

NAME: PRECIOUS CHIZARA EMEKA
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ASSIGNMENT

In not less than 2000 words explain explicitly how the pandemic (COVID 19) has affected consumer buying behavior.

THE PANDEMIC (COVID 19) AND HOW IT HAS AFFECTED CONSUMER BUYING BEHAVIOR

The corona virus

Introduction

The coronavirus disease 19 (COVID-19) is a highly transmittable and pathogenic viral infection caused by severe acute respiratory syndrome coronavirus 2, which emerged in Wuhan, China and spread around the world. Genomic analysis revealed that SARS-CoV-2 is phylogenetically related to severe acute respiratory syndrome-like bat viruses, therefore bats could be the possible primary reservoir. The intermediate source of origin and transfer to humans is not known, however, the rapid human to human transfer has been confirmed widely. The infection caused by severe acute respiratory syndrome coronavirus 2, which emerged in Wuhan, China and spread around the world. So far, a cure or a vaccine has not been produced to cure this disease.

There is no clinically approved antiviral drug or vaccine available to be used against COVID-19. However, few broad-spectrum antiviral drugs have been evaluated against COVID-19 in clinical trials, resulted in clinical recovery. In the current review, we summarize and comparatively analyze the emergence and pathogenicity of COVID-19 infection and previous human coronaviruses severe acute respiratory syndrome coronavirus and middle east respiratory syndrome coronavirus. We also discuss the approaches for developing effective vaccines and therapeutic combinations to cope with this viral outbreak.

The virus that causes COVID-19 is mainly transmitted through droplets generated when an infected person coughs, sneezes, or speaks. These droplets are too heavy to hang in the air. They quickly fall on floors or surfaces. You can be infected by breathing in the virus if you are within 1 metre of a person who has COVID-19, or by touching a contaminated surface and then touching your eyes, nose or mouth before washing your hands.

Though this virus is easy to contact, it actually takes a period of time before an affected person starts showing signs of the virus. This period of time is known as the **incubation period**. The “incubation period” means the time between catching the virus and beginning to have symptoms of the disease. Most estimates of the incubation period for COVID-19 range from 1-14 days, most commonly around five days. These estimates will be updated as more data become available.

The virus can be contacted in different ways with coming in contact with an affected area as one of them. Person-to-person contact is thought to be the main method of transmission for the virus, according to the Centers for Disease Control and Prevention Trusted Source. Imagine sitting next to someone with an infection on the bus or in a meeting room. Suddenly, this person sneezes or coughs. If they don't cover their mouth and nose, they could potentially spray you with respiratory droplets from their nose or mouth. The droplets that land on you will likely contain the virus. Or perhaps you meet someone who contracted the virus, and they touched their mouth or nose with their hand. When that person shakes your hand, they transfer some of the virus to your hand. If you then touch your mouth or nose without washing your hands first, you may accidentally give that virus an entry point into your own body. One recent small study Trusted Source suggested that the virus may also be present in feces and could contaminate places like toilet bowls and bathroom sinks. But the researchers noted the possibility of this being a mode of transmission needs more research.

Luckily, there is a simple way of avoiding this deadly disease though it can be difficult to avoid being exposed to the virus, especially if you're often surrounded by other people. But, according to the CDC Trusted Source, there are a number of things you can do to protect yourself:

- Stand back. Try to stay clear of people who are coughing or sneezing. The WHO Trusted Source suggests staying at least 3 feet away from people who may be sick. The CDC Trusted Source suggests an even wider berth of about 6 feet.
- Wash your hands frequently. Wash your hands thoroughly with soap and water for at least 20 seconds every time.
- Use alcohol-based hand sanitizer if you don't have access to soap and water. Look for a product that's at least 60 percent alcohol Trusted Source.
- Avoid touching your face. You can easily transmit the virus from your hands to your mouth, nose, or eyes without even realizing it.
- Stay at home. You may hear this called “social isolation.” Staying away from groups of people may help you avoid being exposed.
- Right now, experts are suggesting that it's not necessary to wear a face mask to protect yourself from getting sick. However, according to the CDC Trusted Source, people who are sick should wear a mask if they're around other people.

For an infected person to know if he has the virus, he or she should check for the following symptoms. COVID-19 causes symptoms that are similar to those of other types of respiratory illnesses. Typical symptoms of COVID-19 include:

- fever
- cough

- shortness of breath
- Flu-like symptoms, such as chills and body aches, are less common with COVID-19.
- Also, shortness of breath is more pronounced with COVID-19 compared with the seasonal flu or common cold.

If you think you have symptoms of COVID-19, head home and stay there. Isolating yourself at home and staying away from other people can slow the transmission of the virus.

You'll also want to:

- Contact your doctor. Let your doctor know about your symptoms and get advice on what to do. They can work with local health authorities to determine if you need to be tested for the virus.
- Limit exposure to others. Limit your contact with others in your home. Avoid sharing household items with them.
- Cover your nose and mouth. Use a face mask if you're around others. Cover your mouth and nose with a tissue when you cough or sneeze, and discard the tissue right away.

In the meantime, try to be proactive about handwashing and respiratory hygiene to give yourself the best shot at avoiding it or spreading it.

If you do develop symptoms of COVID-19, call your doctor. This is especially important if you've been in contact with someone who already has COVID-19, or if you have symptoms that start getting worse.

HOW THE PANDEMIC HAS AFFECTED CONSUMER BUYING BEHAVIOIR

Consumer Buying Behaviour refers to the buying behaviour of the ultimate consumer. Many factors, specificities and characteristics influence the individual in what he is and the consumer in his decision making process, shopping habits, purchasing behavior, the brands he buys or the retailers he goes. A purchase decision is the result of each and every one of these factors. An individual and a consumer is led by his culture, his subculture, his social class, his membership groups, his family, his personality, his psychological factors, etc.. and is influenced by cultural trends as well as his social and societal environment.

By identifying and understanding the factors that influence their customers, brands have the opportunity to develop a strategy, a marketing message (Unique Value Proposition) and advertising campaigns more efficient and more in line with the needs and ways of thinking of their target consumers, a real asset to better meet the needs of its customers and increase sales. Introduction Consumer buying behavior refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants. There are different processes involved in the consumer behavior.

Many factors, specificities and characteristics influence the individual in what he is and the consumer in his decision making process, shopping habits, purchasing behavior, the brands he buys or the retailers he goes. A purchase decision is the result of each and every one of these factors. Initially the consumer tries to find what commodities he would like to consume, then he selects only those commodities that promise greater utility. After selecting the commodities, the consumer makes an estimate of the available money which he can spend. Lastly, the consumer analyzes the prevailing prices of commodities and takes the decision about the commodities he should consume. Meanwhile, there are various

other factors influencing the purchases of consumer such as social, cultural, economic, personal and psychological.

The pandemic corona virus, as a result of the fast spread and high level of contagiousness, the government of every country in collaboration with WHO and medical personnels adopted the policy of social distancing which has greatly been of help to fight the deadly pandemic. Although, it has not been favorable to some sellers of some products.

Some people involved directly in the economic sector of the economy turn to benefit from the situation in the country while others turn to suffer. and then consumer buying behavior is positive while in the other situation it is negative.

Those who benefit (where consumer buying behavior is positive)

Medical professionals in the process of finding a cure for the corona virus revealed to the public that goods such as handsanitizers, face masks, tissue papers can prevent individuals from contacting the deadly disease. So almost every individual in the economic became a consumer of the above listed products. This also means that in this aspect consumer buying behavior is positive as they purchase these products though distancing themselves and avoiding crowded places. These group of people turn to gain a a lot too.

Those who do not benefit (where consumer buying behavior is negative)

While other buyers benefit, some buyers turn to suffer it as the consumer buying behavior of thier products are negative because at this moment no one goes for wants but needs. Therefore they are suffering a great loss as some of thier products are getting bad as a result of no sales as people are at home as a result of the lockdown by the government In countries heavily impacted by COVID-19, consumers are stockpiling food and other essential items, while isolating themselves from crowds. To find out how and when consumers started showing these behavioral changes, Nielsen¹ conducted shopper behavior research that started during the beginning of the pandemic in China and extended to other countries that have also been affected. They monitored consumer trends, as COVID-19 news reached the general public and found out that consumers go through six behavioral stages based on their awareness of the COVID-19 spread in their communities:

1. Proactive health-minded buying: Increased interest in the acquisition of products that maintain well-being or health
2. Reactive health management: Prioritization of products for infection containment (e.g. face masks)
3. Pantry preparation: Higher purchases of shelf-safe products and increased store visits
4. Quarantined living preparation: Increased online shopping, decreased store visits and first signs of strain on the supply chain
5. Restricted living: Possible price gouging due to limited supplies and deterred online fulfillment

6. Living a new normal: Increased health awareness even as people return to their typical daily activities

The study also found out that consumers typically moved from one stage to another in a period of two weeks in areas close to the initial outbreak. However, this happened much faster in other countries where the outbreak started later, such as Italy and the US.

Currently, the only country where consumers are starting to transition to the sixth stage is China, while the US has begun to move towards restricted living. So, what kind of possible long-lasting consumer behavior shifts can we expect as a result? It's still too early to tell, but clear trends can be seen, which, if sustained, could lead to significant shifts in how consumers shop in the future.

In conclusion, it is only wise to state that the corona virus has made the consumer buying behavior better in a certain way as consumers demand in certain products like hand sanitizers, tissue paper, face mask and food supplies have become high as they seem to be necessary goods for sustenance and prevention during this virus though consumer buying behavior also decreased in some goods which are not necessities.

REFERENCE

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