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| Abstract |
| Much has been talked about around the alternative of buying items among the distinctive segments of the supply chain during the global pandemic. However, consumers are learning to contrive and learn modern propensities due to lockdown and social separating mandates. I focus on explaining the adjustment of modern structure of consumer behavior during post pandemic. I collect and analyze the interviews from twelve respondents from the different segments (consumer and retailer) in northern part of Dhaka. We find that consumer behavior on online shopping is being changed in an emergency and steps of typical supply chain may be changed for a while during global pandemic. At exceptionally stating of emergency, consumers expend a huge sum of ingredients instead of a wrapped-up food and also lean toward purchasing the items from the branded retail shop through online. Consumer’s new habits emerge with the advance technology, demographical change and innovative ways of learning to cope with blurring the shopping behavior in the ongoing pandemic situation. This change towards more technology based communication will coordinate understudies to proceed with their learning and engage virtual mentoring to empower consumers. |
| Sustainable Development Goal(s) (SDG) |
| Goal 9: Industry, Innovation and Infrastructure |