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**Assignment Title:** CONSUMER BEHAVIOR  
**Course Title:** Consumer Behavior II  
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**Question**  
In not less than 2000 words, Explain explicitly how the Pandemic (COVID 19) has affected consumer buying behavior.

Firstly, consumer behavior 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 behavioral responses that precede or follow these activities. On the other hand COVID-19 is also known as corona virus. The coronavirus COVID-19 pandemic is the defining global health crisis of our time and the greatest challenge we have faced since World War Two. Since its emergence in Asia late last year, the virus has spread to every continent except Antarctica. Cases are rising daily in Africa the Americas, and Europe.

Countries are racing to slow the spread of the virus by testing and treating patients, carrying out contact tracing, limiting travel, quarantining citizens, and cancelling large gatherings such as sporting events, concerts, and schools.

The pandemic is moving like a wave one that may yet crash on those least able to cope.

But COVID-19 is much more than a health crisis. By stressing every one of the countries it touches, it has the potential to create devastating ***social, economic and political*** crises that will leave deep scars.

We are in uncharted territory. Many of our communities are now unrecognizable. Dozens of the world’s greatest cities are deserted as people stay indoors, either by choice or by government order. ***Across the world, shops, theatres, restaurants and bars are closing. Every day, people are losing jobs and income, with no way of knowing when normality will return***. Small island nations, heavily dependent on tourism, have empty hotels and deserted beaches. The International Labour Organization estimates that 195 million jobs could be lost therefore affecting 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. The reality of this new pandemic took the world by surprise, people worldwide are still trying to adapt to the idea of prolonged indoor stays. So now we are all trying to avoid going out to shop in malls, complexes or markets or go outdoors in general thereby slowing down marketer’s income and our approach in purchasing goods. Furthermore, will these adjustments establish new and lasting habits?

**Behavior in a time of crisis**

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, some person’s 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. ***And others***.

However, due to the pandemic, older generations are starting to see online shopping as a valid and safe option to obtain groceries. For example, Alibaba reported that in China, online grocery orders placed by people born in the 1960s were four times higher than normal during the Spring Festival or the period were China was still discovering new cases of COVID-19 each day.

In Nigeria, The spread and the increasing numbers of confirmed cases in states is a huge concern as it forces people to stay at home, many people are avoiding supermarkets that attracts a huge number of people, restaurants, and even hospitals as they fear to be exposed to the virus from an infected person around the hospital. This is inevitably taking a toll on businesses and consumer behavior on a large scale with both the public and private sectors, this is looking like complete chaos in consumer buying behavior In the latest CNBC Global CFO Council survey, in which 40 per cent of companies that already have or expect supply chain issues said it could take between three and six months to get business back to normal once the issue’s end (25 per cent said six months). While the full economic consequences of this pandemic on small businesses are yet unclear, it’s a threat to businesses; the truth is that the threats are real and on the line, there has been an alarming impact of this virus on stock markets since the start of the outbreak, the travel restrictions, global trade, commerce, tourism, investment and supply chains, how bad could it really get? The outbreak of the virus in Nigeria and its gradual spread is certainly not a good one for our economy. If measures are not taken and the spread is not curtailed, it might have a huge lasting negative impact on bilateral relations across borders, an inflow of Foreign Direct Investment, employment, imports and export trades, industrial activities etc, it might also disrupt the economic forecasts and revenue projections of the nation. This results might cause inflation and equally impact negatively on many businesses particularly SME’s and start-ups given high uncertainty around production.

With states in Nigeria already demanding that only “***essential***” workers, those providing essential services like ***health centers and uniform*** ***workers*** are the ones allowed to operate, but the definition will have to be made more clear, as the lack of clear business guidance is making it difficult for companies to maintain operations and for supply chains not to collapse. It’s important to be proactive as an entrepreneur or business owner though the full financial implication of this can’t be ascertained. Recall, the major import trading partner of Nigeria is China and China is the second-largest economy in the world. Exports from China to Nigeria were captured as US$1.04 billion during 2018 and were on the increase in 2019 according to the United Nations. With the state of things, the percentage of imported goods and raw materials is expected to drop, production decline and general business activities affected and consequently hike in the price of goods, because China is still trying to bounce back on economic activities, though they have the highest number of reduced new cases. The Federal Government seems to be taking prompt, significant actions, as the Central Bank of Nigeria (CBN) introduced the N50 billion.

Further More, Targeted Credit Facility (TCF) as a stimulus package to support households and micro, small and medium enterprises (MSMEs) affected by the COVI D-19. Whichever way the Economy turns will be largely dependent on how much or little the COVID19 Pandemic ravages the Nigerian and global marketplace. This means that we all have a role to play in ensuring the impact is not significant, by deliberately working to halt its progress. Healthcare experts have recommended social distancing; washing of hands with soap and water, constant use of hand sanitizer and self-isolation. Where symptoms are noticed or there’s been contact with someone suspected of exposure to the virus, steps must be immediately taken to self-isolate and test for the virus.

However, The coronavirus will pass, but a larger threat to the oil industry awaits.

The rise of renewables is slowly eating oil demand away, and soon the game will change. The Saudis recognize this, and Nigeria should keep its eyes open. With new innovations, old industries die. This is what led to the demise of whaling (capturing whales for oil) in the US - it was once big enough to be the fifth largest sector in the economy.

Nigeria desperately needs to build an economy that is resilient to the volatility of oil and gas markets. Such resilience requires political cohesion, economic diversification, investments in education, science, technology and manufacturing capacity.

The recovery from the COVID-19 pandemic might offer our best chance in a long time for successfully pleading debt relief from multilateral agencies. If successful, our leaders must try and kill two birds with one stone - address the short terms problems today but also position the country to be less reliant on oil export earnings. One example of this is the central bank of Nigeria's recent ₦1 trillion stimulus in the manufacturing sector, which is aimed at boosting medical equipment production but also switching towards more local production, away from foreign imports. This will reduce our reliance on oil money to finance our foreign imports in the sector.

The fossil fuel industry will not die today, or in the next ten years, but it will not continue to grow in the long term with oil prices hovering around $30 a barrel, renewable energy projects, with steadily reducing component prices, are increasingly able to compete with oil and gas projects in terms of economic profitability.

They are also less sensitive to geopolitics and pandemics as we see the oil industry today. The World Bank, the Rural Electrification Agency, and investors are already supporting entrepreneurs and creating energy access solutions for hundreds of thousands of Nigerians.

 In many countries, Covid-19 news developments have ignited consumer demand to the “pantry preparation” threshold. Reports of local transmission (and even deaths from Covid-19 in some markets) and government-enforced containment measures drive consumer interest toward necessities one might need at home in times of ongoing crisis. Some of the more affected markets, such as Italy and South Korea, are, however, well past the mid thresholds of “pantry preparations” and even “quarantined living prep”, moving onto the more advanced consumer thresholds of restricted living looking ahead, learning from the purchase habits that were adopted in countries where consumers have progressed through the threshold levels, may help supply chain management in the countries entering the earlier threshold stages, particularly as governments enact more aggressive protocols as they learn more about the virus and its spread.

These public efforts also appear to shorten the time it takes for some countries to move through each threshold. As it stands, China is the only country with large levels of its population impacted to reach level 6 and begin returning to normal ways of living. After extended periods of isolation, many Chinese workers have returned to offices and factories, with the exception of areas hardest hit, such as Hubei province. s governments and organizations continue to work toward containing COVID-19 and stemming the growing humanitarian toll it is exacting, consumers globally are feeling its economic effects. European countries are the least optimistic, while China stands out as the most optimistic country, having been the first to weather the worst of the pandemic’s effects. As countries move through the contagion curve, there are pockets of increasing spending even as consumers universally pull back on discretionary spending. Online buying has jumped almost everywhere, but that shift has not come close to offsetting the overall reduction in spending.

In conclusion, I don’t think it’s too soon to say that the COVID-19 global pandemic will likely be one of the defining events of 2020, and that it will have implications that last well into the decade. The situation is rapidly changing. The amount of people deemed safe to gather in a single place has dwindled from thousands, to hundreds, to ten. Restaurants, bars, movie theaters, and gyms in many major cities are shutting down. Meanwhile many office workers are facing new challenges of working remotely full time. Essentially, people are coming to terms with the realities of our interconnected world and how difficult it is to temporarily separate those connections to others. To say that we are living in unprecedented times feels like an understatement. One of the responses we’ve seen to how people are approaching this period of isolation and uncertainty is in huge overnight changes to their shopping behaviors. From bulk-buying to online shopping, people are changing what they’re buying, when, and how.

As more cities are going under lockdowns, nonessential businesses are being ordered to close, and customers are generally avoiding public places. Limiting shopping for all but necessary essentials is becoming a new normal. Brands are having to adapt and be flexible to meet changing needs.

***REFRENCES.***

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