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QUESTION: In not less than 2000 words, explain explicitly how the Pandemic(COVID-19) has affected consumer buying behavior.

The outbreak of the COVID-19 virus has had a major impact on daily life and consumer behavior in Nigeria. When the epidemic peaked in Nigeria at the beginning of March, it led to the lockdown of regions and cities with a total population of 500 million people quarantined and despite the negative social and economic impact, the outbreak quickly led to an adjustment in people's behavior – from fear to action, to cope with the unexpected situation – and a shift in daily activities from offline to online a concurrent decline in production.

## The effects of lockdowns are visible

In order to stop the spread of the COVID-19 outbreak, many countries across the world have started implementing very tough measures. Countries and world capital have been put under strict lockdown, bringing a total halt to major industrial production chains.

The challenges facing the world right now are shaking up global economies, pushing healthcare systems to their limits, and up heaving people’s daily lives.

Currently, more than one-third of the world’s population is under some form of lockdown. To put it simply: there is not a business, government, or person that hasn’t felt the effects of corona virus, even to some degree.

One very noticeable impact of the outbreak is its influence on how and what people purchase. This is having a knock-on effect on various industries and key groups.

**Corona virus is shaking up business and consumer behavior on a massive scale.** Both the public and private sectors are scrambling to slow the spread of the illness and contain COVID-19 infections. While the full economic consequences of this Pandemic are still unclear, we know that the effects that the virus and the drastic measures being taken to contain it

Currently, the distribution of COVID-19 in China is beginning to stagnate and that of Nigeria is spiking up each passing day. Consequently, first lessons can now be drawn from its **effects and** **impacts.**

## THE NEGATIVE EFFECTS

**1. The clearest and most immediate business impact of the corona virus pandemic has been a major disruption to supply chains thereby putting to dissatisfaction consumers’ demand.**

 The virus having originated in China, the region was hit hard as a large number of citizens contracted the disease and many were forced into quarantine, the same thing is occurring in our nation Nigeria today. As of today hundreds are kept under isolation to check their progress. This led to partial and full shutdowns of plants and factories, some of which were being used by prominent technology companies to manufacture their goods and products. For example, Apple experienced shortages on its iPhone supply as a result of the company's primary manufacturer, Foxconn, shutting down much of its production in China. Ultimately for Apple, this will lead to a significantly reduced forecast in iPhone shipments by as much as 10%, according to estimates by Apple. And while companies often have contingency plans, which revolve around ramping up production in a region that isn't impacted, the rapid spread of the Corona Virus (COVID-19) across the globe makes it very difficult to pinpoint which regions would be least affected. Even then, the momentum and resources of the Chinese economy will not be easily replicated—"Made in China" initiatives have seen the government invest billions in advanced manufacturing sectors, including telecommunications equipment and semiconductors. Because of the abrupt and unexpected lock down, the supply of product for our everyday life has been put on hold and consumers find it impossible to buy what they want to as a result of unavailability of goods.

## 2. Consumers are struggling to buy essentials.

Many of Nigerians are now familiar with the sight of empty supermarket shelves, devoid of the essentials we usually buy. Fear has undoubtedly taken over consumer’s usual shopping behaviors. Pasta, toilet rolls, hand sanitizer, and other long-life foods are just some of the products that consumers have been loading up on in recent weeks. Because of the abrupt lockdown of shops that sells essentials for the well-being of humans, consumers have found it difficult to buy the basics.

**3. Inadequate transportation factor, inadequate goods, insufficient funds and lockdown factor.**

Due to the poor transportation factor, inadequate goods, insufficient funds and the lockdown factor, we can say that the COVID-19 has negative effects on the country and world-wide in general. No adequate transportation to convey persons and goods from one place to the other. There is financial breakdown as workers have not been paid their salaries before the cancer worm (COVID-19) surfaced and even when there is little amount of funds, no goods to buy as they have not been supplied because the whole world is on lock down.

**4. As the stock market continues to fluctuate, consumers will be wary of investing and flock to savings options.**

 Stock markets have been highly volatile in the past few weeks, largely due to the corona virus, while many fear a global recession. And the Federal Reserve has already implemented an emergency rate cut marking the biggest one-time cut in Nigeria since the financial crisis indicating that the virus is already impacting the economy. Amid such volatility, consumers may be less keen to invest their savings in the stock market, impacting digital wealth managers that conventionally make money by charging customers fees that are a percentage of assets under management programming options that aren't available on most(Subscription Video on Demand) SVODs.

**Below are some real life practical examples:**

 Faith used to go to coffee shops every two days before the corona virus outbreak. Now, she makes coffee at home, and even decided against getting an expensive stove-top pot to make her daily brew. This is a loss to the coffee shop and to the stove-pot seller.

**After the breakout, it might be very difficult for normality to resurface:**

An instance is this;

 Mr. Ajakaiye, who runs a live music venue, says he is predicting he will make a loss this year. He had to close his venue again for the main time, after it had been allowed to re-open, due to concerns that the virus could return for a second wave.

People will go out eventually, but will not spend more. Only one thing is certain and it is that this is going to be an extremely tough period, as the shadow cast by the virus on people’s desire to go out and spend will last at least half a year.

Faith’s and Mr. Ajakaiye’s sentiments could pose difficulties for the government’s hopes that its citizens will take part in “revenge shopping” to re-boot the economy pending on when the virus dissolves.

## THE POSITIVE IMPACTS

**1. The spread of Corona Virus (COVID-19) is likely to boost digital media consumption across the board as people spend more time at home and communicate in person less.**

In Nigeria, where the effects of the virus are still relatively new, we expect digital media consumption to increase across social media, over-the-top video and online gaming, similar to what we've already seen in China and the U.S.

**2. Social networks could be a major beneficiary, as people turn to these platforms to connect with friends and family who may be at a distance or to access news content.**

Beyond encouraging more virtual conversation between family and friends, the fast-changing nature of the corona virus could translate to more users tracking real-time news updates via social media. Despite the concerns they may have about tech companies' ability to act as a reliable information source, more than half (55%) of US adults got news from social media often or sometimes in 2019, eMarketer estimated that Nigeria adults ages 18 and older would spend 54.56 minutes per day on social networks in 2020.

**3. Streaming video services are also likely to benefit as people seek out more entertainment or news content.**The biggest bumps in usage and time spent are likely to go to dominant (Subscription Video on Demands) SVODs, like Netflix, Hulu and Amazon Prime Video, and could even drive some subscriber additions. Ad-supported VOD services like Roku Channel and Pluto TV could also see sizable lifts in usage and streaming hours, as these services can lend themselves to more lean-back viewing and feature some live national and local news as to the recent happenings of COVID-19.

## 4. Medical supplies are in high demand.

Face masks (45%) and hand sanitizer gel (30%) are the top items globally that consumers are struggling to purchase.

Nigeria sees the highest struggle to buy face masks at 78%, and also struggles the most to purchase hand sanitizer gel at 70%. This is a common occurrence across most countries.

Google searches for hand sanitizer have skyrocketed, while many pharmacies and stores have sold out. With the increased demand, some sellers have also been criticized for increment of price even where not necessary because of the high demand in these items.

But some brands have been lending a hand. Louis Vuitton brand owner started making hand sanitizers to meet demand and SpaceX is also manufacturing its own hand sanitizer and face shields with plans to donate materials to hospitals and get more profit.

5. **Consumers stockpiling food**

Supermarkets and online delivery services have reported a huge growth in demand as customers stockpile goods such as toilet paper, rice and orange juice as the pandemic escalates.

## 6. Travel purchases are taking the brunt.

More expensive purchases, and those that involve travel are the most likely to be delayed while the outbreak is still ongoing there not meeting the demands of consumers to bu tickets for their travels and vacations.

Corona virus dominates demands for news coverage, but many are seeking escapism. Understandably, people are most anxious to have corona virus information in the news coverage they consume. But at this point in time, they are mostly looking for positivity amid the pandemic. In every demographic group, recovery rates and positive stories are the top demands for what they want to see in the news.

People also want a degree of critical analysis of how the outbreak is being managed by the government, especially in our country Nigeria and among other countries. In essence, people desire to know how the virus is being managed all over the world.

That being said, around a few of consumers in most countries want to see more topics unrelated to the coronavirus, showing the importance of bringing in a sense of escapism or normality as the outbreak consumes every aspect of our daily life.

Among those seeking more non-corona virus news, less than 30% would say they are searching for sports and celebrity news, and over 70% are looking for recent updates on the virus.

**…THE WAY FORWARD**

As of today the 8th of April, 2020 the total number of people affected with the virus is over two hundred and fifty (250+) with six deaths and over 40 discharged persons. Bit by bit we can say that the situation is becoming better than worse, today is better than yesterday, as of daily basis, patients are being discharged of the Pandemic(COVID-19). This moment is a very challenging one for medical personnel as they have to attend to people, testing over 2000 people, it is acceptable to say that progress has been made and if such keeps repeating itself, we are safe to say that in no time we will return back to our normal lives where if one sneezes sympathy is attached other than running away for the fear of corona, where consumers can buy their goods and services without fear for certain factors like; the transportation factor, inadequate goods, insufficient funds and lock down or quarantine factor, where man can go about their daily activities like it used to be before without the fear of contacting the virus.

The government of Nigeria should be commemorated as they have taken precautionary measures in making sure that the Pandemic(COVID-19) does not escalate, as they have; placed all 16 states that is affected on lockdown, closed the borders of the country and that of the state, in that there is no going in and out of the country and state and even states that are not affected by this virus has taken it upon themselves to be careful and also close the borders of their states so that people from other states with the Pandemic would have no access.

The government has also distributed funds in states like, Bauchi, Kaduna and even the Federal Capital Territory (FCT) Abuja and also foodstuff for the needy, now shops were the government has gotten these foodstuff for mass sharing has made lots of profits and sales despite the situation on ground, This is why it is safe to say this Pandemic(COVID-19) has its ups and downs, that is its Negative effects and Positive impacts.

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