

ABSTRACT

Coronavirus is a deadly virus which causes acute infection of lungs and respiration and the severity usually depends on the individual's age or any underlying health condition. This deadly virus first emerged from the city of Wuhan in China and spread around the globe within weeks. In the beginning of 2020 there was no treatment of this virus and the only precautionary measure for containment was to observe social distancing, imposing lockdowns and following good personal hygiene. The authorities globally imposed lockdowns in order to prevent the rapid spread of the disease, this measure forced people to turn to online shopping because physical shopping was not convenient. In the case of Pakistan the government imposed a practical lockdown keeping in mind the nation's economic situation, a partial lockdown was imposed where the market was allowed to open from 9am to 6pm in the evening. The customers weren't satisfied with this because markets and malls were open for a limited time and limited individuals could access them leading to longer queues and long waiting time. This thesis is conducted to explore the factors that play a vital role in purchase decisions for customers during the pandemic. The research was done by collecting primary data and used the secondary data available on the internet to form the hypothesis. The primary data was collected from an audience from different age groups, economic classes and educational institutes. The study focused on word of mouth, website quality, customer satisfaction and brand awareness in the decision making of the customers. The main findings of this study are that brand awareness customer satisfaction and trust are important driving factors for consumers however word of mouth and website quality are not as important in the decision making process of consumers