

## **Social Media Usage and its Influence on Consumer Purchase Behavior During Covid-19 Pandemic**

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As the world begins its slow turn from managing the COVID-19 crisis to recovering and reopening economies, it is clear that the lockdown has had a profound impact on people's way of life. New consumer behaviours span all areas of life, from how we work to how we shop to how we entertain ourselves. Previous literature shows an extensive number of studies attempt to reveal the role and impact of social media on aspects of consumer purchase behaviour under normal circumstances. The use of social media and the exchange of information have increased during Covid-19 pandemic because people are secluded. The present study attempts to analyse the relationship between COVID-19 pandemic and consumer purchase behaviour and to determine the impact of frequency of media usage and Media pattern usage on consumer purchase intention across age, gender and income during COVID-19. A survey will be conducted using questionnaire from X and Y generation from the selected cities of using convenience sampling method to know their purchase intention during pandemic crisis in relation to social media usage.

***Keywords:*** *COVID-19, Media Usage, Pandemic, Purchase Behaviour, Social Media*