

"A man is
great by
deeds, not by
birth"

-Chanakya

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Understanding the shift consumer sentiments towards consumption during Covid -19

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Understanding the shift consumer sentiments towards consumption during Covid -19

Abstract:

Covid 19 had been an unprecedented crisis that had impacted the economy at various levels. This period witnessed long durations of lockdown that led the economic slowdown and resulting rise in unemployment. Studies have shown that a shift in consumer attitudes and behaviour towards the (nature of) consumption. The current study uses the Consumer Pyramid Household Survey data to understand patterns of consumer sentiment during the pandemic period. The study employs the techniques of clustering to classify the patterns of consumer sentiments and profile the households to understand how their demographic and economic background influences their sentiments towards consumption.

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