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

With global case currently put at 1.39 million and 101,000 deaths, Coronavirus is arguable the biggest challenge facing humanity today. In December 2019, a cluster of pneumonia cases from an unknown virus surfaced in Wuhan, China. Based on initial laboratory findings, the disease named Coronavirus disease 2019 (abbreviated as COVID-19), was described as an infectious disease that is caused by severe acute respiratory syndrome coronavirus. While there are ongoing efforts to curtail the spread of infection which is almost entirely driven by human-to-human transmission, it has accounted for over 400,000 confirmed cases with over 100,000 deaths. Indeed, the COVID-19 outbreak has since spread to about 196 countries and territories in every continent and one international conveyance across the globe. Beyond the tragic health hazards and human consequences of the COVID-19 pandemic, the economic uncertainties, and disruptions that have resulted come at a significant cost to the global economy. Almost half of the Nigerian population have internet connectivity, supported by high mobile penetration, and as Africa’s largest economy Nigeria is one of the most prosperous consumer markets in Africa. Analysis of the consumer trends in the market is an ongoing area of interest for brands, financial institutions, and media agencies.

Nigeria’s population was most recently estimated at 198 million people, which is close to 3 times the size of South Africa’s population and is the largest population in Africa. Lagos alone houses an estimated 21 million people and is Africa’s largest city by population. Nigeria’s population skews young with a median age of 20 years old. 65 million people in Nigeria are 14 years old or younger, which points to an even larger consumer market to come in the next decade. The middle class in Nigeria makes up 23% of the population and has an estimated potential market value of over $28 billion USD, which will only grow as the middle class expands over the coming years.

In 2017, Nigeria’s GDP was 375.77 in billions of US dollars. The overall GDP Growth Rate for Nigeria is 2.90, the Annual GDP Growth Rate is 1.50, and the GDP Per Capita is 2412.41, according to Trading Economics. With this said, it is important to note the prevalence of informal trade in Nigeria. According to research conducted by Business Chief, “87 percent of the trading in Nigeria happens in informal markets.” Informal trade is not tracked or included in overall Gross Domestic Product calculations, which means Nigeria’s economy is more prosperous than GDP alone can represent.

Today, businesses should be taking note of the Nigerian market due to the cash flow throughout the nation and the projected growth trajectory of the market. The largest population in Africa is in Nigeria and the majority of these people are young. As the economy continues to flourish and the population gets older, their buying power will continue to increase, and companies looking to expand could benefit from learning more about this powerful set of consumers.

No matter what gains there might appear to be for some industries in terms of the spike in the demand for their goods and services, the real truth is that one form or the other of the dividends of the tragedy called COVID-19 comes back haunting players in such industries in many ways than the seeming gains of increased demand and sales. As the world continues to grapple with the COVID-19 pandemic, one unintended consequence of this high impact event is the alteration in consumer purchasing behavior. Driven, no doubt, by survival instinct and a pervasive fear of running out of essential items required to see them through a challenging time of unpredictable duration, consumers have sporadically changed their shopping behavior of ‘consistent periodic shopping’ to ‘stockpiling style shopping’ consumables in an unprecedented pattern.

This observed change in consumer behavior has played out since the COVID-19 outbreak in China and its attendant severe disruption of global supply chains. This situation was further aggravated by stringent measures, such as lockdowns, put in place by various governments of the world to control the spread of the virus. Whilst countries of the African continent have so far reported fewer cases than most of those of Asia, America, and Europe, they are not immune to its disruptive energy and consequential negative dividends, from an economic perspective, at the very least . In Nigeria will stem from:

1) partial (or full) restrictions on movement, thus causing consumers to spend primarily on essential goods and services

2) low expectations of future income, particularly by workers in the gig economy that are engaged on a short-term/contract basis, as well as the working poor in the informal economy; and

3) the erosion of wealth and expected wealth as a result of the decline in assets such as stocks and home equity.

The federal government has imposed a lockdown in Lagos and Ogun states as well as Abuja (which have the highest number of coronavirus cases combined). Subnational governments have quickly followed suit by imposing lockdowns in their states. Nigeria has a burgeoning gig economy as well as a large informal sector, which contributes 65 percent of its economic output. Movement restrictions have not only reduced the consumption of nonessential commodities in general, but have affected the income-generating capacity of these groups, thus reducing their consumption expenditure. As COVID-19 becomes a global pandemic and consumers change their buying habits, it's more important than ever that you have a complete view of the marketplace. Our global study reveals how this changing behavior can create new opportunities for marketers.