 over (Frequency) variable used as a instrument for consumer brand loyalty through impacting the inclination towards e- shopping.

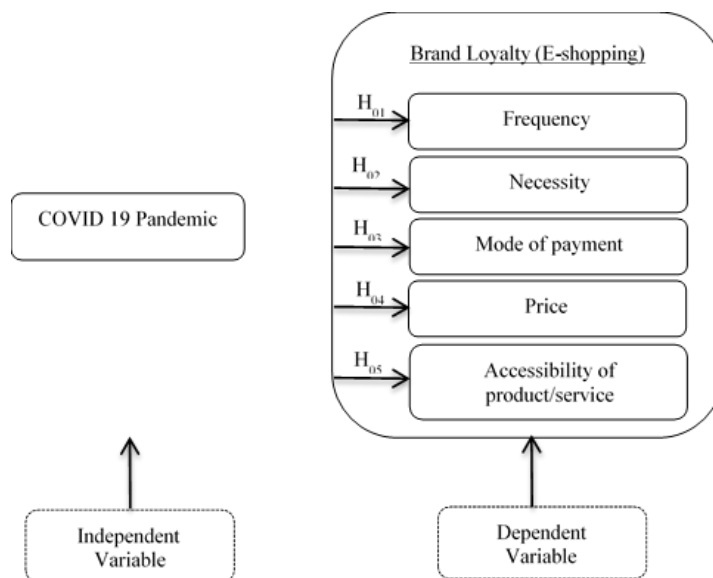
H₀₂: There is no influence of COVID 19 over (Necessity) variable used as a instrument for consumer brand loyalty through impacting the inclination towards e- shopping.

H₀₃: There is no influence of COVID 19 over (Mode of payment) variable used as a instrument for consumer brand loyalty through impacting the inclination towards e- shopping.

H₀₄: There is no influence of COVID 19 over (Price) variable used as a instrument for consumer brand loyalty through impacting the inclination towards e- shopping.

H₀₅: There is no influence of COVID 19 over (Accessibility of product/service) variable used as a instrument for consumer brand loyalty through impacting the inclination towards e- shopping.

Figure 1: Conceptual Framework



Source: Literature review

To perform the data analysis and hypothesis, Chi-square test has been used by the researcher. Chi Square equations is mentioned below. (Figure 1).

$$\chi^2 = \sum (O_i - E_i)^2 / E_i$$

= Chi Squared, = Observed value, = Expected value.

4.0 Analysis and Discussion

4.1 Sample characteristics as per demographics

As specified in Table 1, we can say that the total male customers were 258 and female respondents were 169. In the age group column, it shows that 84% respondents were between age group of 21-30. Next, the additional demographic profile of the respondents is available in Table 2.

Table 1: Gender and Age Group

Gender	Frequency	%	Age Group	Frequency	%
Male	258	60%	Below 20	1	0%
Female	169	40%	21-30	359	84%
			31-40	43	10%
			41-50	19	4%
			Above 50	5	1%
Total	427	100%	Total	427	100%

Source: Data from the present study

Table 2: Education and Occupation

Education	Frequency	%	Occupation	Frequency	%
SSLC/10th	0	0%	Student	359	84%
PUC/12th	1	0%	Services	42	10%
Undergraduate	67	16%	Home maker	5	1%
Post graduate	359	84%	Business	21	5%
Total	427	100%	Total	427	100%

Source: Data from the present study

Out of 427 respondents, 359 were post graduate and 67 were under graduate. There are 359 respondents who were college going students, 42 were into services, 5 were homemakers and 21 respondents were from handling business. Hence, the

researchers analyse that most of the respondents were students and considered as the young generation (Table 3).

Table 3: Frequency and Annual Spends of E-shopping during COVID19

Frequency of E-shopping during COVID 19	Frequency	%	Annual spends on E-Shopping	Frequency	%
Once/month	298	70%	Less than ₹.1000	292	68%
Twice/month	58	14%	₹.1000-1500	85	20%
3 times/month	47	11%	₹.1500-2000	38	9%
+4times/month	24	6%	₹.2000-2500	7	2%
			More than ₹.2500	5	1%
Total	427	100%	Total	427	100%

Source: Data from the present study

It evidently indicates that 70% of the respondents did online purchases once per month. 68% of the respondents spend less than ₹.1000 on skin care products annually in North Karnataka region. While only 1% spend more than ₹.2500 on the on-skin care products annually.

4.2 Descriptive statistics of consumers during COVID-19

From Table 4, we can evaluate that the frequency sensitively impacts the customers to buy products online. In precise, shopping occurrence deviations are as per the condition is measured as important frequency features by the online shopping buying customers.

Table 4: Frequency of E-shopping

Frequency	Average Score	Std. Dev
I generally tend to do shopping twice a month	3.15	0.89
I incline to use vouchers	3.37	0.89
I do shopping each period I find myself free	3.08	1.09
My shopping activities are all prearranged	3.17	1.02
My shopping occurrence deviations are as per my condition	3.64	0.80
Overall rating	3.28	0.94

Source: Data from the present study

Based on Table 5, it can be observed that necessity of online shopping during pandemic are considered as important factor while purchasing skin care products. From the above data we can analyse that customer did online shopping of skin care products only if it was really required during pandemic.

Table 5: Necessity of E-shopping

Necessity	Average score	Std. Dev
I do shopping, if it's really required	4.03	0.95
I would purchase items, if on discount	3.63	1.07
I do shopping as it saves time	3.46	1.14
I incline to try new products	3.23	0.99
I track all my expenditures on monthly basis	3.31	1.16
Overall rating	3.53	1.06

Source: Data from the present study

Referring to Table 6, mode of payment is measured to be a noticeable aspect in buying skin care products. The respondents proved that they were comfortable making the payments through cards as it supported online shopping during pandemic.

Table 6: Mode of Payment for E-shopping

Mode of payment	Average Score	Std. Dev
I prefer to pay in cash	2.94	1.10
I am comfortable with card payments	3.62	1.01
My card supports e-shopping	3.77	0.93
I trust online mode of payment	3.59	1.02
Scam is the biggest fear which bothers me	3.47	1.06
Overall rating	3.48	1.03

Source: Data from the present study

As we can see in Table 7, price plays an important role during pandemic. It can be perceived in the above figures that the customers compared prices with different online shopping platforms before buying the products. In return this helped the customers to get the products as per their price they were willing to buy the products.

Table 7: Price of E-shopping

Price	Average Score	Std. Dev
I compare product prices between different platforms	4.05	1.00
I prefer domestic products when compared to global as they're not expensive	3.56	0.94
I am comfortable paying additional for quality products	3.68	1.01
If prices are high, I check for substitutes	3.59	0.94
Overall rating	3.72	0.97

Source: Data from the present study

As can be seen in Table 8, the respondents showed considerable importance to accessibility of product/service towards their buying behaviour. In detailed, the customers contributed added prominence to the products if they were not obtainable in the stores then they looked for online as most of the products were available online during COVID 19.

Table 8: Price of E-shopping

Accessibility of product/service	Average Score	Std. Dev
I frequently look for products which are delivered on time	3.73	0.93
If the product is not accessible in stores, then I don't look for it online	3.03	1.13
If the product looked to be essential, I would look for it online	3.69	0.82
I don't buy products online unless its cash on delivery	3.04	1.17
If the products are not obtainable in stores, then I look for it online	3.76	0.91
Overall rating	3.45	0.99

Source: Data from the present study

Based on Table 9, it can be observed that most of the customers bought Himalaya brands when compared to other company brands as it was easily available during pandemic and even the features and quality of the products is good when compared to other company brands.

As indicated earlier, effects were proved for statistical association of the distinction of the plentiful factors built on the five independent variables. For the persistence to experiment the hypotheses, the average prominence score which is 1 for each factor was connected with the “Strongly Disagree”, and p value in Chi-square was used for testing the hypotheses.

Table 9: Brands Purchased through E-shopping

Which skincare brands, you bought through E-shopping during COVID 19	Frequency	%
Biotique	5	1%
Dove	5	1%
Ethiglo	5	1%
Good vibes	5	1%
Himalaya	241	56%
L'oreal	5	1%
Lakme	9	2%
Lotus Herbals	4	1%
Mama Earth	46	11%
Minimalist And Derma	1	0%
Neutrogena	1	0%
Nivea	36	8%
Others	16	4%
Nykaa	5	1%
Olay	4	1%
Patanjali	27	6%
Soapcraft	5	1%
Wipro	3	1%
Wow	4	1%
Total	427	100%

Source: Data from the present study

4.3 Results of hypothesis testing

Constructed on the outcomes as accessible in Table 10, all the impacts specifically frequency, necessity, mode of payment, price & accessibility of product/service were associated with lowermost prominence score which is 1. P value was intended by using Chi-square method. 5% significance level was taken into concern. Successively, there were 427 observations. The outcomes of hypotheses testing are stated in the succeeding table.

Table 10 demonstrates that all the null hypotheses are rejected, which means that COVID 19 had a positive influence over customers brand loyalty along with the approved variables through growing the inclination towards online shopping.

Table 10: Brands Purchased through E-shopping

Null Hypothesis	Factor	Average prominence score	Std. Dev	P-Value	Conclusion
H ₀₁	Frequency	3.28	0.94	0.000702	Reject H01
H ₀₂	Necessity	3.53	1.06	0.000952	Reject H02
H ₀₃	Mode of payment	3.48	1.03	0.000148	Reject H03
H ₀₄	Price	3.72	0.97	0.000395	Reject H04
H ₀₅	Accessibility of product/service	3.45	0.99	0.000112	Reject H05

Source: Data from the present study

The main facts to be debated are maximum of the defendants are students who belonged to the age group of 21-30 (84%), which gives a clue of credible segment of customers who buy skin care products through online. It was also detected that 68% of the customers spend less than ₹.1000 yearly on skin care products during pandemic which delivers a responsiveness of how much they spend online. 70% of the customers chose online shopping once a month. Auxiliary, it was found than 84% of the respondents are post graduates, which might show a high level of awareness.

Next, the influences which have been inspected namely frequency, necessity; mode of payment, price & accessibility of product/service provocatively affects the consumer choice of skin care products through online shopping among customers in north Karnataka region. Out of the above specified influences customers contributed additional importance to price of the products as the average rating was 3.72; while necessity is 3.53 respectively. Thus, the businesses should work on the prices of the products during unconditional stations like COVID19 pandemic so as to increase brand loyalty among customers of north Karnataka region. The above quantified results specify that the north Karnataka region customers of skin care products confirm considerable brand loyalty to select of the products online and their movements are influenced by the five factors as indicated before.

5.0 Conclusion and Implications

From centered on what was stated above, study interrogations were responded and the pandemic of COVID19 played a part in changing customer behaviour towards accepting e-shopping and contingent on it as a daily life optimal. This research study envisioned to inspect the factors that affecting customers in towards online shopping due to pandemic and to test the brand loyalty of the customers towards the skin care

products. The researchers also measured the effects of customer purchase behaviour from offline to online. In terms of the research domicile, the researchers have preferred north Karnataka region. From the testimonial investigation, the outcomes exposed the below declared opinions. The impacts like frequency, necessity, mode of payment, price & accessibility of product/service they had suggestively positive influences on the customer online purchase decision and the brand loyalty. The findings were consistent with (Hashem, 2020). In the research, the scholars examined the factors affecting online buying behaviour of Jordan customers during pandemic, the results exposed that the variation of customer behaviour throughout pandemic was accredited to demographic variables largely gender in which female seemed to be extra subjective. Whereas in our study we found that pandemic was attributed to demographic variables in which male customers in north Karnataka region gave more prominence to price and necessity of product which effects in building brand loyalty.

From the appeared outcomes, a marketing manager or a firm can relate in the trade growth to match and meet buyer necessities. If the customers are brand loyal, they will never shift to other brands even though there is upsurge in prices for the products but at the same time the marketer should make assured they retain the customer by not dropping the loyalty from them by providing the products as per their necessities of the customers. This study concludes that if skin care business wishes to relish brand loyalty of the consumers for their products in uncertain conditions like pandemic; mostly in north Karnataka region, they must grind more on the examined factors like frequency, necessity, mode of payment, price & accessibility of product/service, in specific the firm must emphasis on price of the products and the necessity of the customers as they have sturdy impact in formative the brand loyalty of consumers in online shopping for skin care products.

The study which has been piloted has got particular limitations which have to be documented. The primary limitation of the study was it was accompanied only for the customers in north Karnataka region and the sample (N=427 respondents). A greater sample could subsidy in additional purgative the study. The paper is available only for skin care products. Associated study can be conceded out for other skin care products.

The study would like to suggest steering research by spreading the extra evidence congregation tools additional other than spending only a questionnaire. The study was proficient to bring major understanding into brand loyalty of customers in north Karnataka region for skin care products.

The imminent study might emphasis on other regions like Bangalore, South Karnataka, Delhi, Mumbai, etc. To gaze on the resemblances or the alterations between

outline of the factors that will seem leading when customers decide to buy their skin care brands without shifting to other brands. Businesses must make sure they come up with best marketing tactics so that they generate more business through online during pandemic they should also cultivate a solid e-shopping approach.

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