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COURSE: CONSUMER  
BEHAVIOR II

In not less that 2000 words,  
Explain explicitly how the  
Pandemic (COVID 19) has  
affected consumer buying  
behaviour.

First off what is Consumer  
buying behavior?

Consumer buying behavior is  
the sum total of a consumer's  
attitudes, preferences,  
intentions, and decisions  
regarding the consumer's  
behavior in the marketplace  
when purchasing a product or  
service.

Generally speaking, there are  
four types of consumer buying  
behavior.

**1. Routine response:**

When you go to the grocery store and are trying to grab a loaf of bread, odds are you'll either buy the variety you're familiar with or the one that is carrying the lightest price tag. In these situations, products are essentially purchased without any significant thought.

## **2. Limited decision making:**

If you're in the market for some new clothes or a new collapsible chair that you can bring along while traveling you might do a little bit of research on brands, but odds are that you are going to go with what is in your budget and what looks good or seems the most practical.

## **3. Extensive decision making:**

Imagine you're a first-time homebuyer looking to settle into your first home with your new spouse. You've never bought a house before, but obviously you understand how big of an investment and how expansive a decision such a purchase is. Such a decision comes with evident economic risks. But how are you going to feel, personally, about the purchase? How are your peers going to look at you? Extensive decision making requires the most research.

#### **4. Impulsive buying:**

Consumers who buy something impulsively wake up that day without knowing they're going to spend money on a particular item. But all of a sudden, they are inspired for whatever reason and make the purchase. Impulsive buying requires no

conscious planning. The person who goes to a liquor store to buy a six-pack and twelve bottles of whisky when checking out is someone who's just bought something impulsively.

What is a coronavirus?

Coronavirus disease 2019 (COVID-19) is defined as illness caused by a novel coronavirus now called severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2; formerly called 2019-nCoV), which was first identified amid an outbreak of respiratory illness cases in Wuhan City, Hubei Province, China. It was initially reported to the WHO on December 31, 2019. On January 30, 2020, the WHO declared the COVID-19 outbreak a global health emergency. On March 11, 2020,

the WHO declared COVID-19 a global pandemic, its first such designation since declaring H1N1 influenza a pandemic in 2009.

Illness caused by SARS-CoV-2 was recently termed COVID-19 by the WHO, the new acronym derived from "coronavirus disease 2019." The name was chosen to avoid stigmatizing the virus's origins in terms of populations, geography, or animal associations. On February 11, 2020, the Coronavirus Study Group of the International Committee on Taxonomy of Viruses issued a statement announcing an official designation for the novel virus: severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2).

The coronavirus family is that of a respiratory illness which causes diseases ranging from

the common cold to more severe diseases such as severe acute respiratory syndrome (SARS) and Middle East respiratory syndrome (MERS), according to the World Health Organization .

They circulate in animals and some can be transmitted between animals and humans and most times they can still be transmitted from human to human . Several coronaviruses are circulating in animals that have not yet infected humans. The new coronavirus, the seventh known to affect humans, has been named COVID-19 because of its advent in the later part of the year 2019, in the Wuhan district of China.

What are the symptoms?

Common signs of infection include fever, coughing and

breathing difficulties. In severe cases, it can cause pneumonia, multiple organ failure and death.

The incubation period of COVID-19 is thought to be between one and 14 days. It is contagious before symptoms appear, which is why so many people get infected.

Infected patients can be also asymptomatic, meaning they do not display any symptoms despite having the virus in their systems.

Humans first get a coronavirus from contact with animals.

Then, it can spread from human to human. Health officials did not know what animal caused COVID-19 until it was later discovered that a Chinese man had intercourse with a bat.

The COVID-19 virus can be spread through contact with

certain bodily fluids, such as droplets in a cough. It might also be caused by touching something an infected person has touched and then touching your hand to your mouth, nose, or eyes, through these areas the virus can get into one's body and start attacking the immune system.

If you believe you have COVID-19, you should contact your family doctor immediately. Before going to the doctor's office, call with your concerns. This will allow the office to collect information and offer you guidance on next steps. To diagnose you, your doctor may run tests to rule out other common infections. In some cases, your doctor may suggest you self-isolate to prevent the spread of infection. The FDA has also seen



unauthorized fraudulent test kits for COVID-19 being sold online. Currently, the only way to be tested for COVID-19 is to talk to your family doctor.

It's ironic that as the pandemic forces us into our separate corners, it's also showing us how intricately we are all connected. It's revealing the many ways that our lives intersect almost without our noticing. And it's showing us just how tenuous our existence becomes when we try to abandon those connections and distance from one another. Health care, housing, race, inequality, the climate — we're all in the same leaky boat. Viruses don't respect borders. They get in even with extra screening and travel restrictions. Maybe less, but some slips in. And until there is

a vaccine, no one is immune.

What that means is that we have to put aside some of our suspicions and animosities towards others and see how much we can limit or even halt the damage.

One hopes that smart analyses and initiatives will help us discover how to do that. We at Reasons to Be Cheerful like to look around and see who has already found success in solving a problem. A few places like Israel, Taiwan and Singapore have done a good job with containing this virus, kids are in school, people are going to work, cafes and restaurants are full. In many European countries, governments are making sure folks still have an income. Slowly, these people's worlds and economies are returning to normal.

What can we learn from their success?

For one, many of these countries didn't hesitate. They began testing as many people as possible almost as soon as the virus appeared. Many of them tested even those who didn't show symptoms. If someone tested positive they were quarantined, and using GPS and phone data the people they had recent physical contact with were found and isolated as well. Meanwhile, other folks went about their lives while submitting to screenings like mandatory temperature checks before entering public spaces.

In these places there were sometimes lockdowns and town-wide quarantines, but not for very long. Vò, the Italian city that had that country's first

coronavirus death, did something remarkable.

According to the Guardian, absolutely everyone in town was tested — 89 of the tests came back positive. Then, after a nine-day period of town-wide isolation, another series of tests was conducted. Six people tested positive that time, and those people continued to be isolated, while others went back to their lives. Workplaces reopened, kids returned to school. Life has come back. Folks can pay their bills.

Vo's intervention worked, but there was a price. Freedoms were curtailed, as they have been, to some degree, in virtually every place that has contained the virus. Authorities have used surveillance cameras and contact-tracking teams to locate the recent contacts of the infected. In places like

Taiwan, South Korea, Singapore and Vò, folks have shown a willingness to share information with the government, make personal sacrifices and do what is necessary for the greater good. Some might find the measures taken to halt the spread of the infection to be intrusive. But the outcome they led to that is freedom. To be able to return to one's life, with a job, healthy and safe that is national security. If those places can do it, the rest of us can do it. And what kind of change in our thinking would it take.

**Has the pandemic affected consumer buying behavior??**

Yes it has.

How?

Amid all the uncertainty and

calls for social distancing, some industries will be affected more than others. Restaurants and bars are particularly vulnerable, as well as event spaces and retail stores. At the same time, consumers are shifting their spending habits.

\*The prices of foodstuff is continuously increasing. As a result of the ongoing pandemic, consumers are forced to stock up and fill up their houses with food items. This continuous rush for food brings about the increase in prices. Sales of facemasks and household cleaning supplies, which can be used to reduce the chance of contracting or spreading the virus, also shot up in early March compared to the first week in January before running out of stock.

\* There's also increase in the

price of medical items, which are very effective during this period. Consumers who are not well to do might not get these medical requirements which are needed this period.

\*The virus has made the government declare a state of Emergency where the freedom of the citizens is being restricted to an extent. The consumers cannot move about to get what they want anymore.

\*Most of the shopping malls, companies, manufacturers, schools, business enterprises have closed. Consumers who have been enjoying the services of these various ventures will have to endure, till they are fully functional again.

\*Before the lock down was instructed, consumers went panic shopping for what they felt they needed and in some cases they all picked what they

didn't need too. A lot of people have bought plenty food and other items so there will be huge decline in sales. The lockdown has also forced people to spend heavily on household and food items.

\*Some business owners have bought hand sanitizers and built taps around their shops to ensure that consumers keep in line with the guidelines laid out by the World Health Organization.

\* Prices for hygiene products like face masks, hand sanitizers and hand gloves have more than doubled, as buyers rush to supermarkets and stores to grab whatever is left on the shelves.

\* People are scared of coming out so there's barely any sale now for the business owners.

\*most food enterprises and are spending more on take away



plates because consumers don't want to sit and eat anymore. Consumers on the other also have to bear the extra cost as they might not want to eat in a crowded area. \*it has become more expensive to move around because people don't want to use the buses or taxis they're now forced to use Ubers, or private cars.

We have changed our behavior before. Ignaz Semmelweis was mocked when, in the mid-19th century, he said that doctors washing their hands before working with patients could save lives. After his death, other germ theorists like Louis Pasteur and Joseph Lister showed how correct he was, and the procedure was adopted. Doctors, and all of us, made this change willingly,

without coercion. It became a social norm.

What is happening now is an opportunity to learn how to change our behavior. For many of us, our belief in the value of the collective good has eroded in recent decades. But in an emergency that can change quickly. During the Great Depression, new policies to protect the public were introduced. It was accepted that these were necessary to stabilize society and get life back on track.

In emergencies, citizens can suddenly cooperate and collaborate. Change can happen. We're going to need to work together as the effects of climate change ramp up. In order for capitalism to survive in any form, we will have to be a

little more socialist. Here is an opportunity for us to see things differently — to see that we really are all connected — and adjust our behavior accordingly.

Are we willing to do this? Is this moment an opportunity to see how truly interdependent we all are? To live in a world that is different and better than the one we live in now? We might be too far down the road to test every asymptomatic person, but a change in our mindsets, in how we view our neighbors, could lay the groundwork for the collective action we'll need to deal with other global crises. The time to see how connected we all are is now!

Another I was driving up Prospect Ave and noticed a couple with a baby walking out of the hospital trying to cross the street. They were visibly

upset.

My first thought was that they were upset that no one was stopping to let them cross, so I stopped, stopping a bunch of cars behind me, and they took the opportunity to cross the street.

The woman snapped out of her frustration for a second, smiling at me and giving a cherished thank-you wave.

I can only imagine what that couple is really stressed about. I really hope all it was was being unable to cross the street. It could be, and likely is, something much more stressful.

I am stressed out of my gourd myself.

Coronavirus is royally derailing my program.

I make my living speaking to large crowds of people in public places, and my livelihood is

literally being cancelled left and right.

Through it all, I'm massively grateful that I live with my amazing mom in a house that's paid for, and that while my family isn't loaded by any stretch, we have enough to forego stresses that billions of people face every day.

I'm deeply mindful that the impact coronavirus has on our economy has already devastated countless people exponentially beyond the hit I'm taking. I've always been fascinated by the econosystem, a marvel of interdependence that gives so many people means to not only survive, but thrive.

Just trying to get my head around what the suspension of the NBA season alone will cost is dizzying. Considering the domino effect of everything

else being suspended is otherworldly.

While there are much more lethal diseases, the contagiousness of coronavirus means there will be many fatal cases. Thinking of all the people suffering with it and losing loved ones is horrific. We, as in everyone on this planet, are in for a rough ride as we all work to sort this pandemic out. Which is why kindness is now more important than ever, and more powerful than it's ever been.

But like they say, one man's loss is another man's gain. And it's true in this case as well.

While the airline industry has suffered a blow, the private business jet aviation industry is seeing growth as the rich and wealthy use their jets for business trips and also to

extract top executives and critical products out of China. JLR's CEO even remarked that they had got vital car parts out of China in a suitcase. There are other industries like online retailing that are experiencing a growth impetus with Chinese exhibiting greater openness now to buying cars online as opposed to going to dealerships. Online food delivery services are also, understandably, flourishing as are other kinds of contactless delivery services.

Then there's the healthcare industry where disrupted supplies of pharmaceuticals, medical equipment and biotechnological devices threaten growth prospects. On the other hand, the demand for face masks has gone through the roof.

In Nigeria For the first time,

since 1998 or past 22 years, most, if not all the key public office holders in Nigeria have been forced by the pandemic to stay at home. By the provisions of the Remunerations or Salaries & Allowances of certain top Public Office Holders Act of 2002, as amended, Nigeria and its three tiers of federal, state and local government is governed by 17, 500 elected and appointed key public office holders; comprising 11, 788 local government councilors, chairmen and deputy chairmen, 469 federal and 1,152 state lawmakers, a president and a vice president.

There are also 72 governors and their deputies, 172 federal top judicial officers and about 372 top state judicial officers, 43 federal ministers and heads of 469 federal ministries,



departments and agencies, senior military, police, paramilitary and other security officers and over 2,700 top state executives including special advisers, commissioners and permanent secretaries, etc.

It is on record that 1998 was the year Nigeria was removed from regional and international isolationism following the commitment of the Gen Abdulsalami Abubakar led military Government to return Nigeria to civil rule. During the regional and international isolation, Nigerian military leaders and their civilian appointees were bared and isolated regionally and internationally particularly by the 'west' and South Africa. But following the return to civil rule in late May 1999, Nigerian leaders let loose, abandoned

the country and its governance including fixing the country's key infrastructures and social services and relocated to the developed and other fast developing countries which became 'their second homes' and 'paradises' on earth. The country's non debt resources got so grossly mismanaged, lavished, wasted and siphoned since 1999 that its leaders till date have resorted to deepening the country into 'borrowing economy' whereby loans of alarming proportions with malicious interest rates and other criminal conditions are secured yearly and squandered on profligacy and frivolities; thereby leaving the country in tatters and quandary.

the past 22 years till date, none of the 17,500 key public office holders including those who

served before them is locatable or met in office for one month without having him or she traveled abroad for leisure and pleasure. Some have gone to the extent of relocating and operating from 'their abroad residences or hotels'; flying in and out to work. Electioneering is the only time some of them particularly the elected are seen around after which they disappear or retire to some 'paradises' across borders. When barely seen in the country, they would ring themselves and their family members with thousands of armed public security personnel so as to ward off citizens' anger and resentment over their colossal failure in office.

They also prepare 'paradises' for their wives, children and other relatives and associates

in Europe, USA, Canada, the Gulf and China where they enjoy luxury including best education, healthcare and social facilities; all maintained with the country's taxpayers funds. These they have been doing in the past 20 years till date-thereby leaving their country and states in tatters. Today, thanks to 'COVID-19', for the first time since 1998, most, if not all Nigerian leaders or political actors or members of the ruling class have been chased back home. They have been forced to return to the hell they created or built back home; all thanks to Coronavirus.