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Question

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

Basically, consumer behavior is the study of individuals, groups, or organizations and all the activities associated with the purchase , use and disposal of goods and services, including the consumer’s emotional, mental and behavioural responses that precede or follow these activities. Consumer behavior emerged in the 1940 and 50s as a distinct sub-discipline in the marketing area.

covid 19 took the world by surprise, people around the world are trying so much to adapt to the idea of self isolation . and seeing that a ban has been placed on everyone’s movement, it has changed our approach in purchasing goods. The question is how?

In countries heavily affected by covid 19, consumers have to buy food in stock and others items while isolating themselves from the crowd and crowded places. During my research for this paperwork, I found out that during the beginning of the pandemic in china, it really didn’t affect any country because it was china’s problem and everyone thought they would find a cure as soon as possible, seeing that they have three largest amount of intelligence in the world.

Consumers typically move from one stage to another within the space of two weeks, In areas close to the initial outbreak. presently, we can see the problems consumers face with grocerry shopping restriction, they find and adopt new ways to buy food stuffs, e.g online shopping and use of technology to buy things.. But the truth is, even technology is being affected by covid 19.

According to Global word index’s article, 80% of the consumers in the US and UK , they have consumed more content since the outbreak . and according to E-Marketer , marketing professionals and agencies have taken an obvious hit.

As concerns regarding covid 19 grows, impact on consumers behavior begins to slow or stabilize in many regards. With the majority of the country now under isolation orders , set to continue through the following month and the month to come after or maybe even for many months, consumers are settling into a ‘temporary normal’ that includes regular trips or online orders to replenish necessities and other little things needed to survive.

9 in 10 of consumers have changed their shopping behavior since the beginning of the covid 19 pandemic (they now use the online shopping app more). This past months, we can see based on analysis that 89% of consumers said that their shopping behavior had been impacted by covid 19. This numbers are obviously going to stay relatively consistent until the covid 19 pandemic is over. Although 61% of consumer say they are not eating or drinking out ( at restaurants ) compared to before the pandemic. But the thing is that, majority still made at least one purchase meal outside of home.

Markets could be broken down into three categories based on how far and how long the outbreak of corona virus (covid 19) was in the said area, given how quickly the virus has spread in many markets. This categories may be more informative about the spread of the virus. While consumers were largely concerned about the corona virus ( covid 19) pandemic, personal concerns remained relatively low at that time this study was carried out. The covid 19 obviously took a huge toll on consumers all over the world, meaning the covid 19 is obviously causing consumers to make a number of lifestyle changes in response to the pandemic. Most people reported that they have been washing their hands more than frequently in a day, or for a longer period of time at most. Most stores ran out of tissues, soap, hand sanitizers and other materials needed to help stay safe during the pandemic.

Many also reported that they avoided non essential social contact, with 68% total reporting cases of social distancing behavior and self isolation. Among other G7 countries, seven in 10 countries says their household income has already been affected due to the situation. Market women are forced to close their shops, traders have no choice but to stop selling, and the consumers are affected by this also, their movement is restricted. With the areas shutting down as the virus progresses, cinemas have suffered a huge loss as as market progress from early to te late stage of its spread. Tvs, online platforms, social networks and messaging apps have all seen increases in consumers use. As the covid 19 pandemic has progressed in different markets, we all know that where consumers are buying their products from has now changed , they now fear places with crowd and lack of inventory, they now shop less at the wholesale and bigbox retails.

While reading some articles concerning the covid 19, I realized that data market and online shopping apps have made a lot of income in the past month, because most people not focus their interest on just buying everything they need online, while sone trust the online shopping app. Others do not. Let’s just say they are scared for their safety, they have this weird idea that the courier man or even the package might have come in close contact with the virus. Meaning, consumers are paranoid and scared. Visit to local grocery stores has also increased and they can only be one winner : that is, 90% of the population of the area affected have stopped ordering food and snacks from Kentucky, macdonalds and other restaurant like this because they do not trust the safety of the food being prepared, let’s keep in mind that this does not help their sales out all.

For the first week of the pandemic, any behavioural changes were self imposed, most people realized it was not longer china’s problem when it affected their sides. So, the consumers with sense and love for their life avoided crowded areas. But then business was still opened and most people carried on with their normal day to day activities like their was no virus spreading around(for that week at least). People finally realized the gravity of the covid 19 when march madness, football march and other very relevant activities got canceled. The week following this was more or less like awareness week for everyone, consumers finally realized that people were actually dying and this whole covid 19 thing was not some prank. They started putting a stop to their activities, which involved not going out to crowded places which included the mall, restaurants , even the church and most especially the plain( since that was where most people contracted theirs from), especially if those trips were to countries that had been reported to have an outbreak of the virus. People were on their toes and didn’t let their guards down. They did the same for vacations, hotels, public transport, uber e.t.c . they isolated themselves from it

 In period of crisis, consumers quickly change their behavior as they attempt to adapt to the unfolding situation. With the spread of covid 19 around the globe, many news article have shared stories of consumers stockpiling basic goods, despite the fact that manufacturers and retailers said that there was no problem with the supply.