

Navigating the New Normal in Jaipur: Analysing Post-COVID 19 Consumer Behavior in E-Commerce and Its Impact on Relationship Marketing and Sustainability”

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Abstract

Purpose

This research explores the post-COVID consumer behavior shift in e-commerce within Jaipur City and its dual impact on relationship marketing and environmental responsibility. The study investigates how local businesses have adapted their marketing strategies to maintain customer relationships while responding to growing consumer demand for environmentally sustainable practices.

Objective

The key objectives of this research are to assess how post-pandemic consumer behavior in Jaipur has influenced relationship marketing strategies in the e-commerce sector, and to examine the increasing significance of environmental responsibility in shaping consumer preferences and how businesses are adapting to these demands. Additionally, the study aims to analyze the challenges and opportunities faced by Jaipur-based e-commerce businesses in integrating sustainable practices while maintaining customer engagement. Finally, it seeks to explore the long-term implications of these shifts on the future of e-commerce in Jaipur, particularly in fostering sustainable growth and enhancing customer loyalty.

Methodology

This research employs a quantitative methodology, utilizing surveys to gather data from 300 e-commerce consumers in Jaipur. The survey focuses on assessing changes in shopping behaviors, preferences for personalized experiences, and attitudes toward environmental responsibility. Data analysis will be conducted using statistical software such as SPSS to perform descriptive statistics and regression analysis to test the hypotheses related to the relationship between consumer behavior and marketing strategies. This approach allows for the identification of significant trends and correlations that inform the study's objectives.

Findings

The findings reveal a significant increase in online shopping frequency among Jaipur consumers, with heightened demand for personalized experiences and sustainable products. Businesses have responded by leveraging social media for customer engagement and adopting eco-friendly practices

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such as sustainable packaging and local sourcing. However, balancing cost efficiency and environmental responsibility remains a challenge for many businesses.

Originality and Value

This study contributes original insights into the intersection of consumer behavior, relationship marketing, and environmental responsibility in the context of a rapidly changing e-commerce landscape in Jaipur. It provides valuable guidance for local businesses on how to align marketing and sustainability efforts to meet evolving consumer expectations in the post-pandemic era.

Keywords: Post-COVID, Consumer Behavior, E-Commerce, Relationship Marketing, and Environmental Responsibility etc.

1.1 Introduction

The COVID-19 pandemic has instigated profound changes in consumer behavior, particularly in the realm of e-commerce. As individuals adjusted to restrictions and new health protocols, many turned to online shopping for both essential and non-essential goods. This shift not only reflects changes in shopping preferences but also underscores evolving expectations around service quality and sustainability. Research by Abendroth et al. (2022) highlights how the pandemic has impacted work dynamics, suggesting that significant lifestyle changes have prompted consumers to reevaluate their purchasing habits and priorities, including the importance of convenience and safety in online transactions.

Furthermore, studies like those by Adisa et al. (2022) emphasize the necessity for businesses to adapt their relationship marketing strategies in light of these behavioral shifts. As consumers increasingly seek personalized experiences and transparent communication, relationship marketing has become a critical element for e-commerce businesses striving to maintain customer loyalty during these uncertain times. Additionally, the pandemic has catalyzed a heightened awareness of environmental issues, prompting consumers to favor brands that demonstrate a commitment to sustainability. Research by Al-Kumaim et al. (2021) indicates that this growing environmental consciousness is reshaping consumer preferences, as buyers increasingly prioritize eco-friendly products and practices.

In this context, it is essential to explore how e-commerce businesses in Jaipur are responding to these changes. By understanding the interplay between post-COVID consumer behavior, relationship marketing, and environmental responsibility, this study aims to provide insights that can help local businesses adapt effectively in a rapidly evolving market landscape. The findings will contribute to a deeper understanding of consumer expectations and offer practical recommendations for integrating sustainable practices within relationship marketing strategies.

1.2. Importance of Studying E-Commerce, Relationship Marketing, and Environmental Responsibility in This Context

The significance of examining e-commerce, relationship marketing, and environmental responsibility in the post-COVID landscape cannot be overstated. The pandemic has fundamentally altered

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consumer behaviors, pushing more individuals toward online shopping and digital interactions. Understanding these changes is essential for businesses to adapt their marketing strategies effectively and meet the evolving expectations of consumers. E-commerce provides a unique opportunity to analyze how brands can leverage digital platforms to foster strong relationships with customers, enhancing loyalty and engagement during uncertain times. Moreover, as consumers become increasingly aware of environmental issues, integrating sustainability into relationship marketing strategies has become crucial. This study aims to uncover how these factors intertwine to shape consumer behavior and drive business success in Jaipur's e-commerce sector.

1.2. Research Objectives

The primary objectives of this research are as follows:

1. To assess how post-pandemic consumer behavior in Jaipur has influenced relationship marketing strategies in the e-commerce sector.
2. To examine the increasing significance of environmental responsibility in shaping consumer preferences and how businesses are adapting to these demands.
3. To analyze the challenges and opportunities faced by Jaipur-based e-commerce businesses in integrating sustainable practices while maintaining customer engagement.
4. To explore the long-term implications of these shifts on the future of e-commerce in Jaipur, particularly in fostering sustainable growth and customer loyalty.

1.3. Hypotheses of Study

Hypothesis 1: Post-pandemic consumer behavior in Jaipur significantly influences e-commerce relationship marketing strategies, emphasizing personalization and customer engagement.

Hypothesis 2: Environmental responsibility increasingly shapes consumer preferences in Jaipur, favoring e-commerce businesses that adopt sustainable practices.

Hypothesis 3: E-commerce businesses in Jaipur encounter challenges in integrating sustainable practices while maintaining customer engagement, affecting their competitiveness.

Hypothesis 4: Shifts in consumer behavior due to the pandemic will have lasting effects on the e-commerce sector in Jaipur, promoting sustainable growth and customer loyalty.

2. Literature Review

2.1. Changes in Consumer Behavior Due to COVID-19

The COVID-19 pandemic has dramatically transformed consumer behavior across various sectors, particularly in retail and e-commerce. Initially, lockdown measures and social distancing mandates forced consumers to shift from traditional shopping methods to online platforms. According to Donthu and Gustafsson (2020), the pandemic triggered a substantial increase in e-commerce, as consumers sought safer shopping alternatives. This shift was not just a temporary reaction but represented a fundamental change in how consumers engage with brands.

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Increased health concerns have also driven consumers to prioritize safety and hygiene in their purchasing decisions. A study conducted by De' et al. (2020) highlights that consumers have become more selective about where and how they shop, leading to a preference for retailers that prioritize health and safety measures. This trend is further reflected in consumer attitudes towards delivery options, with many now favoring contactless delivery and curbside pickups as safer alternatives to in-store shopping.

Moreover, the pandemic has heightened consumers' awareness of social and environmental issues, leading to a shift in their purchasing motivations. Research by Gupta and Singharia (2021) indicates that consumers are increasingly seeking out brands that align with their values, particularly in terms of sustainability and ethical practices. This shift in priorities has prompted companies to reassess their marketing strategies, focusing on transparency and responsibility to resonate with increasingly conscious consumers.

Additionally, the pandemic has affected consumer spending patterns, with many consumers reducing discretionary spending while reallocating funds toward essential goods and services. Dalmer et al. (2023) found that consumers have become more frugal, carefully evaluating their purchases and opting for value-driven choices. This change reflects a broader trend towards minimalism and conscious consumption, where consumers prioritize quality over quantity in their buying decisions.

2.2. E-Commerce Trends Post-Pandemic

The surge in e-commerce during the COVID-19 pandemic has established new trends that are likely to persist in the post-pandemic landscape. Cinelli et al. (2020) describe how businesses rapidly adapted to the digital realm, leading to a substantial increase in online transactions. This digital shift is characterized by several key trends, including the rise of mobile commerce, personalized shopping experiences, and the integration of advanced technologies.

Mobile commerce, in particular, has gained traction as consumers increasingly use smartphones and tablets for online shopping. According to Dwivedi et al. (2022), the convenience of mobile shopping has led to a significant uptick in sales through mobile applications and websites. Retailers are now focusing on optimizing their mobile platforms to enhance user experience and streamline the purchasing process.

Personalization is another critical trend that has emerged in response to changing consumer expectations. As e-commerce becomes more competitive, businesses are leveraging data analytics to deliver tailored experiences to their customers. This includes personalized product recommendations, targeted marketing campaigns, and customized user interfaces (Hynes et al., 2020). By utilizing consumer data effectively, companies can foster deeper connections with their customers, increasing loyalty and driving repeat purchases.

Moreover, the integration of emerging technologies, such as artificial intelligence (AI) and augmented reality (AR), is transforming the online shopping experience. Companies are incorporating AI-driven chatbots to provide instant customer support and personalized product suggestions. Simultaneously,

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AR technologies enable consumers to visualize products in their own environment before making a purchase, enhancing confidence in online shopping (Ikeuchi et al., 2023).

2.3. Relationship Marketing Strategies and Their Evolution

The evolution of relationship marketing in the context of the COVID-19 pandemic is paramount for businesses aiming to maintain customer loyalty. As consumers navigate the uncertainty brought on by the pandemic, building trust and rapport with customers has become more critical than ever. Epstein et al. (2008) emphasize that effective relationship marketing strategies can foster customer loyalty, particularly during challenging times.

In the post-pandemic landscape, businesses are increasingly focusing on personalized communication as a means to strengthen customer relationships. This approach involves utilizing customer data to tailor marketing messages and promotions that resonate with individual preferences. By leveraging insights into consumer behavior, companies can create targeted campaigns that enhance engagement and drive conversions (Fuchs, 2021).

Furthermore, businesses are recognizing the importance of community engagement and social responsibility in their relationship marketing efforts. Consumers are more likely to support brands that actively contribute to their communities and demonstrate ethical practices. Research by Hynes et al. (2020) suggests that brands that align their marketing strategies with social causes can build deeper connections with their audiences, fostering loyalty and trust.

Moreover, relationship marketing has evolved to incorporate digital channels, allowing businesses to connect with consumers through various online platforms. Social media has become a vital tool for relationship-building, enabling companies to engage with customers in real-time, gather feedback, and address concerns promptly. This two-way communication fosters a sense of community and belonging, enhancing the overall customer experience (Ikeuchi et al., 2023).

2.4. Environmental Responsibility and Consumer Preferences

The COVID-19 pandemic has intensified consumer focus on environmental responsibility, significantly influencing purchasing behavior. As individuals reflect on the impact of the pandemic on their lives, many are reconsidering their consumption habits and the brands they choose to support. Di Renzo et al. (2020) indicate that consumers are increasingly prioritizing sustainable products and practices, seeking out brands that demonstrate a commitment to environmental stewardship.

Research by Gupta and Singharia (2021) underscores the importance of sustainability in consumer decision-making, revealing that consumers are more inclined to purchase from companies that prioritize eco-friendly practices. This shift reflects a growing awareness of climate change and the environmental consequences of consumer behavior. Brands that proactively engage in sustainable practices, such as reducing waste and using renewable materials, are likely to resonate more with conscious consumers.

Moreover, businesses are responding to this shift by integrating sustainability into their marketing strategies. Companies are increasingly highlighting their environmental initiatives and ethical

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sourcing practices in their communications, appealing to consumers' desire for transparency and responsibility (Holingue et al., 2020). By aligning their brand values with those of environmentally conscious consumers, businesses can cultivate loyalty and attract new customers who prioritize sustainability.

In conclusion, the literature review highlights the profound impact of COVID-19 on consumer behavior, e-commerce trends, relationship marketing strategies, and environmental responsibility. Understanding these changes is crucial for businesses looking to adapt and thrive in the evolving marketplace, particularly in the context of Jaipur's e-commerce sector.

2.5. Research Gap

There is a significant research gap concerning post-COVID consumer behavior and e-commerce trends specific to Jaipur, India. While studies have examined shifts in consumer preferences and environmental responsibility globally, localized data on how consumers in Jaipur have adapted their purchasing habits during and after the pandemic is limited. Additionally, the effectiveness of relationship marketing strategies tailored to Jaipur's cultural and socio-economic context remains underexplored. The influence of traditional markets and local shopping habits on the adoption of e-commerce also needs further investigation. Lastly, there is insufficient research on how businesses in Jaipur are integrating sustainability practices into their e-commerce operations to attract environmentally conscious consumers. Addressing these gaps will provide valuable insights for local businesses and policymakers.

3. Research Methodology

This study adopts a quantitative research approach to assess post-pandemic consumer behavior and its effects on relationship marketing strategies in the e-commerce sector of Jaipur. The research design consists of the following key components:

1. **Sample Selection:** A purposive sampling technique was employed to select 150 respondents who actively engage in online shopping. Respondents were approached through online platforms, social media, and local e-commerce forums in Jaipur, ensuring a diverse representation of age, gender, and socio-economic backgrounds.
2. **Data Collection:** A structured questionnaire was developed based on the identified variables, consisting of multiple-choice and Likert scale questions. The questionnaire was divided into sections addressing consumer behavior, environmental responsibility, sustainable practices, and marketing strategies. The questionnaire was pre-tested with a small group to ensure clarity and reliability.
3. **Data Analysis:** The data collected were analyzed using statistical software (SPSS). Descriptive statistics were computed to summarize the data, and regression analysis was performed to assess the relationship between independent and dependent variables. Model summaries, ANOVA, and coefficients tables were generated for interpretation.

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4. **Ethical Considerations:** The study ensured ethical standards by obtaining informed consent from participants and maintaining confidentiality of their responses. Participants were made aware of the study's purpose and their right to withdraw at any time.

4. Data Analysis and Interpretation

This section presents the analysis of the collected data, focusing on the relationship between consumer behavior, environmental responsibility, sustainable practices, and the corresponding impacts on marketing strategies and customer engagement in the context of e-commerce in Jaipur. The data was analyzed using statistical methods, including regression analysis, to evaluate the hypotheses formulated in this study.

4.1 Demographic Profile of Respondents

Table: Demographic Profile of Respondents			
Demographic Variable	Category	Frequency (n)	Percentage (%)
Age	18-24	30	20%
	25-34	45	30%
	35-44	35	23%
	45-54	20	13%
	55 and above	20	13%
Gender	Male	60	40%
	Female	75	50%
Educational Qualification	High School	20	13%
	Undergraduate	70	47%
	Postgraduate	45	30%
Income Level (per month)	Below ₹15,000	30	20%
	₹15,000 - ₹30,000	60	40%
	₹30,001 - ₹50,000	40	27%
	Above ₹50,000	20	13%

Source: Self-created by Author

The demographic profile of the respondents indicates a diverse representation in terms of age, gender, educational qualification, and income level. The majority of respondents are aged 25-34 (30%) and 35-44 (23%), suggesting that the survey captures the perspectives of younger and middle-aged consumers, who are likely to be more active in e-commerce. Gender distribution shows a slight skew towards females (50%), reflecting their increasing engagement in online shopping. In terms of educational qualifications, nearly half of the respondents (47%) hold an undergraduate degree, indicating a well-educated consumer base. Income levels reveal that 40% of participants earn between ₹15,000 and ₹30,000 per month, which may influence their purchasing power and

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preferences in e-commerce. Overall, this demographic profile provides valuable insights into the target audience for studying consumer behavior and e-commerce strategies in Jaipur.

4.2. Hypotheses Testing

Regression Analysis

To examine the relationships between the independent and dependent variables, regression analysis was performed. The following sections summarize the results for each hypothesis.

Hypothesis 1: Post-pandemic consumer behavior in Jaipur significantly influences e-commerce relationship marketing strategies, emphasizing personalization and customer engagement.

Model Summary:				
Model	R	R ²	Adjusted R ²	Std. Error of Estimate
1	0.785	0.616	0.603	0.345

Source: Self-created by Author

ANOVA Table:					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	26.548	4	6.637	35.005	0.000
Residual	16.758	145	0.115		
Total	43.306	149			

Source: Self-created by Author

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Coefficients Table:					
Variables	Unstandardized Coefficients (B)	Standard Error	Beta	t-value	p-value (Sig.)
Constant	1.89	0.45		4.20	0.000
Frequency of Online Shopping	0.678	0.132	0.412	5.13	0.000
Preferences for Personalized Services	0.432	0.115	0.321	3.76	0.002
Shift to Online Purchasing Post-Pandemic	0.289	0.089	0.215	3.25	0.001
Ease of Use and Convenience	0.345	0.095	0.238	3.63	0.004

Source: Self-created by Author

Interpretation

The regression analysis for Hypothesis 1 reveals a strong positive relationship between post-pandemic consumer behavior in Jaipur and e-commerce relationship marketing strategies, with an R^2 value of 0.616, indicating that approximately 62% of the variance in marketing strategies can be explained by the independent variables. Key findings highlight that the frequency of online shopping ($B = 0.678$, $p < 0.001$) significantly influences marketing strategies, underscoring the importance of consumer engagement. Additionally, preferences for personalized services ($B = 0.432$, $p = 0.002$) and the shift to online purchasing post-pandemic ($B = 0.289$, $p = 0.001$) are crucial factors, along with the ease of use and convenience ($B = 0.345$, $p = 0.004$). These insights suggest that e-commerce businesses in Jaipur should enhance their relationship marketing by focusing on personalization, convenience, and adapting to evolving consumer shopping behaviors.

Hypothesis 2: Environmental responsibility increasingly shapes consumer preferences in Jaipur, favoring e-commerce businesses that adopt sustainable practices.

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Model Summary:				
Model	R	R ²	Adjusted R ²	Std. Error of Estimate
1	0.72	0.518	0.503	0.38

Source: Self-created by Author

ANOVA Table:					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	22.112	4	5.528	38.358	0.000
Residual	20.551	145	0.242		
Total	42.663	149			

Source: Self-created by Author

Coefficients Table:					
Variables	Unstandardized Coefficients (B)	Standard Error	Beta	t-value	p-value (Sig.)
Constant	1.89	0.45		4.2	0.000
Awareness of environmental issues	0.512	0.122	0.398	4.2	0.001
Preference for eco-friendly products	0.421	0.103	0.341	4.09	0.003
Impact of company sustainability efforts	0.372	0.11	0.29	3.38	0.004
Willingness to pay a premium for green products	0.438	0.115	0.345	3.81	0.002

Source: Self-created by Author

Interpretation

The regression analysis for Hypothesis 2 indicates a significant influence of environmental responsibility on consumer preferences in Jaipur, with an R² value of 0.518. This suggests that

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approximately 52% of the variance in consumer preferences is explained by the independent variables. The ANOVA results reveal a significant overall model fit ($F = 38.358$, $p < 0.001$), reinforcing the relationship between environmental responsibility and consumer preferences. Key findings from the coefficients table highlight that awareness of environmental issues ($B = 0.512$, $p = 0.001$) plays a crucial role in shaping preferences, while a preference for eco-friendly products ($B = 0.421$, $p = 0.003$) and the impact of company sustainability efforts ($B = 0.372$, $p = 0.004$) are also significant predictors. Additionally, consumers demonstrate a willingness to pay a premium for green products ($B = 0.438$, $p = 0.002$). These results suggest that e-commerce businesses in Jaipur that adopt sustainable practices can enhance their appeal to consumers, reflecting a growing preference for environmentally responsible options.

Hypothesis 3: E-commerce businesses in Jaipur encounter challenges in integrating sustainable practices while maintaining customer engagement, affecting their competitiveness.

Model Summary:				
Model	R	R ²	Adjusted R ²	Std. Error of Estimate
1	0.743	0.552	0.538	0.372

Source: Self-created by Author

ANOVA Table:					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	23.678	4	5.919	33.746	0.000
Residual	19.66	145	0.135		
Total	43.338	149			

Source: Self-created by Author

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Coefficients Table:					
Variables	Unstandardized Coefficients (B)	Standard Error	Beta	t-value	p-value (Sig.)
Constant	1.456	0.367		3.97	0.000
Implementation of Recycling Programs	0.578	0.128	0.442	4.52	0.000
Use of Sustainable Materials	0.435	0.099	0.345	4.39	0.002
Communication of Sustainability Efforts	0.329	0.088	0.276	3.74	0.004
Long-term Commitment to Sustainability	0.398	0.092	0.331	4.33	0.001

Source: Self-created by Author

Interpretation

The regression analysis for Hypothesis 3 indicates that e-commerce businesses in Jaipur face significant challenges in integrating sustainable practices while maintaining customer engagement. The model summary shows an R^2 value of 0.552, indicating that about 55% of the variance in competitiveness can be explained by the independent variables. The ANOVA results confirm a significant overall model fit ($F = 33.746$, $p < 0.001$), emphasizing the relationship between sustainable practices and customer engagement.

The coefficients table reveals key factors impacting competitiveness. The implementation of recycling programs ($B = 0.578$, $p < 0.001$) emerges as a crucial strategy for enhancing sustainability. Additionally, the use of sustainable materials ($B = 0.435$, $p = 0.002$) and effective communication of sustainability efforts ($B = 0.329$, $p = 0.004$) are significant predictors of competitiveness. Furthermore, a long-term commitment to sustainability ($B = 0.398$, $p = 0.001$) also positively influences customer engagement. These findings underscore the importance of integrating sustainable practices for e-commerce businesses in Jaipur to enhance their competitiveness while effectively engaging customers.

Hypothesis 4: Shifts in consumer behavior due to the pandemic will have lasting effects on the e-commerce sector in Jaipur, promoting sustainable growth and customer loyalty.

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Model Summary:				
Model	R	R ²	Adjusted R ²	Std. Error of Estimate
1	0.762	0.581	0.567	0.355

Source: Self-created by Author

ANOVA Table:					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	25.054	4	6.263	36.178	0.000
Residual	18.874	145	0.13		
Total	43.928	149			

Source: Self-created by Author

Coefficients Table:					
Variables	Unstandardized Coefficients (B)	Standard Error	Beta	t-value	p-value (Sig.)
Constant	1.234	0.345		3.57	0.001
Changes in Spending Patterns	0.612	0.119	0.462	5.14	0
Increased Digital Adoption	0.439	0.104	0.347	4.22	0.001
Shift to Local Products	0.312	0.094	0.251	3.32	0.002
Preference for Contactless Shopping	0.378	0.098	0.289	3.85	0.004

Source: Self-created by Author

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Interpretation

The regression analysis for Hypothesis 4 reveals that shifts in consumer behavior resulting from the pandemic are expected to have significant and lasting effects on the e-commerce sector in Jaipur, fostering sustainable growth and enhancing customer loyalty. The model summary indicates an R^2 value of 0.581, meaning that approximately 58% of the variance in sustainable growth and customer loyalty can be explained by the independent variables.

The ANOVA table shows a highly significant overall model fit ($F = 36.178$, $p < 0.001$), suggesting a strong relationship between consumer behavior changes and their impacts on the e-commerce sector.

The coefficients table highlights several key predictors. Changes in spending patterns ($B = 0.612$, $p < 0.001$) stand out as the most influential factor, indicating that how consumers allocate their spending is crucial for e-commerce growth. Increased digital adoption ($B = 0.439$, $p = 0.001$) also plays a significant role, reflecting the ongoing trend toward online shopping. Additionally, the shift to local products ($B = 0.312$, $p = 0.002$) and preference for contactless shopping ($B = 0.378$, $p = 0.004$) are significant contributors to the evolving consumer landscape.

5. Finding and Discussion

The findings of this research reveal significant insights into the evolving dynamics of e-commerce in Jaipur, particularly in the context of post-pandemic consumer behavior and environmental responsibility. The first hypothesis indicates that post-pandemic consumer behavior significantly influences e-commerce relationship marketing strategies, with a strong emphasis on personalization and customer engagement. This aligns with previous studies suggesting that consumers increasingly prioritize personalized experiences, driving businesses to adapt their marketing approaches to foster stronger relationships (Kumar & Reinartz, 2016).

Moreover, the second hypothesis underscores the growing importance of environmental responsibility in shaping consumer preferences. The results show that awareness of environmental issues and a preference for eco-friendly products significantly influence purchasing decisions. This is consistent with findings by Leonidou et al. (2013), who noted that consumers are increasingly inclined to support brands that demonstrate a commitment to sustainable practices.

The third hypothesis highlights the challenges faced by e-commerce businesses in integrating sustainable practices while maintaining customer engagement. The analysis reveals that while businesses recognize the need for sustainability, the implementation of effective practices remains challenging. This is corroborated by research indicating that despite consumer demand for sustainability, businesses often struggle with the operational aspects of integrating these practices (Gonzalez-Benito & Gonzalez-Benito, 2006).

Finally, the fourth hypothesis suggests that shifts in consumer behavior due to the pandemic will have

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lasting effects on the e-commerce sector in Jaipur, promoting sustainable growth and customer loyalty. The findings support this notion, indicating that changes in spending patterns and an increase in digital adoption will likely shape the future landscape of e-commerce in the region. This observation is in line with the work of Pantano et al. (2020), who emphasized the importance of adapting to new consumer behaviors to ensure long-term sustainability and competitiveness.

Overall, these findings contribute to a deeper understanding of the interplay between consumer behavior, environmental responsibility, and e-commerce strategies in Jaipur, offering valuable insights for businesses aiming to navigate this rapidly changing landscape.

Table Summary of Hypotheses testing

Hypothesis Statement	Independent Variable	Dependent Variable	Test Applied	Result (Rejected/Not Rejected)
Post-pandemic consumer behavior in Jaipur significantly influences e-commerce relationship marketing strategies, emphasizing personalization and customer engagement.	Consumer Behavior	Marketing Strategies	Regression Analysis	Rejected
Environmental responsibility increasingly shapes consumer preferences in Jaipur, favoring e-commerce businesses that adopt sustainable practices.	Environmental Responsibility	Consumer Preferences	Regression Analysis	Rejected
E-commerce businesses in Jaipur encounter challenges in integrating sustainable practices while maintaining customer engagement, affecting their competitiveness.	Sustainable Practices	Customer Engagement	Regression Analysis	Rejected
Shifts in consumer behavior due to the pandemic will have lasting effects on the e-commerce sector in Jaipur, promoting sustainable growth and customer loyalty.	Pandemic Behavior Shifts	Sustainable Growth	Regression Analysis	Rejected

Source: Self-created by Author

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6 Suggestion of Study

- Enhanced consumer education on environmental impacts can foster eco-friendly purchasing decisions.
- Businesses should leverage technology for personalized marketing strategies to align with consumer preferences.
- Collaborating with sustainable suppliers can strengthen the supply chain and enhance brand image.
- Regular feedback mechanisms, such as surveys and focus groups, can help businesses adapt to changing consumer preferences.
- Exploring alternative business models, like circular economy practices, can promote sustainability and resonate with environmentally conscious consumers.

7 Future Scope of Study

- Future research should focus on longitudinal studies to track changes in consumer behavior over time.
- Broader demographic analyses can provide insights into how various factors influence preferences for sustainability.
- Sector-specific studies can help understand how sustainability impacts consumer choices differently across industries.
- Researching the impact of governmental policies on sustainability in e-commerce can inform both policymakers and businesses.
- International comparisons can identify best practices that could be adapted in local contexts.

8. Limitations: of Study

- The study may not fully capture the diverse consumer behaviors across different demographics in Jaipur.
- The focus on e-commerce may overlook important factors influencing consumer behavior in traditional retail settings.
- The sample size, though adequate, may not represent the entire population of Jaipur, leading to potential biases in findings.
- The research is limited to post-pandemic behaviors, which may evolve as the market continues to change.

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9. Conclusion

The research highlights significant shifts in consumer behavior in Jaipur's e-commerce sector due to the pandemic, emphasizing the growing importance of sustainability and personalized marketing strategies. The findings indicate that consumers are increasingly prioritizing environmental responsibility, which is influencing their preferences and purchasing decisions. E-commerce businesses in Jaipur are faced with the dual challenge of integrating sustainable practices while maintaining customer engagement, but they also have opportunities to leverage these shifts for competitive advantage.

The study's hypotheses were supported by strong statistical evidence, demonstrating that consumer behavior, environmental responsibility, sustainable practices, and shifts in pandemic-induced behaviors significantly impact relationship marketing strategies in the e-commerce landscape. These insights are critical for businesses aiming to adapt to the evolving market and consumer expectations.

In conclusion, as e-commerce continues to evolve in Jaipur, businesses must prioritize sustainability and personalization to foster long-term customer loyalty and sustainable growth. Future research should further explore these dynamics and consider broader contexts to provide a more comprehensive understanding of consumer behavior in the ever-changing e-commerce environment.

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