

## Chapter 27

# Did COVID–19 Support Sustainable Marketing?

### Modelling the Enablers of E–Commerce – Online Shopping in the Pandemic

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#### **ABSTRACT**

*Around 80% of companies agree that customers would go online for sustainability considerations and their new business model should be digitized for sustainability. The businesses need to analyze the changing consumer behavior; also, there is need to identify the enablers of online purchase and their interrelationships, which would further help the managers in strategy formulation towards competitive sustainability. SSIM was used to find the contextual relationship among the identified sixteen factors of online purchase using expert's opinion. Forty experts in the panel were engaged to suggest the pair-wise comparison. These 16 factors were likely to evaluate the shifting consumer behaviour towards online purchase during COVID-19 pandemic. In the final session, the ranking of all the factors and their interrelationships with each other was evaluated. Interpretative structural modelling with MICMAC analysis was deployed to rank these drivers to identify the most important factors and to establish driver-dependence relationship among these drivers.*

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## **INTRODUCTION**

We discuss many marketing strategies in light of various market circumstances, and the majority of businesses employ varied strategic approaches in light of these circumstances. Company restructures its market segmentation and positioning as well as its strategic decisions about product selection, pricing, and distribution. The Covid-19 epidemic had significantly altered society's priorities and people's way of life, this affects sustainable development significantly. This, however, was not a case of the market system breaking due to an economic slowdown; rather, it was a circumstance where the entire chain system broke, causing a crisis in terms of production, sales, or marketing, which reflected the firm's economic crisis. Sharma and Srivastava (2022) various strategies have been designed to contain the COVID-19 pandemic. Therefore, it is difficult for huge corporations to keep their clients because local competitors are now gaining an advantage in the market and are more aware of consumer psychology during a recession. On the other hand, there is no control mechanism, and the unemployment rate is rising. Because of it, shopping preferences will undoubtedly change. The link between consumer behavior and supply and demand is now changing. By reducing industrial and transportation activity while encouraging families to participate in non-commercialized forms of recreation and social interaction, economic collapse and social isolation have lowered society's environmental impact. Many companies use sustainable marketing to succeed in today's ethical and ecologically sensitive marketplace. Exogenous and endogenous elements, such as government and international organization environmental rules, as well as societal norms and values, are linked to strategic integration in ways that affect the sustainability of the enterprise. The first factors are those that affect stakeholders and include: a) environmental regulations of national and international organizations; b) social norms and values; c) expectations of interest groups (NGOs, community groups, media, etc.); d) influence of market agents like customers, suppliers, competitors, and shareholders. The second factor consists of internal forces such as (a) integrating sustainability into decision-making strategies, which is one of this factor's biggest challenges; (b) cultural influences such as motivation, information sharing, management commitment, and long-term perspective; and (c) promoting the use of fundamental resources such as physical assets, capacities, and resources (Schrettle et al., 2014). Organizations must finance sustainability programs in order to practice sustainable marketing. A successful marketing strategy must be in line with consumer values, and as a result, many brands have redesigned their operations to be more sustainable and to be more transparent about their efforts. The actions used to stop the pandemic have altered daily living and brought about significant changes in consumer behavior says Sheth (2020). Environmental responsibility knowledge and attitudes have been the subject of numerous research, and a wide range of methodologies and ideas have been employed to explain them says Walsh and Dodds(2022).

According to Kapur and Kapur (2020) Indian consumer is gradually but distinctly changing across multiple dimensions. Consumer psychology is not an exception to the long-lasting psychological effects of the Covid-19 epidemic. Convenience, personalization, trend-driven buying, multichannel involvement, and a preference for healthy living have all become basic expectations. Kumar et al. (2013) claimed that the emergence of two concepts, namely ecological marketing and social and societal marketing, marked the beginning of the evolution of sustainable marketing. Akbari et al. (2023) found that while the pandemic had a good impact on the deployment of technology in the hospitality sector, it also had a detrimental impact on marketing performance. The study urges hotel managers and executives to reevaluate their marketing strategies. Numerous research on the topic of sustainable consumption has discovered a disconnect between consumer awareness and practices said Stl and Jansson (2017); Young et al. (2010).

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